



Activating GIS Transportation Data

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Trends driving service innovation in the Public Sector

Mobility



By **2016**, smartphones and tablets will put power in the pockets of **a billion** global consumers

The world's **mobile worker** population will reach **1.3 billion** over **37%** of the total workforce by **2015**



Social



Millennials will make up **75%** of the **American workforce** by **2025**

65% of companies are deploying at least one **social software tool**.



Big data

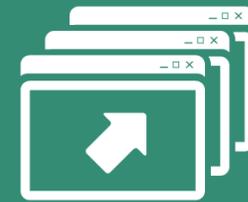
Digital content will grow to **2.7ZB** in 2012, up **48%** from 2011, rocketing toward **8ZB** by 2015.



80% growth of unstructured data is predicted over the **next five years**.



Cloud

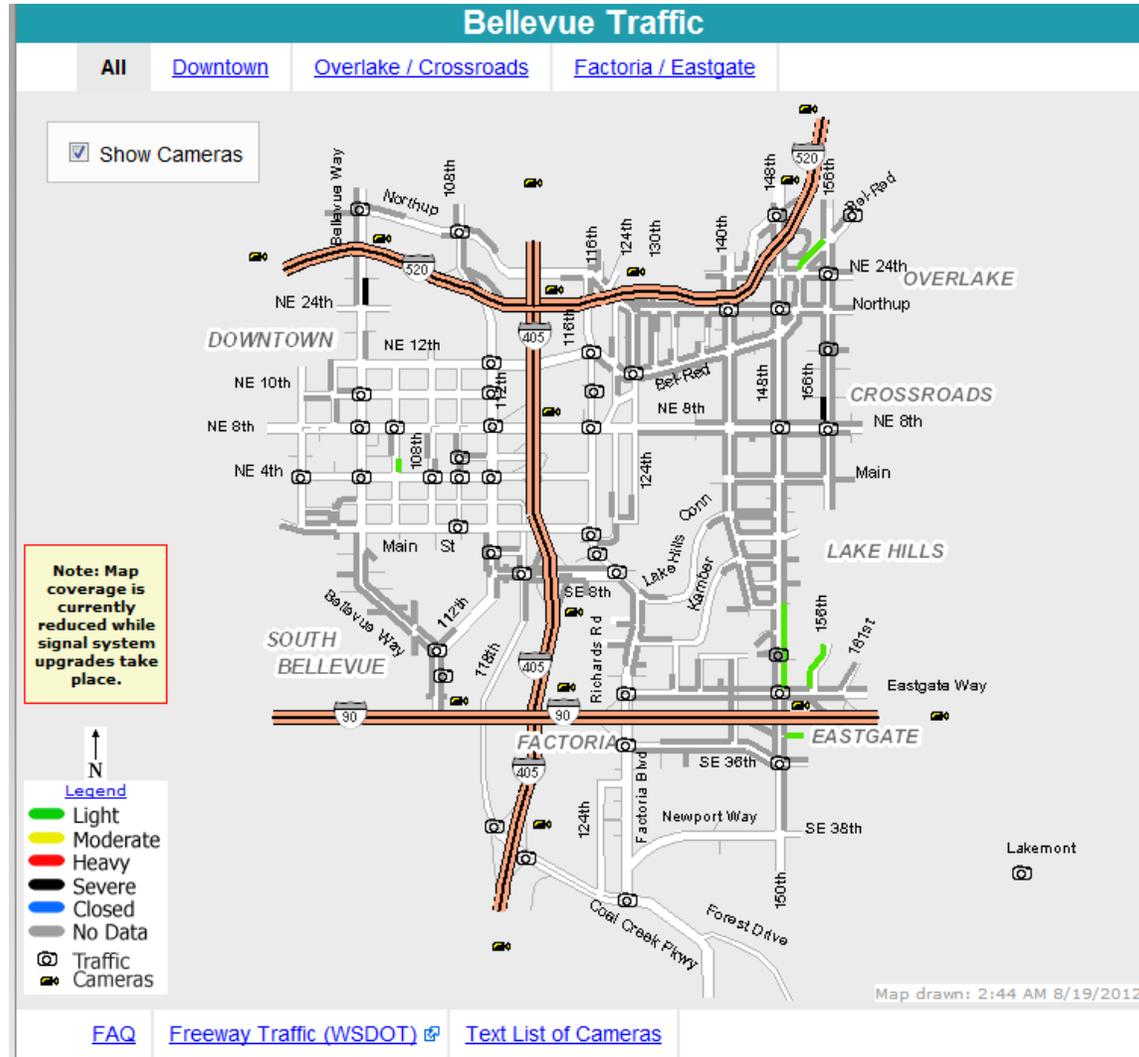


Over **80%** of **new apps** will be distributed or deployed on clouds in **2012**.

