

Mobile Data for Transportation Planning

“There is only one data source that gives you the actual origin and destination of urban trips” Urban planning department, City of Tallinn

Transportation planning depends on having access to accurate and reliable data. Mobile network operators collect millions of location events on mobile subscribers every day. Rapid advances in mobile technology and adoption have lifted mobile positioning data to the best source of data on urban and commuter flows in many cases.

In Estonia, City of Tallinn and Tartu are using mobile positioning data from Positium for planning of roads and public transportation networks. They have saved 12 months off doing a mobility study and received more precise results. Mobile positioning data gives the true origin-destination matrix of any city or region at short notice and with regular updates.

Positium Data Mediator for Mobility is uniquely designed to handle big data from mobile network operators for transportation planners.

- Positium has the longest experience on analysing mobile positioning data for transportation planning
- Methods are developed with statisticians and have proven quality
- The technology is scalable to big data, powered by Hadoop parallel processing frameworks and Apache Spark

Positium Data Mediator for Mobility delivers the big data for enhanced transportation planning. Positium provides consulting, handles the connection to mobile operators to receive big data and licences the technology to process it.

