Big Data for Smart Cities

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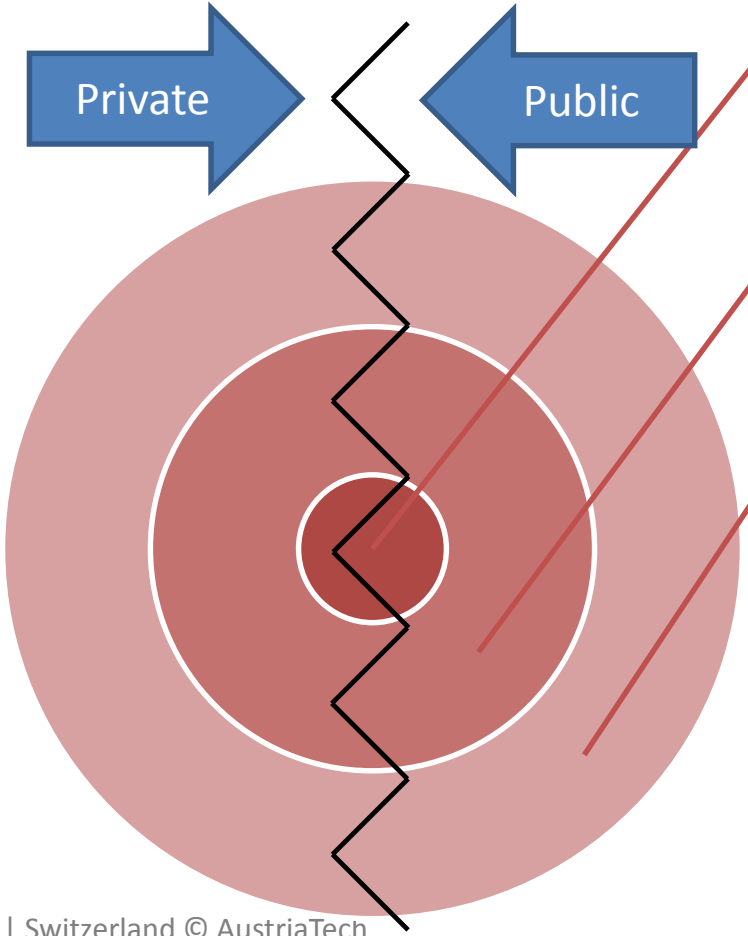