70% of organizations are either using or investigating **cloud computing solutions**



Traffic Map - City of Bellevue



Traffic Data - Raw Data

Big Data Traffic Simulation

Interstate U.S. Highway State Highway Surface Street

Raw Data

Road Segment	Timestamp (1 min.)	Avg. Speed (mph)
114P09328	2011-04-05 19:00:00.000	32
114-11341	2011-04-05 19:00:00.000	28
114+05159	2011-04-05 19:00:00.000	27
114N11141	2011-04-05 19:00:00.000	33
114-10737	2011-04-05 19:00:00.000	37
114-11392	2011-04-05 19:00:00.000	36
114+06175	2011-04-05 19:00:00.000	49
114P07756	2011-04-05 19:00:00.000	25
114N07550	2011-04-05 19:00:00.000	59
114N07383	2011-04-05 19:00:00.000	20
114+08780	2011-04-05 19:00:00.000	31
114+06660	2011-04-05 19:00:00.000	53
114-09789	2011-04-05 19:00:00.000	40
114-07936	2011-04-05 19:00:00.000	38
114P05035	2011-04-05 19:00:00.000	63
114+05815	2011-04-05 19:00:00.000	59
114-10752	2011-04-05 19:00:00.000	29
114+07684	2011-04-05 19:00:00.000	43

Road Segment	Timestamp (1 min.)	Avg. Speed (mph)
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Realtime Configuration

Projections based on:

Day of Week

Sun Mon Tue Wed Thu Fri Sat

Hour of Day

AM 12 01 02 03 04 05 06 07 08 09 10 11
PM 12 01 02 03 04 05 06 07 08 09 10 11

Project Into Future

+0 mins



Avg Speeds for 114-04237(Wed)

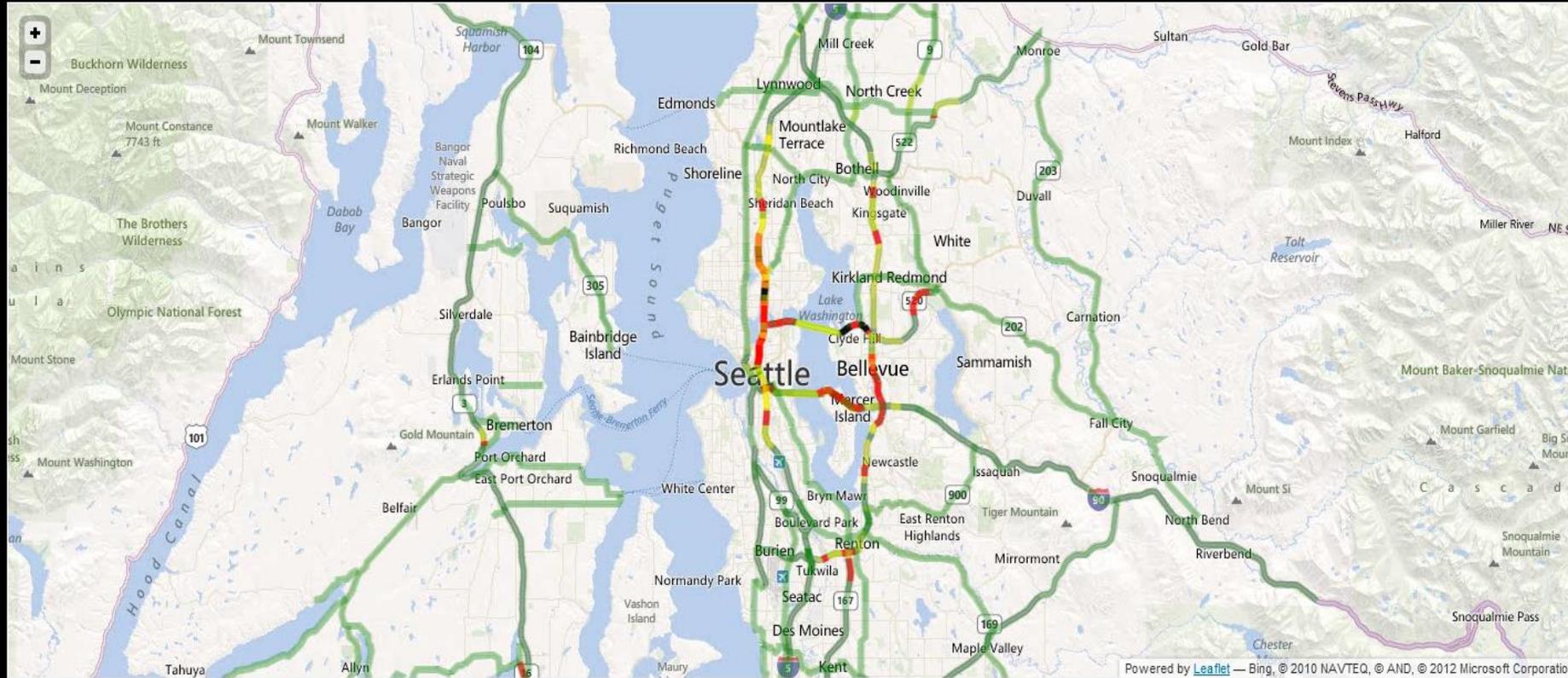


What-If Scenario

Traffic Data Demo - What-if Scenario

Big Data Traffic Simulation

Interstate U.S. Highway State Highway Surface Street



Raw Data

Realtime Configuration

What-If Scenario

Projections based on:

