



# Teralytics – Intelligence for Smarter Transportation

Real-time Mobility Data on a Massive Scale

# Teralytics provides unprecedented insights into human journeys

## Who We Are



### Advanced Technology

We are a technology company that unlocks extraordinary insights on human behavior.

## What We Do



### Human Movement

We analyze billions of signals from the most accurate indicator of people's movement – their cellphones.

## How We Help



### Smarter Cities & Mobility

Through helping you understand how people travel, we can build better, smarter cities together.

# How can Teralytics help City & Transport Planners?



Surveys are quickly outdated, biased and costly. Short term changes in behavior are impossible to capture with surveys.



Changes to the transport network need to be made without impacting the ease of access for lower income and minority groups. Measuring this is difficult and costly.



Ridesharing companies are disrupting how mobility is being consumed. Competitive dynamics with these services need to be understood in order to compete effectively.

# Teralytics Mobility Analytics Platform

Capturing  
**Mobile  
Network Data**  
within Telco  
Data Center



*GDPR compliant  
and ISO-27001  
certified*

**Advanced  
Mobility  
Analytics**  
Optimized for  
Telco Data



*Scaling to  
Petabytes of  
Data in Real-  
time*

**Deep Insights  
into Human  
Mobility**

Trip Volume



Mode of Transport



Travel Time



Demographics



Trip  
F



Routes



Historic

Real-Time

Predictive

## Product Suites

### Planning

"Where to invest in infrastructure?"

### Operations

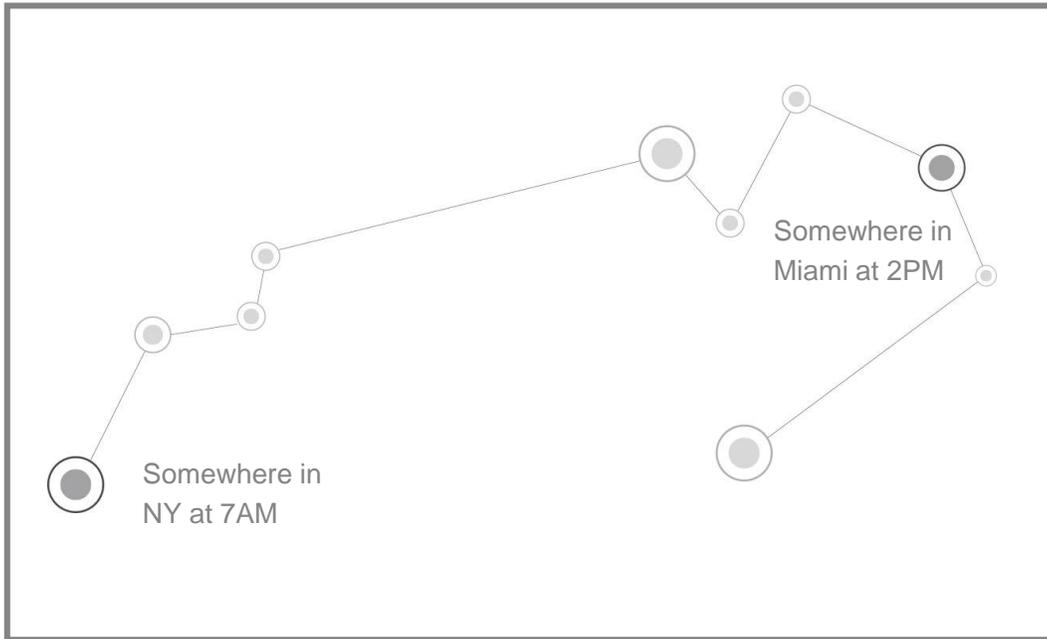
"How to improve routes, schedules and repairs?"

### Market Intelligence

"How do we compete effectively with new mobility services?"

