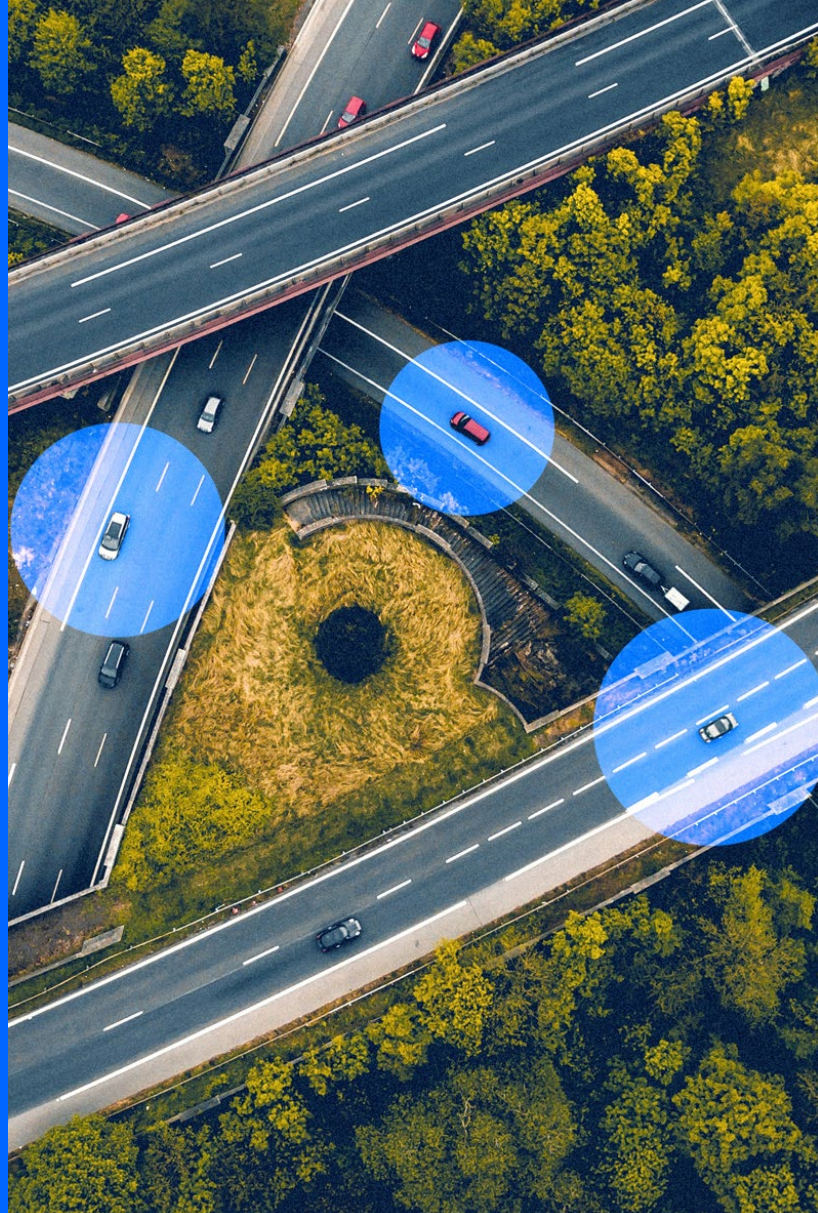


AI of Things

Mobility Insights

Optimise your infrastructure and transport planning



What is Mobility Insights?

Mobility Insights is a solution that **facilitates in-depth and distinctive understanding of the transport sector by means of Big Data and Artificial Intelligence techniques**. By combining the large amount of data on Telefónica's customer network and business activity, it provides information on journeys, the **means of transport used** and other useful data, such as the **socio-demographic profile and origin**.



Features

Mobility Insights has a wide range of features:

- › **Journey analysis:** based on origin and destination matrices and journey times.
- › **Socio-demographic segmentation:** analysis by sex, age, volume, socio-economic level, purchasing power and digitisation.
- › **Means of transport used on each route:** this can tell you whether the journey has been made by road, train or plane. For journeys covering more than 50 km.
- › **Reason for journey:** home-based, work-based or neither home nor work-based.
- › **Mobility patterns:** identifying the recurrence of routes taken by passengers in a given area.



Benefits

Mobility Insights offers great benefits for your business:



In-depth knowledge of the mobility analysis:

overview of the number of passengers and their movements with pre-established origins and destinations between municipalities and districts and their recurrence.



It can answer specific business questions

segmented by socio-demographic and mobility-related profiles of passengers throughout the geographical area analysed.



It facilitates the planning and management of public transport in large cities.



Optimisation of the route planning and management, e.g. to connect areas of the city that

are highly mobile and not served by public transport.



Mobility plan design, more targeted communications based on actual demand.



It quantifies and evaluates the market share and profitability of a route.



Design of the urban mobility plan, more targeted communications based on actual demand.



Optimisation of the transport plan for specific events: identification of the means of transport in need of reinforcement.



Real data: by extracting and anonymising the data from the mobile network: hundreds of millions of mobile customers that generate thousands of millions of events each day.



Increased capacity for analysis and monitoring:

possibility of accessing results within a short period of time and comparing current and past results dynamically in order to identify areas for improvement and define action plans.





Sectors of application

This solution can serve to **improve the services and commercial offers** of public administrations (city councils, statistical institutes, autonomous communities, regions, etc.) and companies that offer services in the transport sector, such as mobility consultants and passenger transport operators, **and optimise the efficiency of their actions and discover new lines of business**, quantifying and evaluating the market share or profitability of a route.



Reason Why

In Telefónica Tech's recent creation, the integration of the Big Data/AI units into the IoT makes the offer even more comprehensive, **incorporating sensorisation, connectivity, analytics and infrastructure capabilities into the ensemble.**

We have the **unique ability to combine and analyse customer data with IoT data, Open Data and the mobility of the Telco network, allowing us to obtain behavioural patterns** processed on the pioneering platform with our own patented algorithms. As a result, **we can provide valuable insights for customers and help them make smarter decisions.** We also have the **capacity to offer personalised and consultative sales**, accompanying customers throughout all the phases of their business needs.



Success stories



Contact

Find out how we can help you to **optimise your infrastructure and transport planning.**

For further information, please contact us: