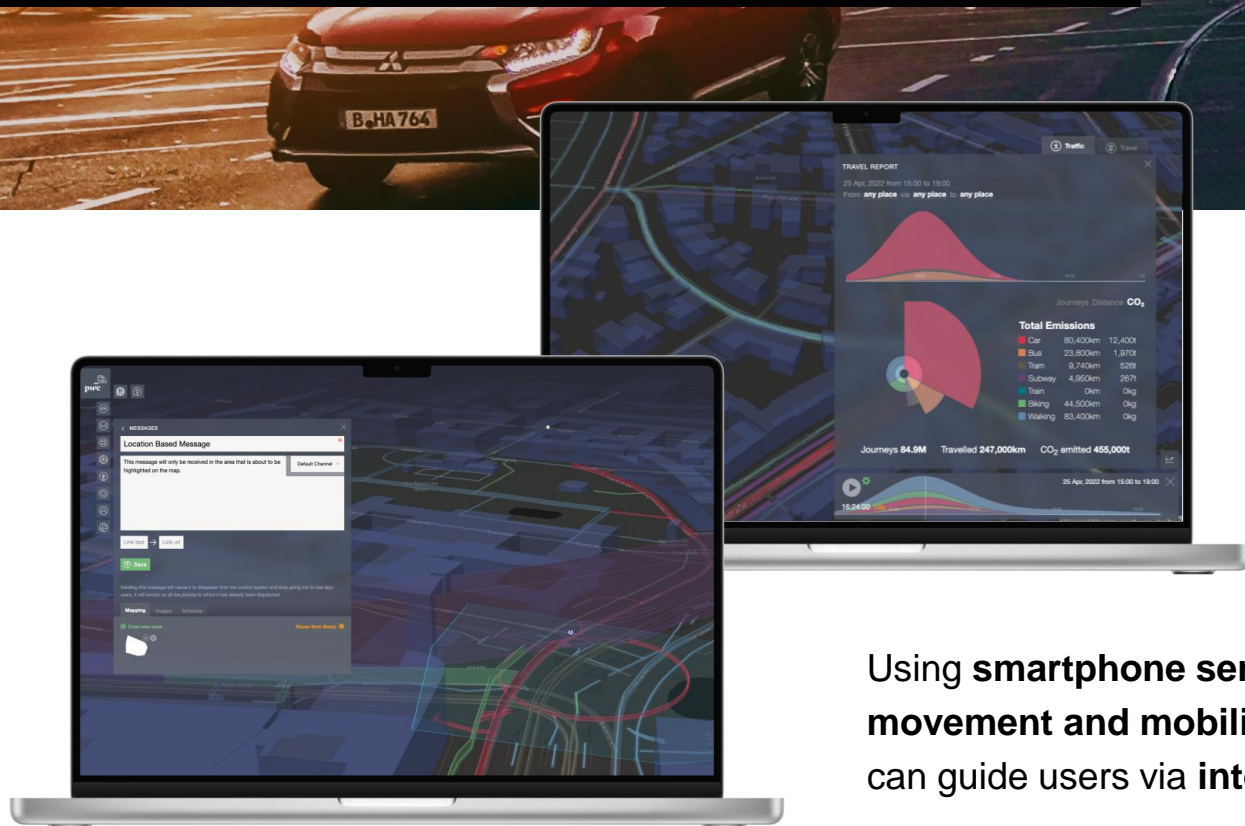# PwC Mobility Platform

The management tool for your mobility data

Driving mobility with data.

We provide the **data basis** for efficient **service optimisation** and **infrastructure planning**.

Using **smartphone sensor data,** the platform allows you to **efficiently analyse** the **movement and mobility behaviour** of users within the local infrastructure in real time. You can guide users via **intelligent communication channels**.

How does the PwC Mobility Platform work?

Utilising **smartphone sensor data** (e.g., location, acceleration, movement data), the platform creates precise situational images of the users' **movement behaviour** and their usage of infrastructure.

→ **Movement paths, crowd densities, mobility types,** and potential **problem areas** can be analysed and evaluated in real time.

How is the data collected?

