»> Traction Travel ♦ Building your Smart Cities ecosystem starts with Traction™ **Getting started is simple.** Connect with reliable, real-time Unlock the benefits today.

data across your network.

Traction Travel is an easy-to-use browser and mobile solution delivering comprehensive transportation analytics, on-line reporting, and powerful data visualizations. It features user trajectory trips crowdsourced travel times, and mobility insights.



POWERFUL ANALYTICS

Improve your workflow with engaging, analytical dashboards and data trends. Let data tell the story and empower strategic, well-informed decision making while driving your future actions.



OPEN

TRACTION TRAVEL

is an open solution and supports multiple crowd data sources



COST EFFECTIVE **FLEXIBILITY**

TRACTION TRAVEL

lets you focus on your needs. Identify routes of interest and start collecting valuable data immediately.



No costly infrastructure or time-consuming deployments are required!

Traction Travel leverages rich data sets from *Azure*/

Tom-Tom, Waze, Google and more, and collects vehicle

trajectory data along with other key health indicators for

your transportation network.

CROSS PLATFORM **SUPPORT**

Our browser and mobile app pair seamlessly to provide the optimal experience across all your devices. Our proven mobile app is available in the App Store and Google Play.

WHAT'S INCLUDED?

- ♦ Travel time data for any route, any time of the day or night
- ♦ Heat maps, graphs, and a range of reports
- ♦ Mobile application to gather your trajectory trips









Easy-to-use features and capabilities

Evaluate real-time detours and strategies





Evaluate construction impacts



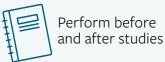
Post expected travel times on DMS





Collect baseline corridor data









Traction Travel has proved invaluable for the City of monitor the frequency, duration, and magnitude of congestion events on our key routes. It has allowed us to prioritize capital improvements and communicate the information to City Council. With the mobile app, we can easily gather user trips to validate and

STEPHEN CRAVER

calibrate data.

City of Sedona

