TomTom

TomTom to provide highly detailed traffic analysis to Atkins, a leading engineering firm

Intertraffic, Amsterdam, 28 March 2012 – TomTom today announces that Atkins, one of the world's leading engineering and design consultancies, will use TomTom's Custom Travel Times to analyse a number of road traffic schemes, on behalf of its clients in the United Kingdom.

Using TomTom's highly granular historical traffic database, Atkins can analyse how different traffic management systems have affected road users' speed and travel times by conducting 'before and after' comparisons. The Custom Travel Times product provides data as far back as 2008 enabling Atkins to analyse historic road traffic trends for development of all future road traffic schemes.

"The granularity of the TomTom historical traffic database enables Atkins to conduct analysis by specific days of the week, time of day, by small intersections through to large stretches of motorway," said Ralf-Peter Schäfer, Head of TomTom Traffic Product Unit. *"Because our data is easily customised, we're confident we can help Atkins provide its clients with detailed evaluation for future road network infrastructure projects."*

Philip Mendelsohn, Data Manager - Transportation of Atkins, explains why they chose TomTom: *"Having access to reliable data is critical to many of our projects as we are keen to understand historic road traffic patterns in order to analyse the successful outcomes of future schemes. TomTom's Custom Travel Times provides us with both the quantity and quality of traffic data that enables us to deliver high quality journey time data to our clients."*

Custom Travel Times provides speed and bottleneck information for roads by leveraging TomTom's anonymous historical traffic database of more than five trillion data points. This enables Atkins to analyse granular road segments ranging from a few metres to several kilometres and even takes into account customised requirements, such as time of day or specific weather conditions.

For further information, visit http://www.tomtom.com/en_gb/licensing/products/traffic/historical-traffic/custom-travel-times/