



Population Movement

Turning Movement Intelligence into Opportunity for Mobile Network Operators

INRIX Population Movement is a data-driven solution that answers questions about the movement of people and vehicles. Its power comes from the ability to understand not just where groups of people are at a given time, but where they've been, how they got there and where they may be going next.

For mobile operators, movement analytics represents an opportunity to deliver a range of services to both existing and new customers. By leveraging the INRIX Population Movement platform, operators can distil information and insight from their vast collections of data – a potentially significant new revenue source and a valuable addition to their services portfolio.

Mobile operators are sitting on a treasure trove of rich information and have started to explore the significant opportunities available to them if they are able to monetize their data assets. INRIX understands the potential of mobile big data disruption and the fact that mobile operators need to partner with established analytics providers to successfully monetize their big data assets. Rafay Khan, Chief Revenue Officer, INRIX

ORIGIN AND DESTINATION MATRICES

Historic insight around population movement, aggregating flow over time and space to provide Origin-Destination Matrices commonly used to inform transport simulation and modelling.

NEAR REAL-TIME POPULATION FLOW

Real-time speed and travel times for an ever-expanding global network, provided via a fusion of GPS, cellular, fixed sensor, journalistic data and other sources.

NEAR REAL-TIME POPULATION DENSITY

Real-time visualisation of population movement and density for organized events from a statistically significant sample. The data can identify how densely populated a region is during a specified time, and provide intelligence about the attending population.

► Key Benefits

- Conduct multi-modal analysis of journeys to and/or through areas of specific interest
- Provide visibility into population densities in any area of interest
- Analyze both historical and real-time data to create new analytics models, to test key variables, to benchmark metrics and to report on project progress

► Data Services

Population Density: Measures the real-time density of people within the area of interest.

- Resolution down to 250 square meters
- 15-minute update frequency
- Compare with historical density measurements or customer-specified threshold levels

Population Insights: Analyzes the historical movement of people within the area of interest.

- Multi-modal origin destination trip analysis that measures each leg of a trip by road/bus, rail, light rail and pedestrian/cyclist movements
- Includes data from both GPS and mobile phone signals



System Integrators

Include Population Density and/or Population Insights services as a component of a broader service offering provided to customers.



Transport Agencies

Conduct Origin Destination analyses to measure and model traffic volumes across select corridors with respect to modes of travel, such as road, rail, pedestrian or cyclist.



Consultants

Extract Origin Destination measurements to establish baseline measurements, create system models and to track the performance of a project that is already underway.

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 INRIX Population Movement:
busdev@inrix.com | inrix.com/movement-analytics/