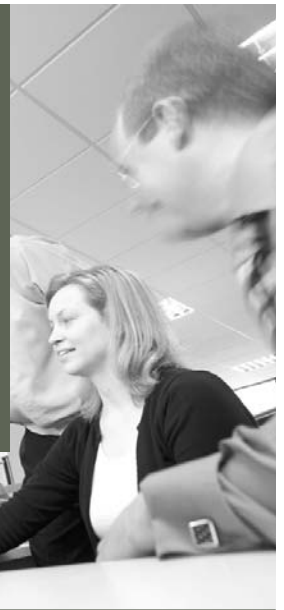


Managing public transport data effectively using *PT Insight*

The PT Insight Suite has been developed by MVA to integrate a wide range of Public Transport data in a single database system.

The challenge

Local authorities and other public transport bodies have an ever increasing amount of public transport data to manage in order to provide accurate information and efficient transport services to the public. Resources are scarce so it is important that these resources are used efficiently and intelligently. It is very easy for information to be duplicated and become out of date.



How we can help

Through working with public transport service providers we have developed a suite of fully integrated software tools, known as *PT Insight*, which is customised for each client to streamline their business processes. At its heart *PT Insight* has an integrated database with a built in Geographic Information System that enables users to manage public transport data. The system is scalable and compliant with national standards such as NaPTAN and TransXchange.

The Benefits *PT Insight* can bring your organisation

- the integrated system makes best use of staff resources and time by ensuring that information is entered only once and is then instantly available to whoever requires it;
- *PT Insight* contains advanced planning tools to help allocate school children to the best services, calculate contract mileages, and produce large volumes of high quality bus stop publicity;
- import and export stop data and timetable data making use of current national standards such as NaPTAN and TransXchange;
- Electronic Bus Service Registrations facility, which enables easy interfacing with other internal and external systems;
- data is accessible to as many users as required;
- a flexible security tool enables control of user access;
- the system database is well structured and open which enables users to plug in business intelligence tools or develop their own applications to provide wider access to the data across the organisation.

Case studies

PT Insight has been implemented at West Yorkshire PTE (Metro), Hertfordshire County Council and Nottinghamshire County Council. All organisations have benefited enormously from the system which is now at the heart of their operations. *PT Insight* has enabled the quality of data held and disseminated to be improved and enabled much wider access to the data across their organisations.

The system was designed, developed and rolled out in discussion with users and managers to ensure a high-quality, easy to use system, that works efficiently. The system has core modules to manage bus stops, services and timetables plus additional customised modules such as education ticketing, bus stop publicity and operator reimbursements. The system is regularly updated with additional enhancements and new versions of national standards when required.

"Among the benefits achieved by Metro, by having an Oracle-based integrated Services & Assets system, is the efficient and timely production of bus-stop-specific timetable information for our customers - users of public transport within West Yorkshire. This information takes the form of coloured roadside displays (at bus stops and interchange points), an internet Journey Planner and a real-time enquiry system accessible by WAP, SMS and the Web." - Bill Mickel, Project Manager, Metro