Time of Day

- Morning Rush
- Evening Rush

Economic Growth

1%



Years Into Future

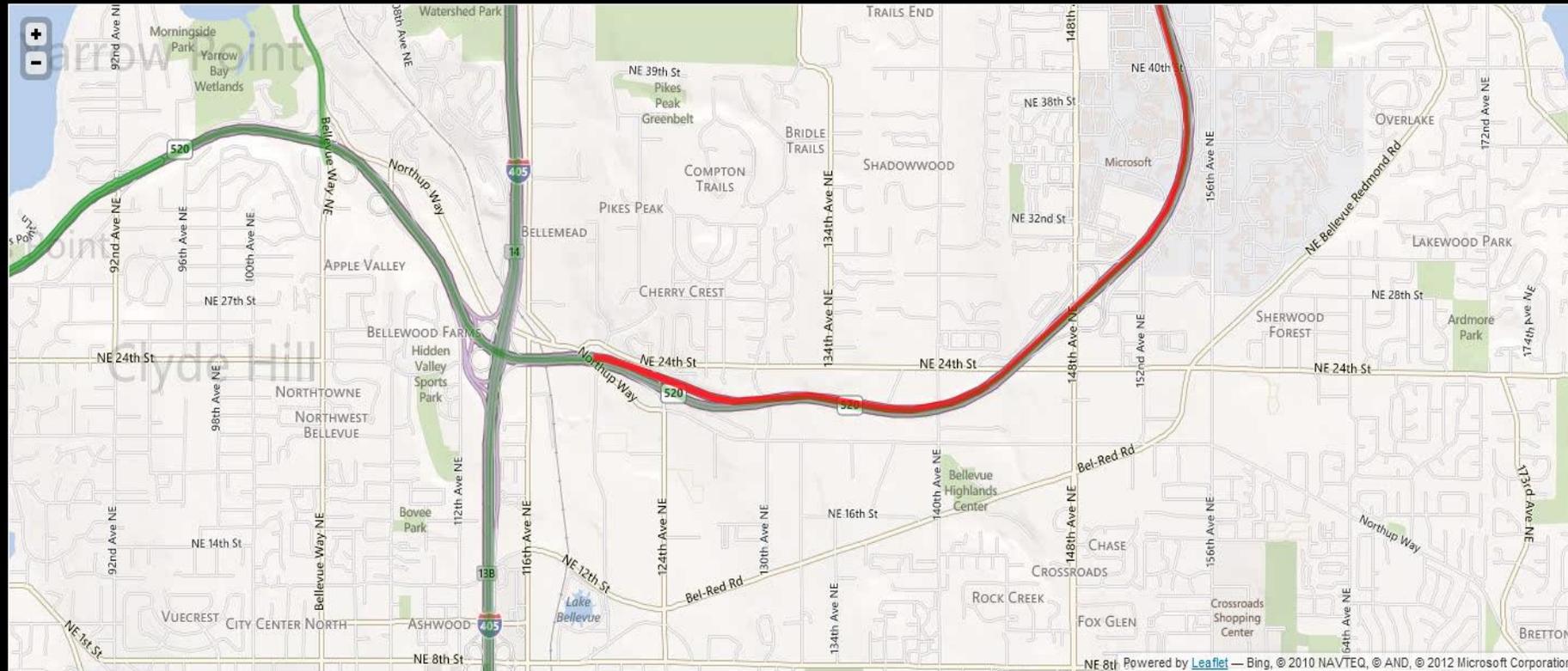
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Traffic Data- Real Time Config.

Big Data Traffic Simulation

Interstate U.S. Highway State Highway Surface Street



Realtime Configuration

Projections based on:

Day of Week

Sun Mon Tue Wed Thu Fri Sat

Hour of Day

AM 12 01 02 03 04 05 06 07 08 09 10 11
PM 12 01 02 03 04 05 06 07 08 09 10 11

Project Into Future

+20 mins



Avg Speeds for 114-04237 (Tue)



Raw Data

What-If Scenario

Microsoft Dynamics

Achieve more rapid return on investment

Consume one workload at a time

Use applications independently, or evolve to a more complex solution, one workload at a time

Enable precise targeting of IT investment to most important areas

Administrative "system of record"

A comprehensive business solution that meets essential public sector capabilities



Creating Action from Transportation Data

DMV



Light Rail & Public Transportation

**Intelligent
Planning &
Service
Delivery**

Contractor &
Maintenance
Management

Intermodal Planning
& Service



Inspections,
Permitting
& Asset
Management

Reducing the reliance on paper based processes and extending information to the field and DOT Partners to reduce costs and improve services

Light Rail, Emergency Management & Asset Management Scenarios



Transportation

Customer Success Across 3000+ Brands

Public Sector

High Tech



Consumer Brands



Government



Education



Healthcare



Associations



Q&A