A small **software module (SDK)** is integrated in your existing mobility app. The data is **collected, processed and prepared** in compliance with **GDPR**.
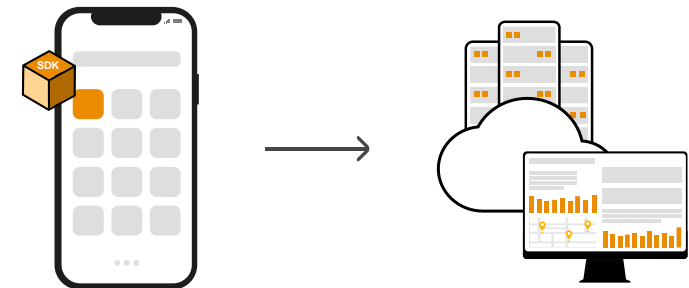
What advantages does the platform offer?

All-in-one solution
Record, analyse, and control the movement and mobility behaviour of your city or municipality.

Individualised and scalable
We offer you a **customised system** according to your needs and requirements.

Low setup effort
The **utilisation** of the **existing app** as a data source is particularly **low-effort.**
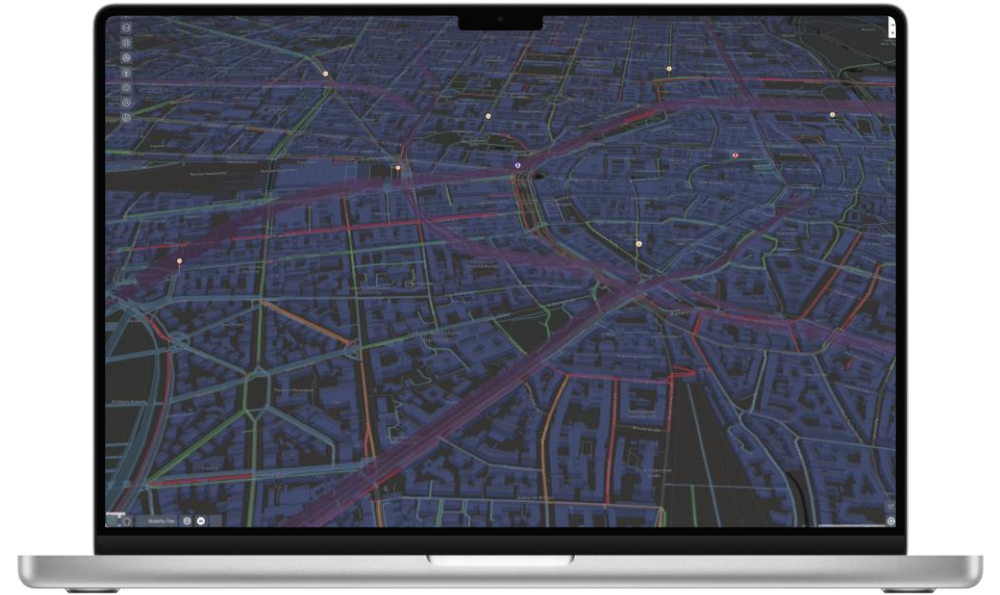
Compatible with other data sources
Easily connect **existing sensor hardware** and other **external data sources**.

Usage Analysis 🗺️

Obtain information on the **intensity of use** of **roads, paths** and the **public transport network**. Hence, congestion on main traffic routes can be identified quickly as well as suitable **optimisation measures** derived and initiated.

Modal Split 🥧

Evaluate both individual route segments and entire routes in relation to the **choice of transport modes** and **user distribution**. This provides you with a **direct comparison of the used modalities**. Determine the **demand potential** in selected regions in order to create locally tailored mobility offers.
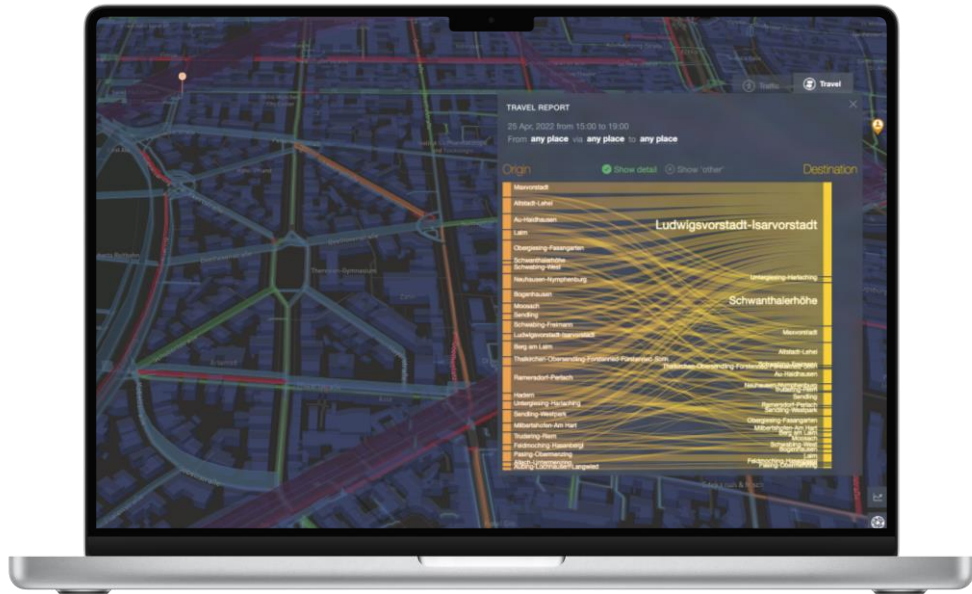
Origin Destination Analysis ⇌

