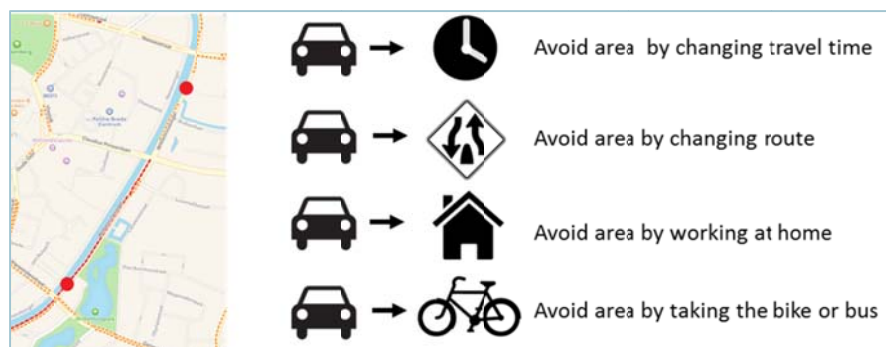


SmartTravel

Avoiding traffic congestion

The SmartTravel service allows governments to avoid congestion by making it possible for travelers to spend less time in traffic by using other travel times or routes.

Modern cities face many mobility challenges. The limited space for vehicles and increasing traffic, combined with the increasing demands caused by mobility and inner-city logistics, can create an almost unsolvable problem for governments. SmartTravel allows local authorities to pinpoint certain areas or transport corridors in the city and deploy targeted measures to alleviate these local congestion spots.



SmartTravel uses a combination of services, apps and marketing to make it possible for your citizens to switch from cars to bikes, avoid certain areas at specific times and receive rewards in a stimulating way for any changes that they make to their “mobility” behavior. Citizens can also quickly see and learn alternative routes, both to and from their workplace, and can be guided to structurally switch their daily mobility choices.



In addition, local authorities can even launch campaigns through the service and synchronize them with local mobility initiatives or large inner-city events. In this way, they gain an additional, focused channel that facilitates communication to their citizens about avoiding congested areas.



SmartTravel was IMMA certified by the Dutch government, signifying that the service complies with rigorous privacy-by-design requirements and can be deployed nation-wide.



FACT SHEET

SMARTTRAVEL

CGI's Mobility360

Our Mobility360 products use sensor data from vehicles and the environment to enable solutions that use positive feedback to change mobility behavior.

CGI's portfolio consists of:

- **SmartMeeting:** Provides a high-quality personal mobile service that helps users to reduce travel by optimizing their meeting locations.
- **BestDriver:** Uses a fun, competitive approach to help drivers save fuel, make driving safer and lower costs.
- **SmartTravel:** Encourages travelers to navigate through traffic in less time by using other modes of transport to avoid traffic jams.

The service uses a state-of-the-art travel assistant application TimesUpp, developed by Innovactory. This is a standalone application for a smartphone, and provides for:

- Using the on-phone agenda to plan routes in accordance with local traffic conditions and destinations.
- Showing alternative routes and modalities, thereby creating awareness and making it possible for the user to make use of other travel possibilities.
- Offering departure alerts based on traffic conditions from TomTom®.
- Functioning seamlessly to integrate with many popular turn-by-turn navigation systems.



The SmartTravel service also offers a number of modules:

- **Acquiring:** Acquiring participants can be assisted by cleverly focused marketing based on usage patterns and social media. They can also be selected using license plate data from automatic number plate recognition (ANPR) cameras. Participants get the TimesUpp app after registration.
- **Following:** A zero-measurement period is used to establish a baseline for their current mobility behavior in the target area. After the program starts, their avoidance behavior, based on a change in modality, route or time is classified and tallied into points. Participants can see their accumulated points and how these were acquired.
- **Rewarding:** If participants are successful in changing their mobility behavior, they are rewarded based on their tallied points. This can be a financial reward or they can use their points to buy goods in a rewards web shop filled with offerings from local suppliers. This creates a sense of community and shared responsibility for the city's congestion problems. During the program, different marketing initiatives can also be deployed. For instance, by awarding extra points for circumnavigating certain city events or donating their points to special public causes.
- **Validating:** A number of fraud detection measurements are taken automatically to ensure that there is no manipulation by the participants.
- **Evaluation:** Several reports can be generated to track changing behavior, reduced congestion in the target area and the success of different initiatives. Long-term criteria can be measured repeatedly to validate that change is structural and not incidental.
- **Service center:** A multi-channel service center assists the participants with all questions and operates as a contact point to local suppliers of the web shop, local transport authorities and local event organizers..

ABOUT CGI

Founded in 1976, CGI is one of the largest IT and business process services providers in the world. We combine innovative services and solutions with a disciplined delivery approach that has resulted in an industry-leading track record of delivering 95% of projects on time and within budget. Our global reach, combined with our proximity model of serving clients from 400 locations worldwide, provides the scale and immediacy required to rapidly respond to client needs. Our business consulting, systems integration and managed services help clients leverage current investments while adopting technology and business strategies that achieve top and bottom line results. As a demonstration of our commitment, our client satisfaction score consistently measures 9 out of 10.

PARTNERS

SmartTravel is developed with the following partners:



For more information about CGI, visit www.cginederland.nl/movesmarter or email us at info.nl@cgi.com.