Data

Mobility Service

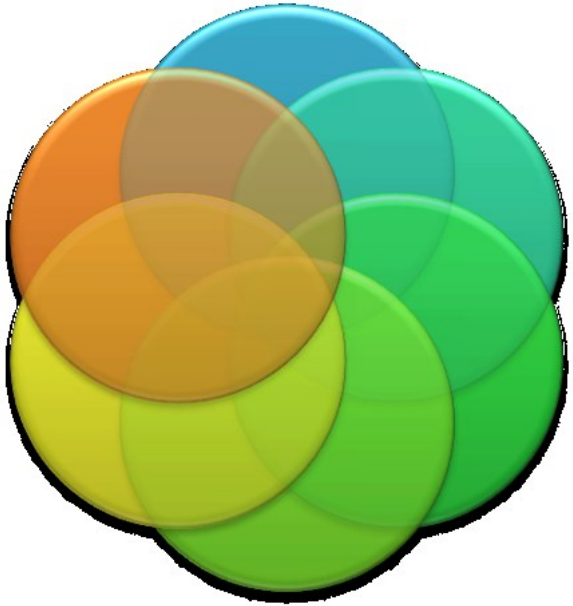
Mobility as a Service

creation of value

Mobiliy-Services

Traffic Management

Multi-modal trip info, booking, ticketing and payment



Safety & warning

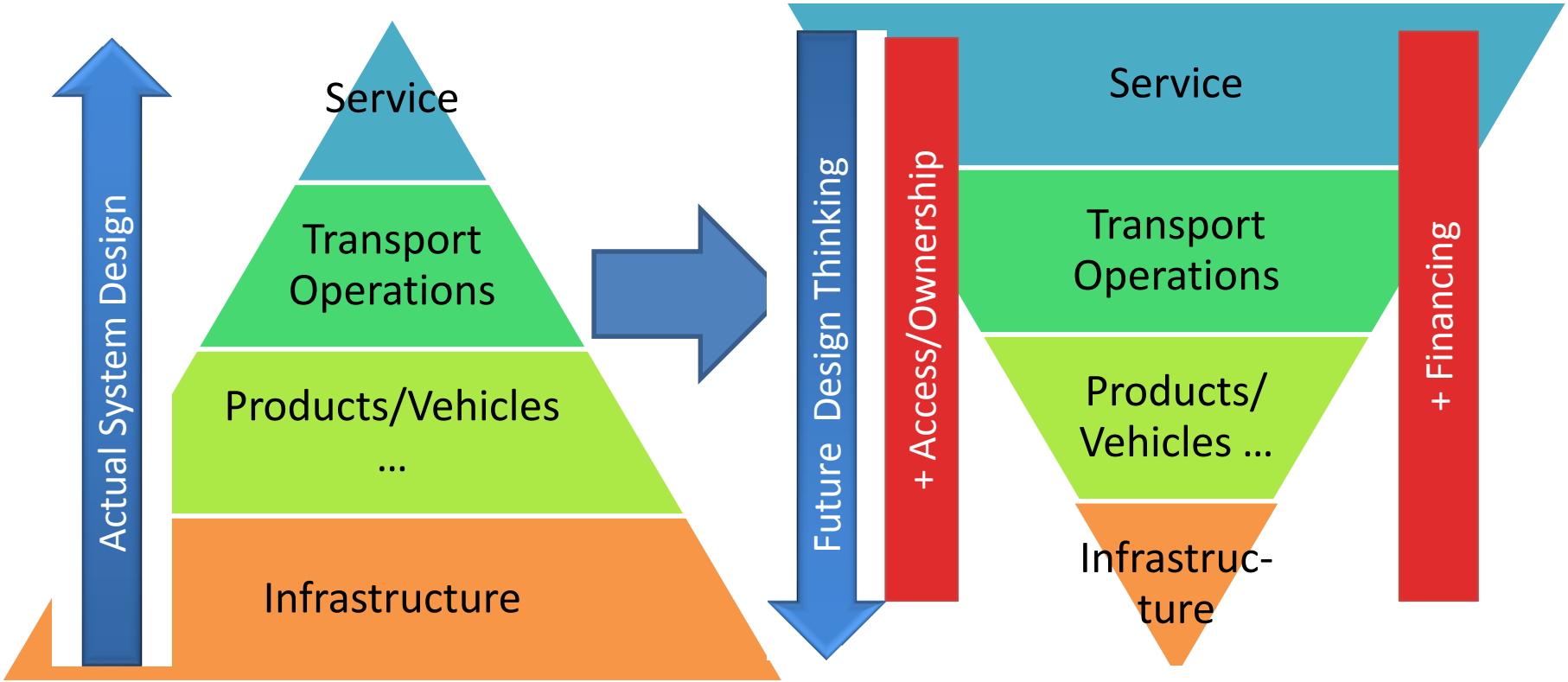