Analyse **start and end points of routes** and users' **transfer behaviour** at predefined traffic hubs. This allows you to **identify trends** in **mobility behaviour** early and adapt your services by equalising congested intersections.

Location-based Messaging 💬

Automatically send **location-based messages** via your mobility app to users as soon as they enter **predefined zones**. For example, in case of overcrowding or disruptions in the public transport system, you can inform users about **alternative means of transport and stations** nearby.
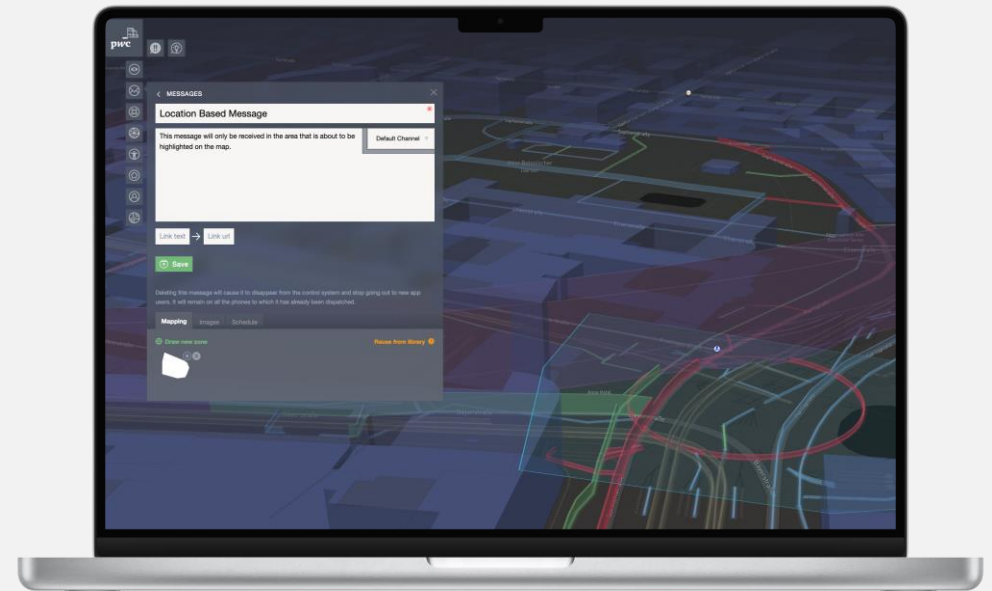
People Flow Analysis 👫

Analyse **people flows in real time** and monitor movement directions, densities, and speeds.

Asset Tracking 📍

Movement data of your **mobile assets**, such as task forces and vehicles, are stored on demand and can be retrieved at any time.

IoT Sensors 📡

Additional **external sensors** (e.g., automatic passenger counting sensors, cameras) can be easily connected to the platform at any time.

Asset Messaging & Reporting 🗓

The **PwC Connect and Communicate app** allows you to efficiently **coordinate** and **communicate with assets** during incidents.
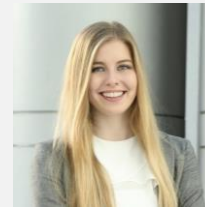
... and many more!

Feel free to contact us!

Dr. Tobias Franke

AI & Mobile Solutions Leader
+49 151 18148575
tobias.franke@pwc.com

Sophia Hiermaier

Project Manager
+49 1512 6524551
sophia.hiermaier@pwc.com

Mario Stehling

Project Manager
+49 175 2939319
mario.stehling@pwc.com

Louisa Uhlemann

Project Manager
+49 171 7603668
louisa.uhlemann@pwc.com