



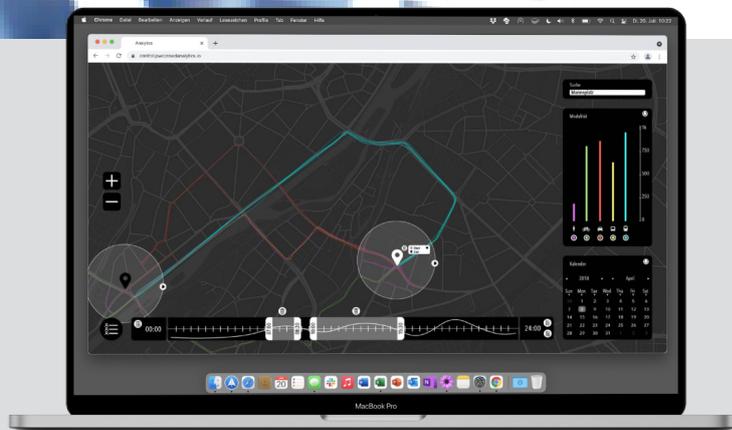
Mobility Platform

A PwC Product

Unlock the value of your mobility data

The Mobility Platform enables you to efficiently analyse and control the movement and mobility behaviour of your users.

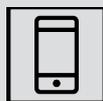
With the help of smartphone sensor data, the platform creates a situational picture of crowd behaviour. Movement paths, densities, mobility types, infrastructure use and potential problem areas can be recognised and evaluated in real time.



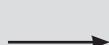
How it works

We easily integrate a software module (SDK) into your own app so that it becomes a distributed sensor network. External data sources such as IoT sensors can be easily integrated at any time. You can use the platform's functions via the user-friendly web dashboard.

Data sources



Your app with an integrated SDK and external sensors



Data processing



Cloud data centre



Data use



Web application

Features



In compliance with data protection and GDPR

Usage analysis

Optimise the mobility offer in the long term and reduce congestion

Modal split

Analyse the user distribution among modes of transport and identify new demand potentials

People flow analysis

Prevent risk situations due to overcrowding in areas

Intelligent messaging

Send app users location-based information and recommendations

and many more.

Benefits



Identification of demand and optimisation potentials

Efficient data collection and use

Creation of forecasts through artificial intelligence

New ways of communicating with your customers

Better responsiveness to changes in demand and situations

Unlock the value of your mobility data – we explain how!

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