# What Other Location Data Providers See

## What others see



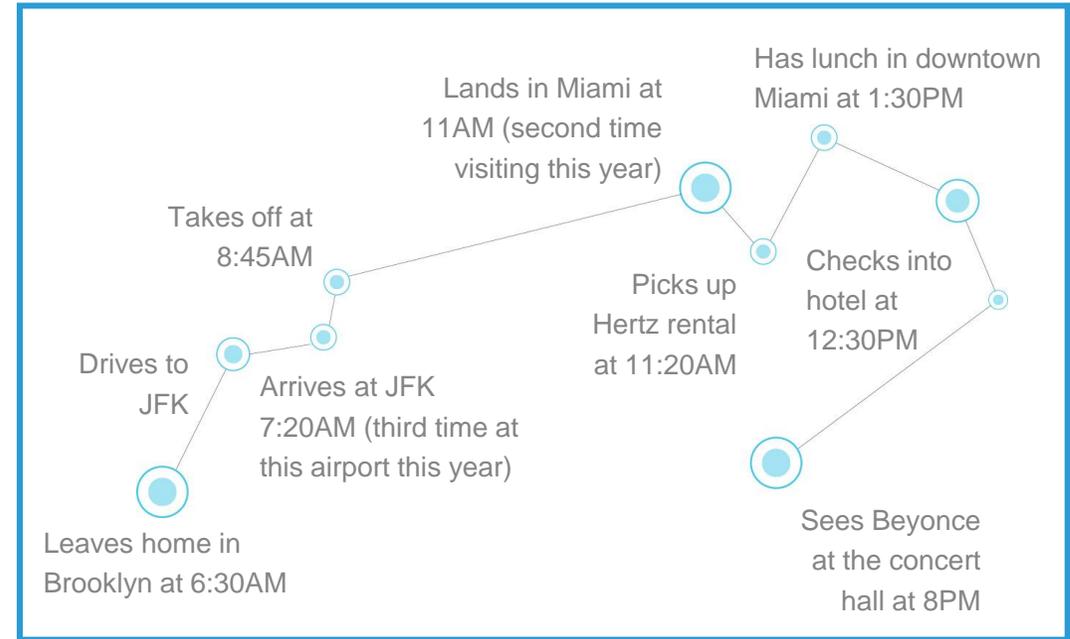
+ Only when app is in use

+ Small, biased sample

+ Limited to a few apps

+ Unclear data governance

## What Teralytics sees



+ 150 Location Points / Day

+ Large, representative sample

+ Across all Mode of Transport

+ All anonymous, no PII

# Teralytics Solutions for City & Transport Planners



Estimate & Forecast Mobility

Demand  
**Mobility Demand  
Planning**



Precise mobility demand (OD) data with travel times, commercial vs non-commercial traffic and income levels.

Improve Resilience of Network

**Impact Assessment**



Insights into ride sharing services for effective regulation.

Compete with New Mobility Services

**Shared Mobility  
Intelligence**



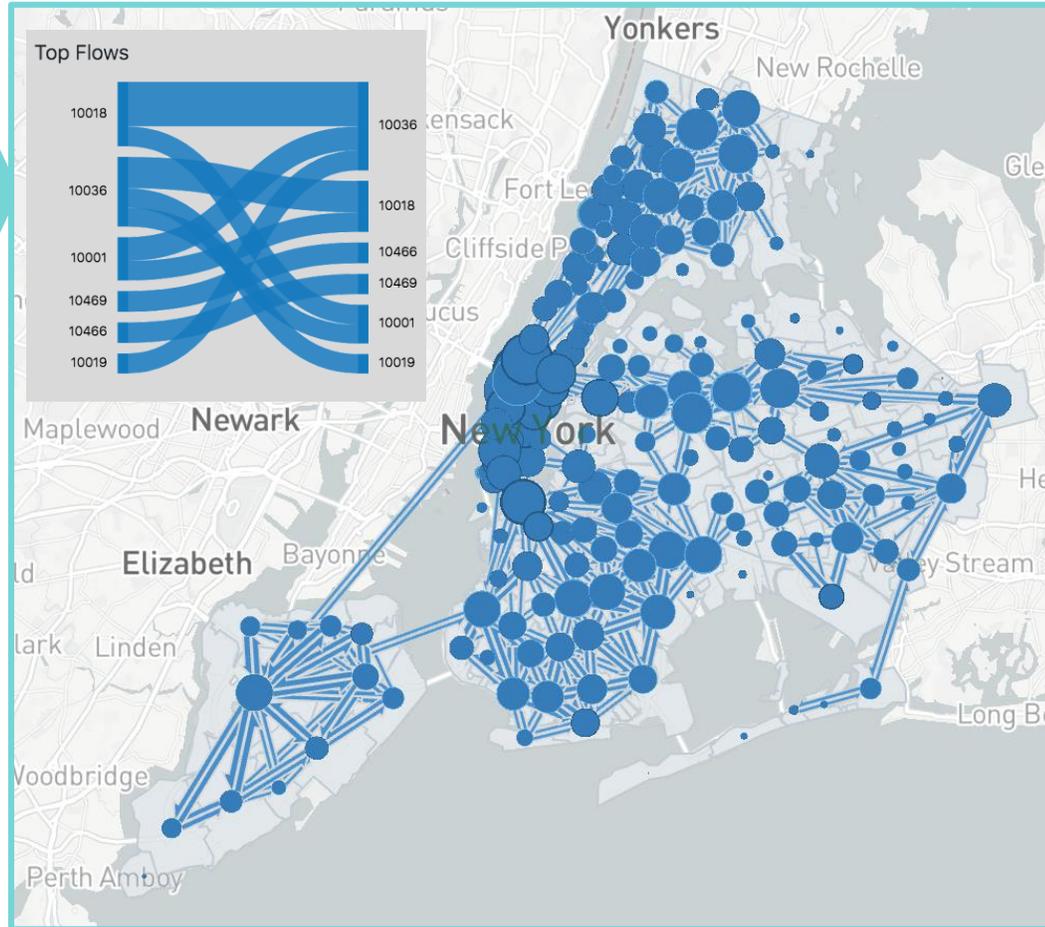
Insights into ride sharing services for effective regulation.

