

## DATA-POWERED SOLUTIONS



# Mobility Insights



### HOW CAN TELEFÓNICA TECH HELP?

It optimizes infrastructure and transportation planning.

We provide you with detailed insights into people's mobility and travel patterns, helping you to optimize your organization's value proposition.

Our advanced analytics technology platform extracts valuable information from anonymized and aggregated data, allowing you to gain deeper insight into mobility trends in your industry and make strategic decisions.

### WHO IS THIS SERVICE FOR?



The final Mobility Insights services are flexible and adaptable to your needs, being offered in file, viewer, and API formats.



#### **Public and private organizations**

If you are a medium or large organization and you are interested in learning more about mobility and commuters in your study area.



#### **Large companies with analytical departments**

If you are looking to enrich your databases and optimize your internal processes through advanced mobility analytics.

## OUR VALUE PROPOSITION

### Our service

We help you optimize your value proposition thanks to our advanced **mobility and profiling** capabilities, which extract insights about the trends of groups of people through anonymized and aggregated data.

These insights provide greater knowledge about mobility patterns in the study area. We also provide you with tailored analytics and APIs that facilitate the consumption of this information in real-time.

### What does it allow you to do?

This service will allow you to:

- › **Quantify actual mobility:** Between different geographical points such as neighborhoods, municipalities or provinces.
- › **Analyze intermodality:** Improve transport supply and competitiveness by understanding how different modes of transport interact.
- › **Identify routes and stages:** Analyze routes between different origins and destinations, identifying both stages and modes of transport.
- › **Understand market share:** Analyze your company's market share and that of your competitors.
- › **Adjust transport schedules:** Optimize transport schedules according to actual demand.
- › **Improve internal models:** Add mobility variables to improve internal models, such as accident rates and accident rates.

### Benefits

#### Easy delivery

No deployment or installation is required, as we work with data from Movistar's macro network. Deliveries are made through files, viewers or APIs.

#### Representative sample of users

We are able to make extrapolations with a minimum margin of error thanks to the significant sample of users we work with, offering you a real knowledge of the study public.

## Telefónica Tech's differential value



### Pioneers in Spain

We are the first company in Spain involved in this type of project.



### +8 years of experience

We have extensive experience in mobility analysis.



### Recurring projects

We have a large number of recurring projects with customers who rely on our Mobility Insights services.

## EQUIPMENT, TEAMS AND ACHIEVEMENTS

### Our teams

- › **400 professionals** dedicated to AI for enterprise and Public Administration clients.
- › **10 specialized** centers across **Spain** (Madrid, Barcelona, Valencia, Valladolid), **the United Kingdom** (London), **Central Europe** (Slovenia and Austria), **Brazil** (Sao Paulo), and the **Hispam** region (Santiago, Chile, and Mexico City).
- › **150+ certifications** held by our Artificial Intelligence experts.

### Achievements

- › **1,000+ projects** executed.
- › **200+ clients** served.
- › Projects delivered in **25+ countries**.

## BUSINESS MODEL

Our service is flexible and adapts to the needs of different types of customers. We offer both **one-shot** and **recurring deliveries**.

## | RELATED SERVICES

### Smart Parking

Accurate and quality information in real time on the occupancy of the city's parking areas for better management and planning of resources and greater citizen satisfaction.



### Advanced Analytics

Enables deep and advanced analysis of the mobility data obtained, so that hidden patterns and trends in people's behavior can be discovered, optimizing strategic decision making.



### Use Case Discovery

Helps organizations discover innovative use cases for applying the mobility data generated, enabling them to identify new opportunities to optimize their operations .



Contact us to start the digital transformation of your organization.

