

An aerial photograph of a city, likely London, showing a dense urban landscape with various buildings, streets, and green spaces. A prominent feature is the cylindrical tower with a white top section. A teal-colored graphic overlay is present in the top right corner, featuring a white arrow pointing downwards and the word 'here' in white lowercase letters. Another teal overlay is in the bottom left corner, containing white text.

here

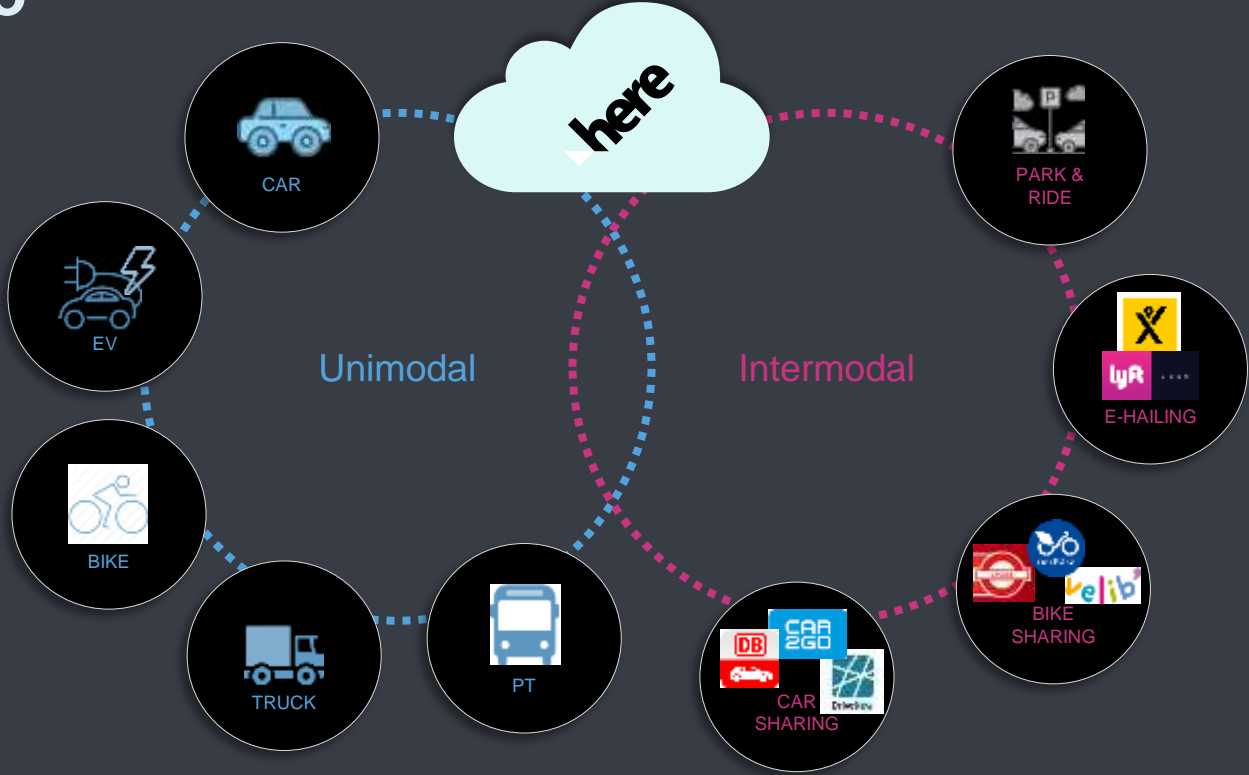
# Transport Infrastructure to Smart Mobility...its STILL all about data...