# Save Money on Travel Demand Surveys and Receive Higher Quality Data

Mobility Demand Planning  
Prioritize Infrastructure Investments



Insights into mobility behavior across the city and country. Optimize long term planning. Understand impact of changes to different demographics.



Routes

Mode of Transport

Income Levels & Demographics

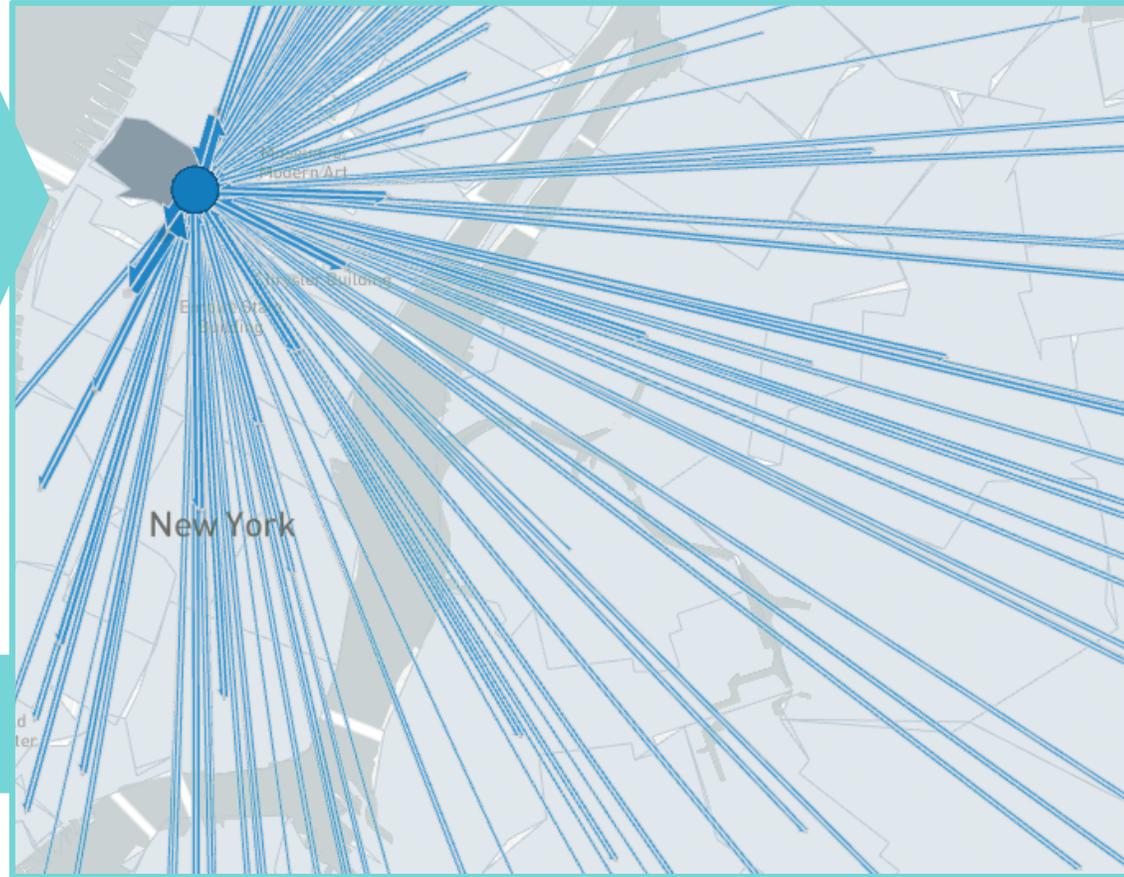
Commercial vs. Non-Commercial

# Improve and Adjust Faster to Route/ Schedule Needs

Mobility Demand  
Planning  
Route and Schedule  
Optimization



Identify routes along which many people have same commuting times and destinations. Qualify with additional attributes such as multimodal transport usage.



