Using real-time traffic isochrones to determine optimal site locations

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How well are my retail locations positioned?

Do I reach more customers than my competition?
How well are my retail locations positioned?

Which areas are not covered at all?
How well are my retail locations positioned?

How many potential customers would a new site attract?
DIGITAL MAP AND ADDRESS DATA

GLOBAL ROUTABLE VECTOR MAP

LOGISTICS

2D/3D DISPLAY

POI + GEOCODING

DYNAMIC TRAFFIC AND PLANNING DATA

TRAFFIC INCIDENTS

TRAFFIC FLOW

SPEED PROFILES

TRAFFIC STATISTICS
TomTom Traffic Sources

A diverse range of sources ensures accurate Real-Time traffic services

3rd party app data only based on GPS routing

>36,000 TomTom fleets generating high quality probe data
Unprecedented amount of GPS probes

13,900,000,000,000
Points collected to date

6,000,000
Trips per Day

350,000,000,000
Total KMs Driven
TomTom Traffic Flow
Real-time Average Speeds on all Relevant Roads

Average speed of vehicles for all significant roads. Updated every 60 seconds.
TomTom Speed Profiles

Expected speeds for each time of the week

Predicted speed information every 5-minutes for every day of the week, based on 2 years of historical measurements
TomTom Speed Profiles

**TomTom Road Network**
Global routable network including vehicle, speed and turn restrictions

**TomTom Speed Profiles**
Showing the expected delays for each moment of the week
TomTom Traffic Flow

Real-time speeds, available in ArcGIS on all TMC linked roads and additionally on secondary roads with OpenLR.
ArcMap Analysis

**NETWORK ANALYST**
Perform geospatial analysis with TomTom traffic data

8:00

13:30

18:00

1:00
Isochrone Applications

Site Selection
(outside in)

Emergency Services
(inside out)

Post Office Location
Poste Italiane

Fire Services
La Generalitat de Catalunya
Case Study: Petrol Company
Travel times from the refinery at 8.00 am on Monday
Point of Sales Analysis, Which areas are not served?

Locations of current filling stations
Electrical Charging Points, help users plan their route

- Locations of electric charging points
Thank you,
Any questions?

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