Simon Curtis, February 2019

Snr Manager Spatial Data Centre of Excellence

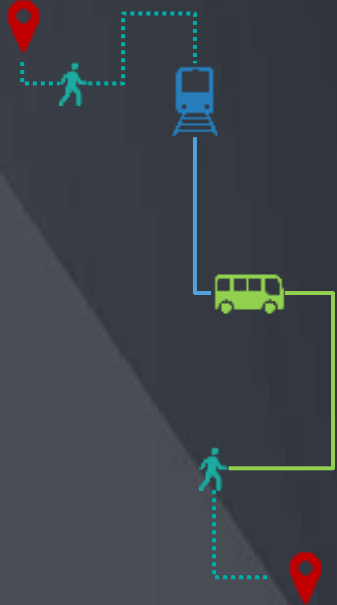
HERE Technologies

# Towards Smart Mobility - HERE Routing and Mobility Portfolio

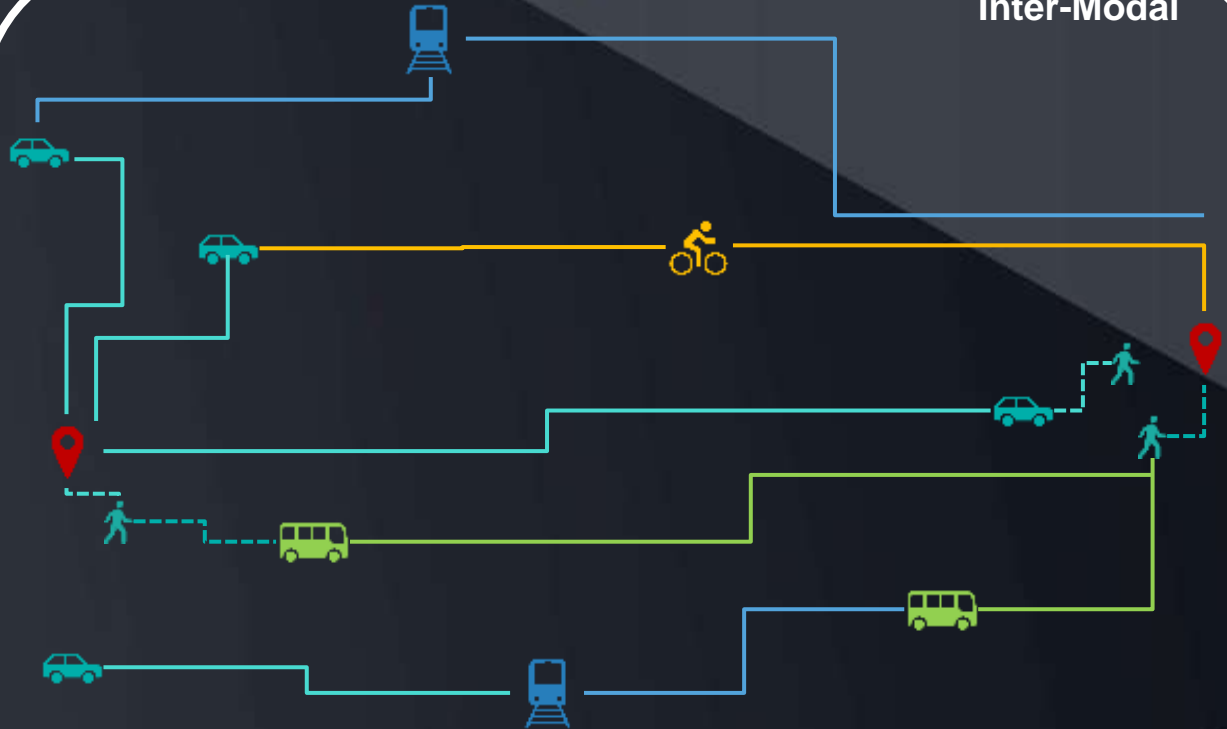


# Developing the Route Response

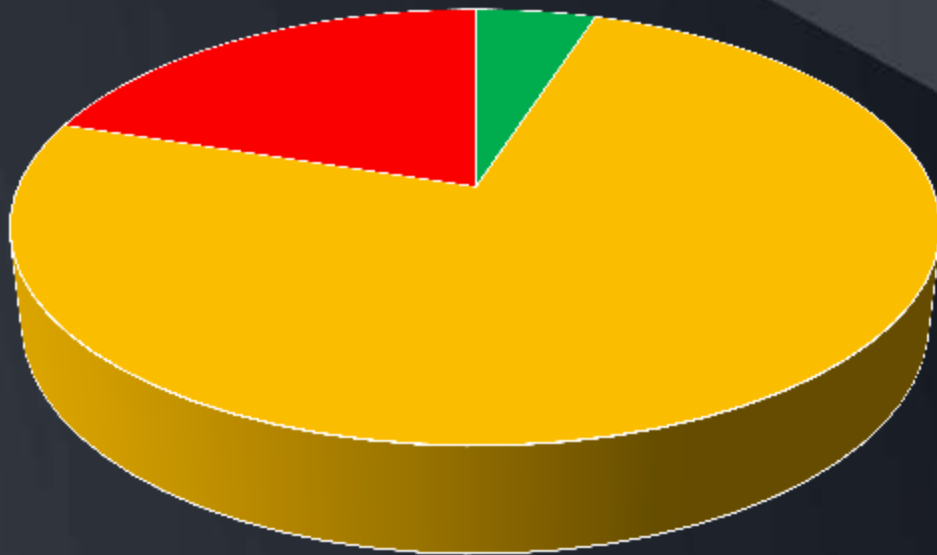
Multi-Modal



Inter-Modal



# Transit Source Data Quality



■ Good ■ OK ■ Bad

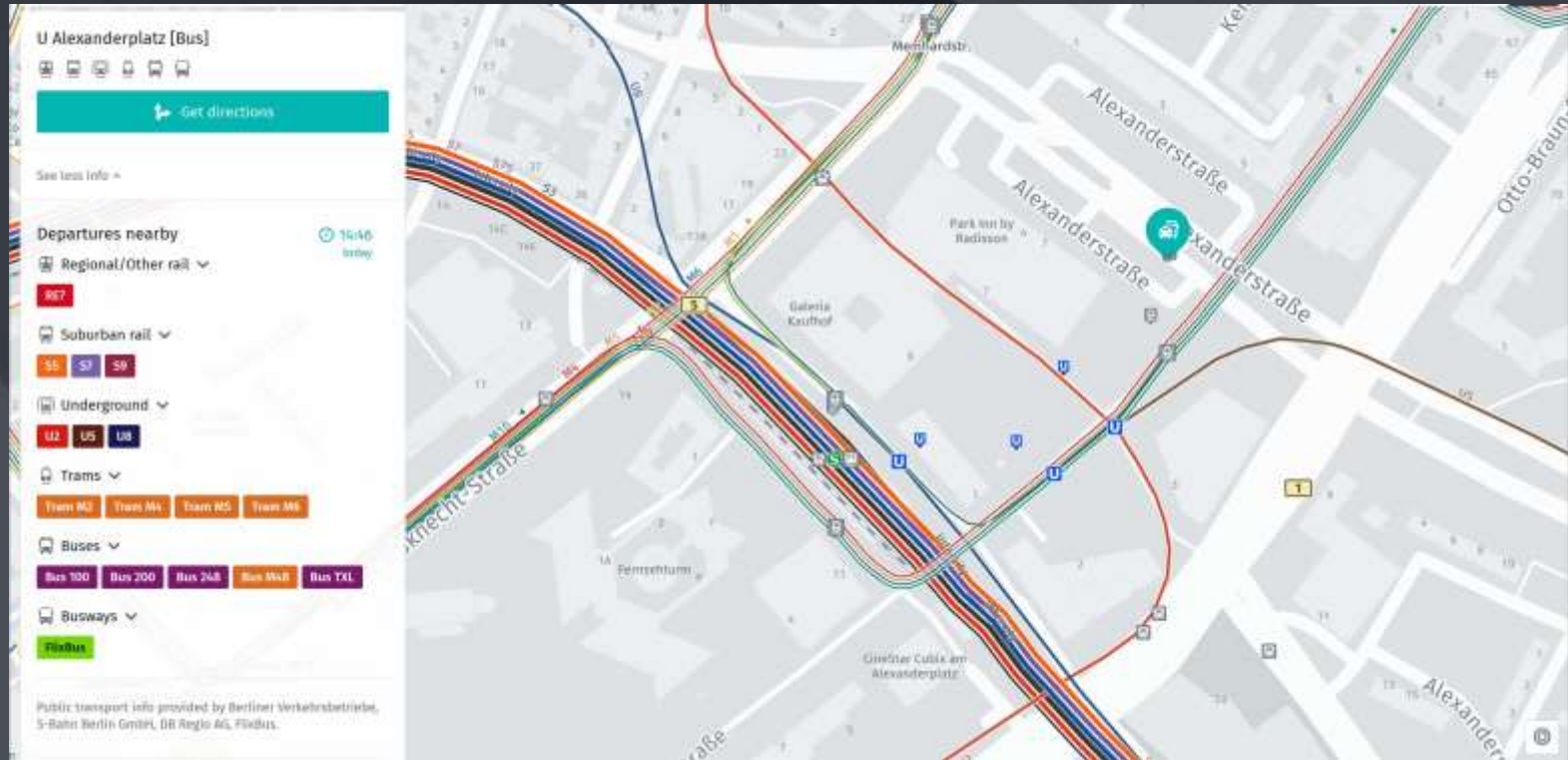
*Source Data Quality:  
a combination of spec compliance, level of attribution and matching reality*



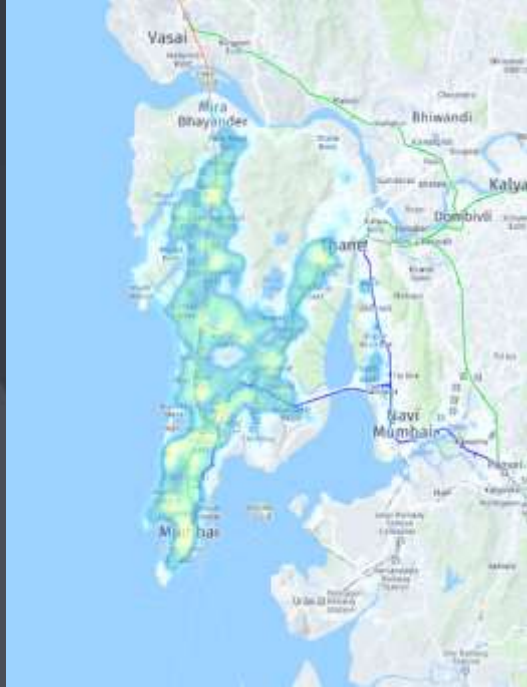
# Real World - Alexanderplatz Berlin



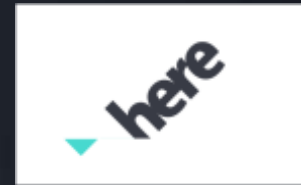
# Infrastructure World - Alexanderplatz Berlin



# Transit Data : 'Limited Data Model': Mumbai



- Limited data available
- No data formats provided
- Data built by aggregators
- Local / City Services Provided
- No Real Time data
- Data never updated





# The Future....

## Skipping the Data Generation...

- For 'No' /Limited' data model
- Avoid investment in static data models
- Use real time technology that already exists
- Make transit 'crowd' focused...!



Thank You