Freight Demand and Delivery Management

Parking/Bike&Ride

E-Mobility

Car/Bike Sharing and Pooling

System Integration → Service Thinking

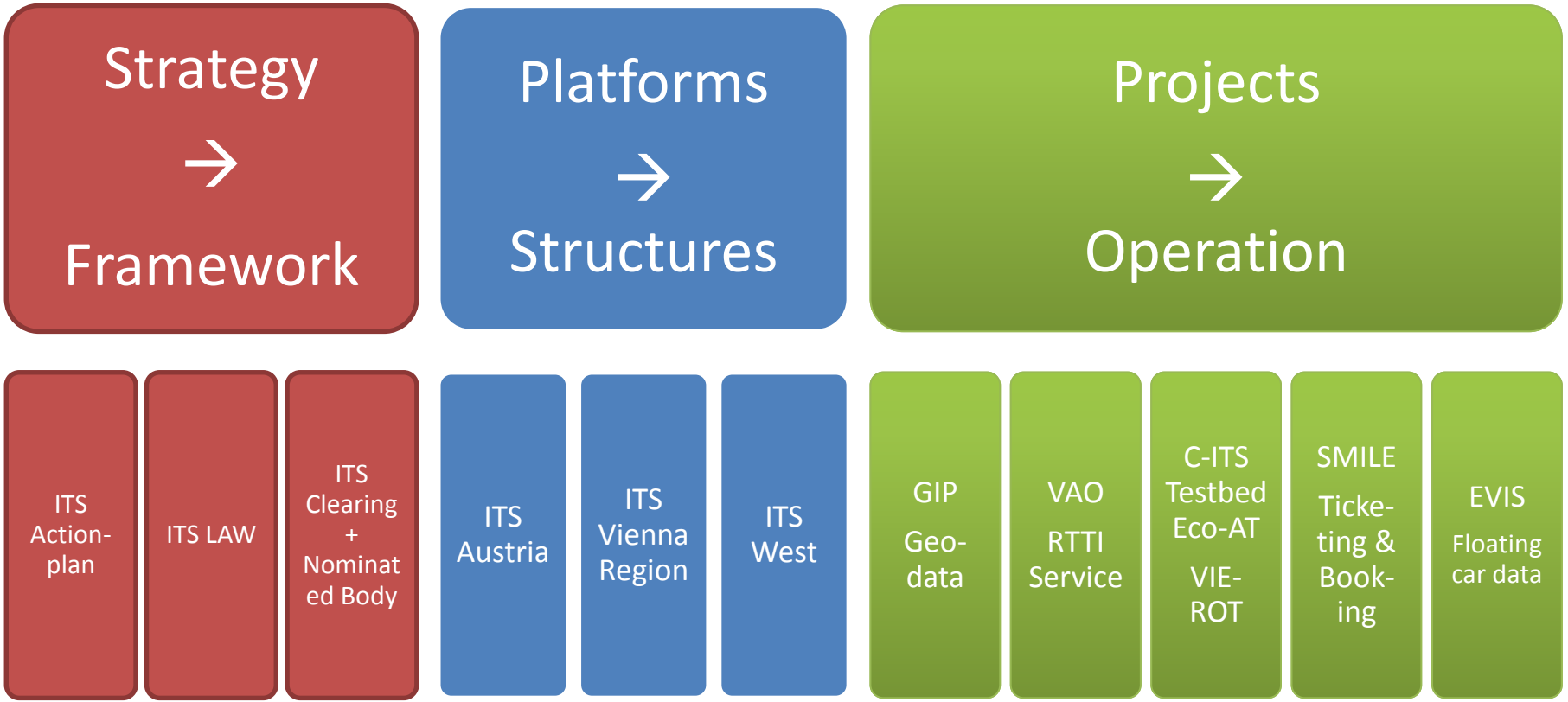


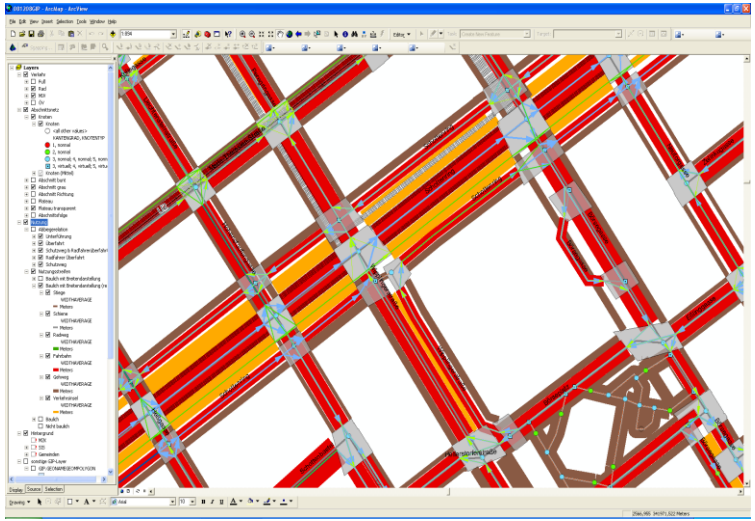
Optimisation of Interfaces

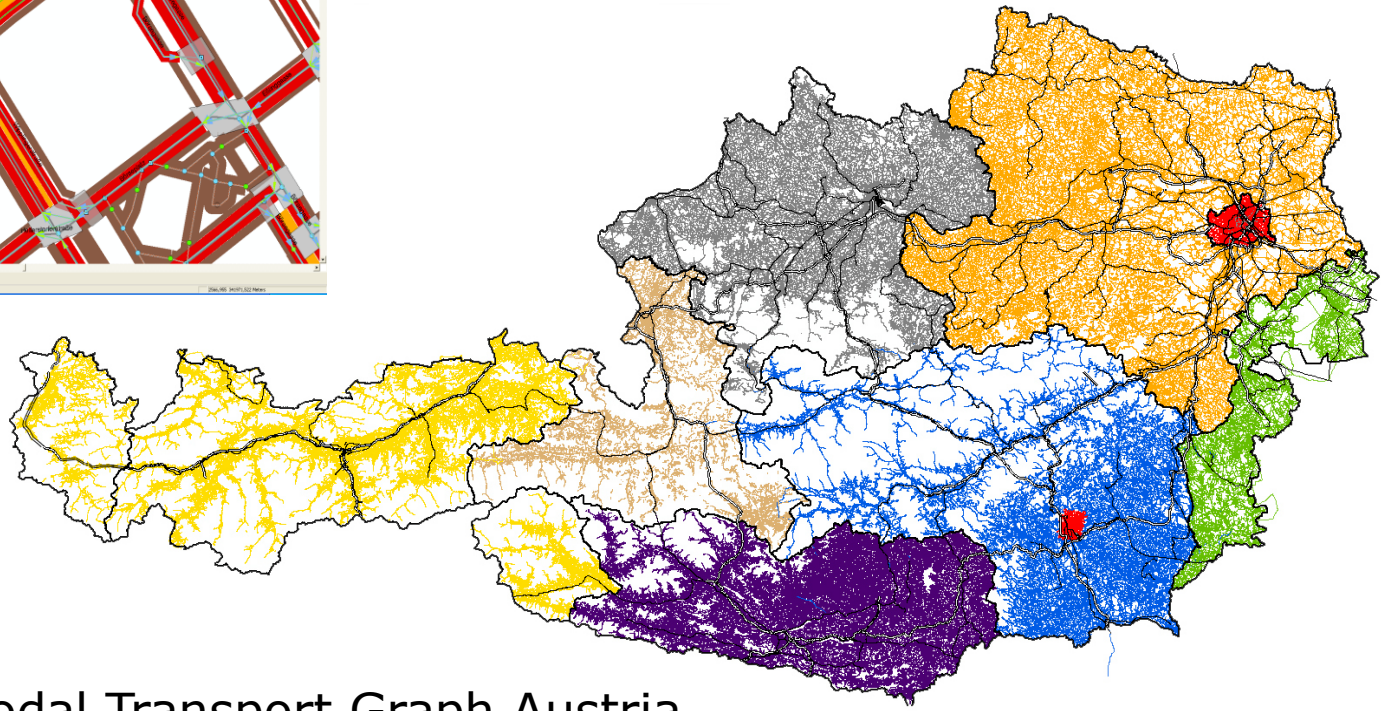
- Real world (hubs) and virtual world (services)
- Ensure interoperability
- Reflecting governance and organisational structures
- Need to be defined open and flexible
- Covering all transport modes
- Between research ➔ development ➔ deployment ➔ market
- etc.

