INRIX Insights™
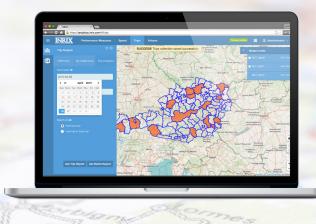

Trips

A *ground-breaking* and *cost-effective* new solution for trip analysis – enabling faster, more informed planning and decision making.

Comprehensive and Accurate Trip Analysis

INRIX Insights Trips provides enterprises and government agencies a comprehensive solution for understanding the movement of people through the trips they take. The power of INRIX Insights Trips come from industry leading geospatial data processing – enabling new understanding of population movement information such as origin and destination zones, diversion routes during peak time and incidents, corridor usage and more.

For example, knowing where travel starts and ends as people move to a major sporting event can help local authorities plan and manage virtually every aspect of the relevant transport decisions with much greater precision. Similarly, knowledge about commuting patterns provides the necessary data to planning agencies to understand the current demand and its shape, and then plan future infrastructure changes to support this intelligence. Enhancing public safety, emergency management organizations can better understand origin and destination for evacuation routing and emergency response dispatch.

Trips at a glance

- Smarter urban infrastructure planning

- Better serve and route commercial freight in and out of cities

- Easily complete before and after studies for performance measurement

- Improve citizen safety and emergency response

- One-stop shop for Trip and Origin Destination analysis

- Flexible usage options match need and budget

Dataset Options

TRIP REPORTS. Aggregated list of anonymized trips with route details and waypoints

TRIP MATRICES. Compiled based on customer Traffic Analysis Zones

Transportation and Planning Agencies

Traditionally, agencies have been forced to rely on old, assumed and surveyed data to collect trip analyses. This data has high bias, high cost and low accuracy. With INRIX Insights Trips, transportation organizations now have an accurate and affordable source of trip data which allows agencies to track trends and accurately calibrate models to make more informed decisions for transportation network investments.

Commercial Freight

Freight transportation has become an increasingly important issue for departments of transport, MPOs, and city governments. With INRIX Insights Trips transportation agencies can better plan road networks and work together to optimize routes for commercial vehicles. Solving these bottleneck issues will greatly improve travel time and urban commerce through delivery of goods and services. Insights Trips can provide trip matrices and records aggregated exclusively from freight carriers.

Emergency Management Response

Too often natural disasters, severe weather and other major events emphasize the importance of evacuation planning. Without accurate trip analyses on major roads in and out of an urban area, organizations have no way of properly routing citizens to safety. INRIX Insights Trips gives emergency management a method for accurately understanding the travel behavior instead of using surveys and guesswork.

Retail Site Selection

Measuring the market potential and profitability of a new retail site selection requires sophisticated research and planning. Today, the data and analytics available for this decision making are dated, labor intensive and manual – making them costly and potentially inaccurate. It often requires site selectors to physically visit many locations just to audit the list down to most financially attractive locations that will be seriously considered. INRIX Insights Trips gives retailers comprehensive, competitive location and population analysis for strategic decision making. It is easy to see how quickly the return on investment will give retailers a leg up on competition and speed up the selection process.

INRIX is collaborating with 100's of world class companies and public agencies to transform how people and commerce move across the world's transportation networks. As Big Data and the Internet of Things changes everything from where people go and what they do to how they get from place to place, INRIX is at the forefront of connecting cars to smarter cities and understanding the science of traffic.

Today, we operate the most robust driver network in the world that includes 250 million vehicles, smartphones, cameras, incidents and other sensors with the ability to cover nearly 5 million miles of road, ramp and interchange in more than 40 countries. The beautiful simplicity of our approach is as more vehicles and devices connect with us, our data intelligence broadens – providing a cycle of increasing accuracy. And INRIX alone can provide it!

Learn more about how INRIX Insights can help you: **busdev@inrix.com | inrix.com/products**