

## ✦ Building your Smart Cities ecosystem starts with Traction™

### Connect with reliable, real-time 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 crowd-sourced travel times, and mobility insights.

### Getting started is simple. Unlock the benefits today.

*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.



#### 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.



#### 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

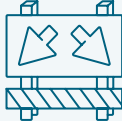



Collect high resolution data



Collect baseline corridor data

Evaluate real-time detours and strategies

Evaluate construction impacts

Post expected travel times on DMS

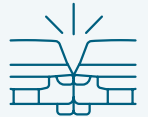


Perform before and after studies



Monitor congestion conditions

Quantify incident impacts



Traction Travel has proved invaluable for the City of Sedona to 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 calibrate data.

**STEPHEN CRAVER**

City of Sedona