Who is in the driving seat?

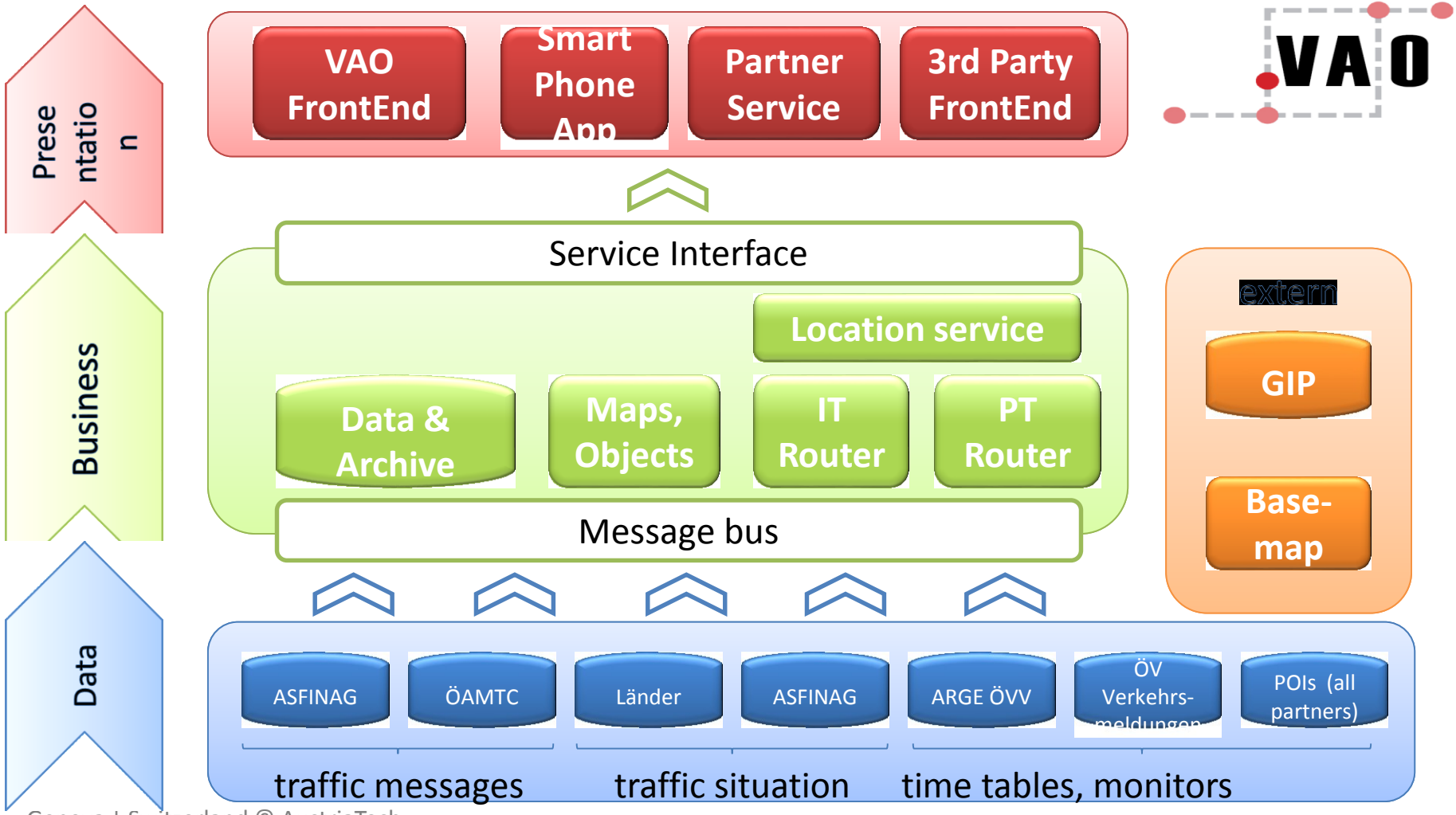
Building Blocks for a MaaS Eco-System





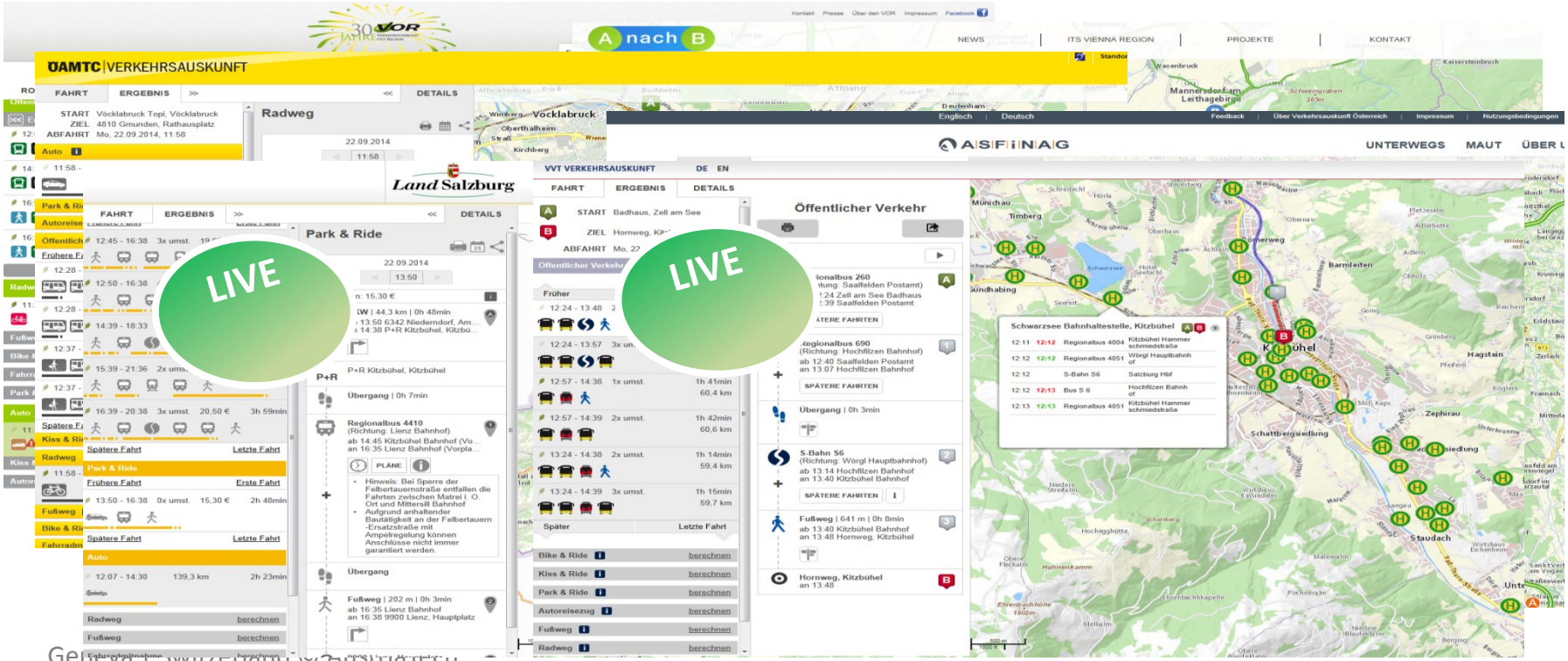


GIP.at – intermodal Transport Graph Austria

