



## 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

## Comprehensive and Accurate Trip Analysis

INRIX Trips provides enterprises and government agencies a comprehensive solution for understanding the movement of people through the trips they take. INRIX Trips are derived 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.



**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 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 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 Trips gives emergency management a method for accurately understanding the travel behavior instead of using surveys and guesswork.



Trip Record Sample: Central London, May 2014, 1:30pm

## Dataset Options

**Trip Reports.** Aggregated list of anonymized trips with route details and waypoints

**Trip Matrices.** Compiled based on customer Traffic Analysis Zones

INRIX leads the market in connected car services. Our deep expertise with driver-centric applications and platforms provides you with breakthrough tools and technologies to create high quality, connected, and personalized experiences for their drivers. We bring together data from over 300 million global sources including apps, roads, cars, cities and the cloud and across GPS and cellular data, creating diverse data sets that lead to more robust and accurate insights than any one source could deliver alone.

Combined with our innovative platform technology, you can deliver a proactive, personalized driving experience that brings your particular brand to life. From dynamic content concerning the fastest routes, travel times, and parking availability to personalized in-car entertainment and communications services, drivers will experience a journey that is easier, safer and more enjoyable.



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