



CASE STUDY



CUSTOMER PROFILE

Transport for NSW provides extensive information to the public via phone, websites and social media including travel planning tools, live network updates, incident coordination and information and support in the event of an emergency.

Executive Summary

Transport for NSW formulates and implements transport policy for the NSW public transport and road networks.

To provide the public with the best possible information, Transport for NSW requires highly accurate location data. It also needs to coordinate that data with other government departments, such as emergency services.

Business Need

To improve its service to the public, Transport for NSW undertook a major upgrade of its public-facing journey planner website (www.131500.com.au). It retained Pitney Bowes Software to provide data for road network mapping, with the data refined on an ongoing basis – ensuring it keeps pace with changes to the road network and improvements to technology.

As a component of the upgrade, core data sources used within Transport for NSW were reviewed, including a representation of the road network for the whole of the state.

The review saw Transport for NSW standardise on a common road network dataset to be used across multiple systems, both internal and external. This approach ensures the various systems all use consistent data, allowing for smooth integration between systems, and minimising the overheads of maintaining datasets.

Solution

Transport for NSW partners with Pitney Bowes Software to implement the MapInfo StreetPro dataset as its core road network representation.

This dataset provides regularly updated street network and address data and is a core dataset underpinning a significant number of Transport for NSW business applications.

“Transport for NSW wants to provide the best possible service for its customers and other stakeholders. Pitney Bowes Software has helped achieve that by providing the best possible data.”

Jeremy Adams
Spatial Systems Manager

Business Uses

Accurate data is key to many of the business activities of Transport for NSW. The MapInfo StreetPro dataset is used by Transport for NSW for a wide variety of internal and external activities, including to:

- Generate trip plan results across the public transport network,
- Generate and visualise both rural and metropolitan bus routes,
- Plan new bus routes and determine where new stops will be placed,
- Analyse and report performance KPIs of public transport operators,
- Calculate eligibility for school student passes and subsidies,
- Manage incidents across the public transport network, and
- Plan for emergency situations.

Information Sharing

Consistent data across government departments and agencies facilitates better coordination in emergencies.

The Pitney Bowes solution lets Transport for NSW collaborate better with partner agencies, such as the NSW Police Force and Ambulance Service of NSW. Datasets now match exactly across these partners, making it much easier to share and compare information.

Data is also more easily shared internally. All core data such as the MapInfo StreetPro dataset is held in a centralised database, making it quick and easy to update all dependent systems at once, saving time and resources.

Should any of that data be found to be wrong, Transport for NSW can update it in the centralised database without waiting for the next system upgrade from Pitney Bowes. It can also send feedback directly for inclusion in the next release of the MapInfo StreetPro product, which also benefits other government agencies relying on the data.

Better collaboration and faster updates means the public benefits from Transport for NSW

Results and Benefits

Implementing the MapInfo StreetPro dataset has benefits for both the public and Transport for NSW. It lets Transport for NSW:

- Provide accurate and up to the minute data, both internally and to the public,
- Share information easily with other government departments,
- Better facilitate system updates and data changes, and
- Improve internal productivity and reduce data maintenance overheads.

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TECHNOLOGY USED:

A custom solution was developed which included:

- MapInfo StreetPro Navigation

“Transport for NSW knows that on a day-to-day basis, our customers will be able to plan their journeys and get the information they need.

When there are interruptions to transport networks, Transport for NSW is well prepared to deal with those interruptions in the most efficient way possible.”

Jeremy Adams
Spatial Systems Manager

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