New Xerox Data Analytics Platform Puts Mountains of Ticket Data to Work for Transport, Parking Operators

User-friendly, visual dashboard facilitates “smart” data-based decision making to improve services and lower cost

UXBRIDGE, U.K., February 5th, 2015 – Every day, millions of commuters buy and use tickets, creating massive amounts of data about daily transportation habits. Xerox recently introduced an analytics platform that analyses this anonymous data quickly and accurately and presents the information with user-friendly graphics, making it easy for transport and parking operators to better understand and even predict commuter needs.

Xerox’s new Mobility Analytics Platform (MAP) provides a new city-wide picture of transportation operations including, adherence to schedules, passenger-loading levels and car park utilisation rates.

Using data analytics algorithms and visualisation technology from the Xerox Research Centre Europe, it can predict, for example, where passengers will alight and the impact of varying factors such as running ahead or behind schedule and the weather.

"MAP gives operators the keys to improving the quality and adoption of services," said Jo van Onsem, group president, International Public Sector, Xerox. "Xerox’s MAP innovation is a major contribution to the development of improved urban mobility."

The Australian city of Adelaide, which has embarked on a 30-year urban development plan, is piloting MAP to improve its public transport services by analysing people flows between different sectors of the city.

And VINCI Park, the world’s leading parking space provider, is testing the system in Neuilly, a town in the western suburbs of Paris, where it manages on- and off-street parking. The operator is using MAP to better understand how its off-street car parks are used. In a second step, this parking information will be combined with MAP’s advanced customer profiling features to predict future demand for parking, inform VINCI Park on how to modify prices, identify when extra access lanes are required or even where new car parks should be created.

“With MAP we now have a user friendly graphical tool that allows us to analyse quickly and accurately the use and revenues of our car parks,” said Albert Feuga, director, Parking Management System, VINCI Park. “MAP also allows us to understand the behaviour of our customers and better anticipate demand and manage flows.”
Availability
MAP is available immediately in all geographies except North America. Future enhancements to MAP, available later in 2015, will enable the platform to run simulations and estimate the outcome of changing routes, providing new services or introducing dynamic fare structures.

-XXX-

About Xerox
Xerox is a global business services, technology and document management company helping organisations transform the way they manage their business processes and information. Headquartered in Norwalk, Conn., United States, we have more than 140,000 Xerox employees and do business in more than 180 countries. Together, we provide business process services, printing equipment, hardware and software technology for managing information -- from data to documents. Learn more at www.xerox.com.

Xerox has manufacturing and logistics operations in Ireland, the U.K. and the Netherlands, and a research and development facility – Xerox Research Centre Europe – in Grenoble, France.

Media Contacts:
Robert Corbishley, Xerox
+44 (0)1895 84 3239
robert.corbishley@xerox.com


Prices, features, specifications, capabilities, appearance and availability of Xerox products and services are subject to change without notice.

Xerox®, Xerox and Design® are trademarks of Xerox in the United States and/or other countries.