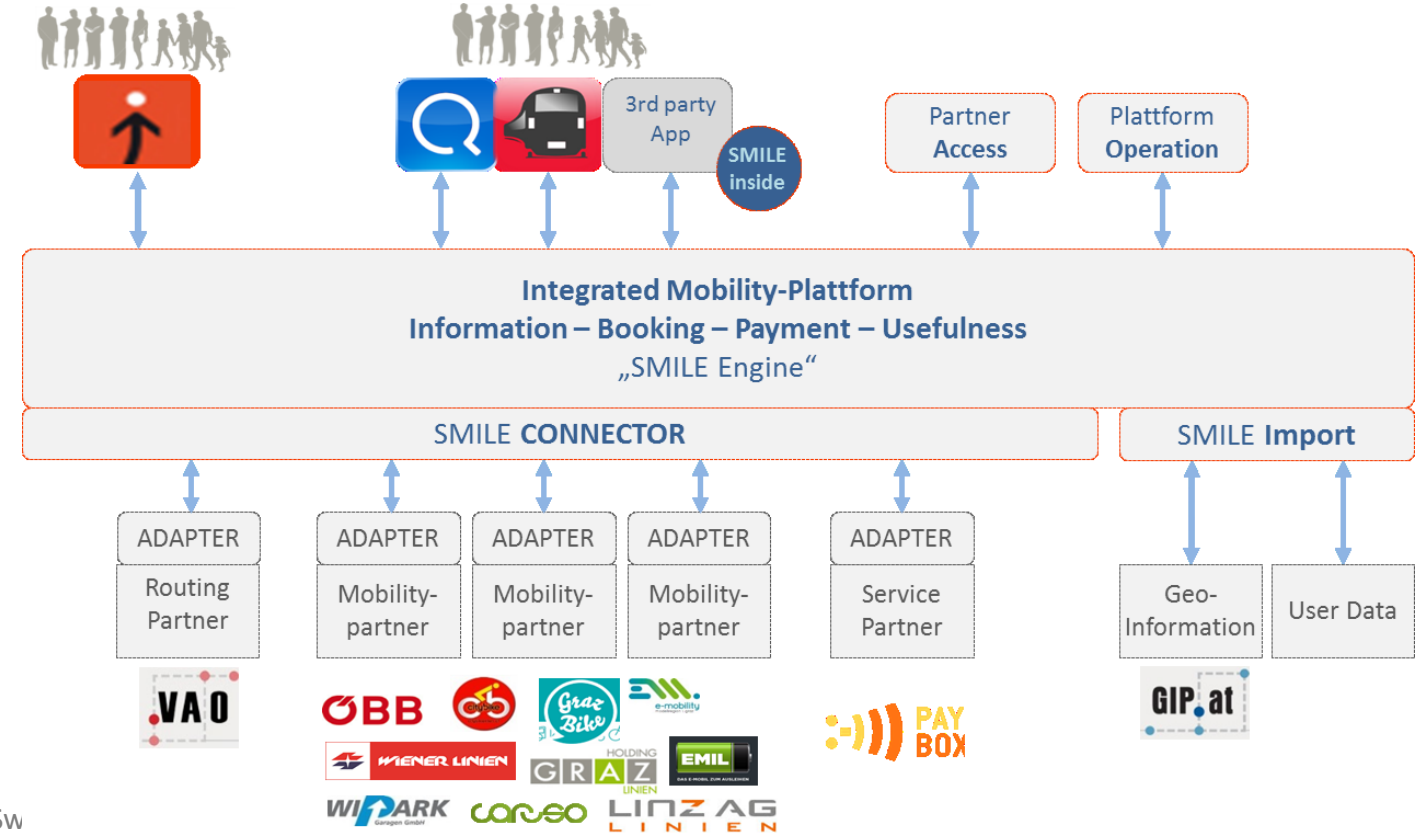

Presentation
Business
Data
VAO FrontEnd
Smart Phone App
Partner Service
3rd Party FrontEnd
Service Interface
Location service
Data & Archive
Maps, Objects
IT Router
PT Router
Message bus
extern
GIP
Base-map
ASFINAG
ÖAMTC
Länder
ASFINAG
ARGE ÖVV
ÖV Verkehrs-meldungen
POIs (all partners)
traffic messages
traffic situation
time tables, monitors

Dissemination by multi-tenancy (web)

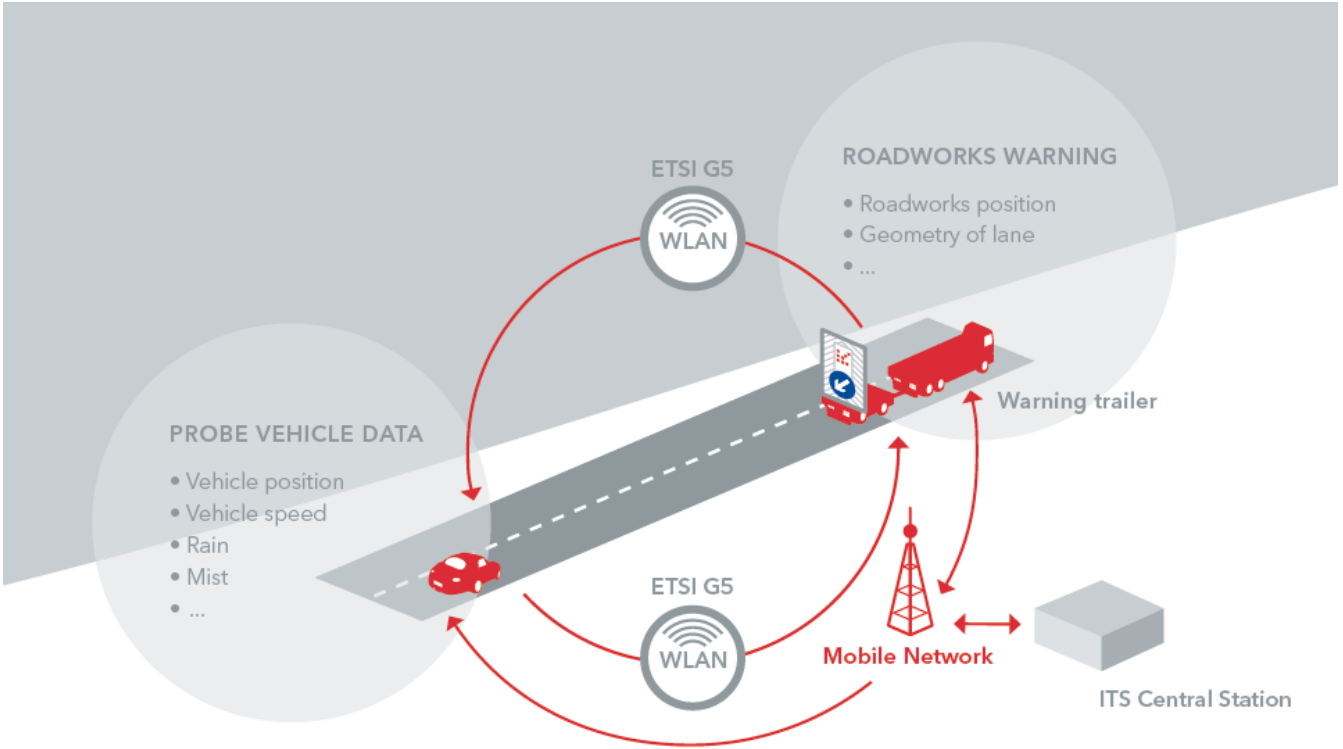
- one instance for all partners



Smile – booking and payment included



C-ITS Corridor



I2V provided by infrastructure

- Road works warning
- In-vehicle signage/information
- Signal phase and timing of traffic lights
- Probe vehicle data (Floating Car Data)

Conclusion: We see changing framework conditions

- New organisational models
- User centered models
- Diversity as driver
- Open services for customers
- Service quality to ensure sustainability

➔ The business case for authorities is mobility!

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