Which areas do groups of people commute every day?

Optimize Route Placement  
Based on Demand

Quality further by Multi-Modal  
Trips / First-/last Mile

Understand major  
locations such as airports

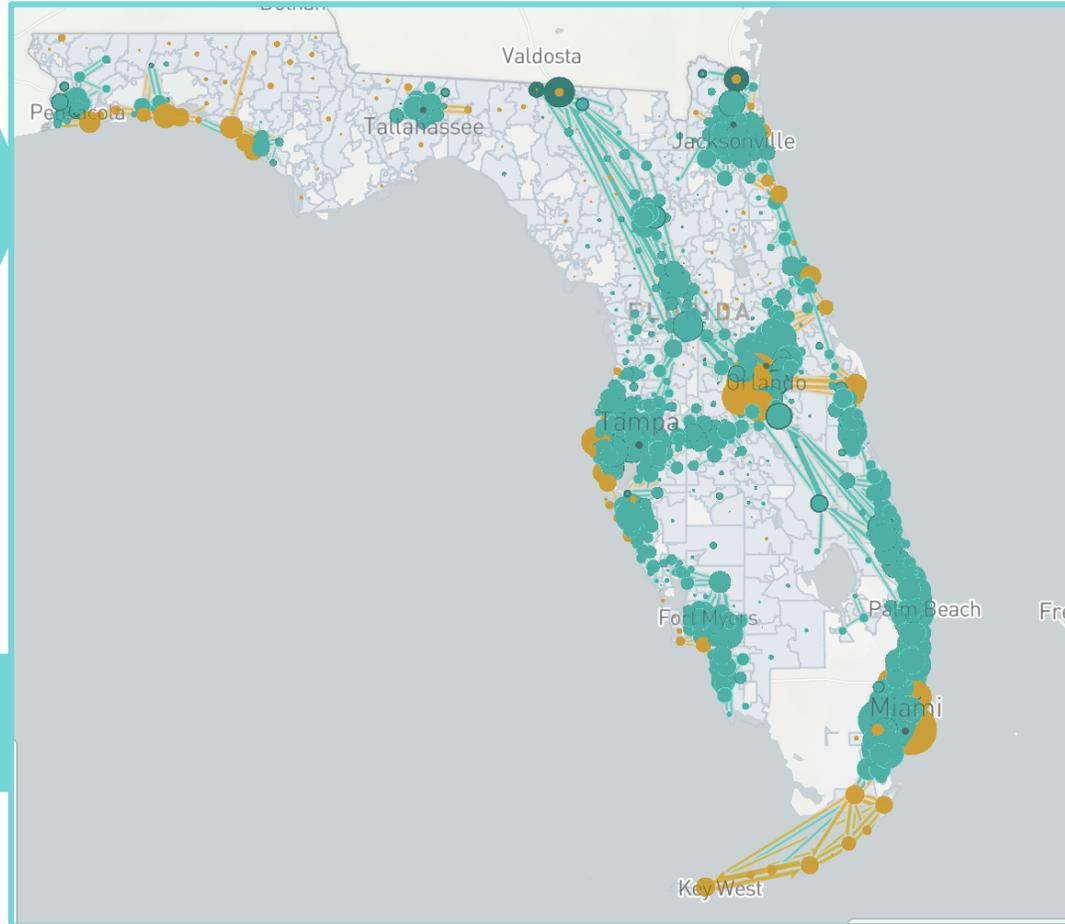
# Improve Resilience of Transport Network



## Impact Assessment



Insights into mobility behavior across the city and country during crises, e.g. during natural catastrophes. Inform improved resiliency plans.



Understand impact of disruptions

Identify weak links in your

Inform improvements in response plans

Measure policy effectiveness

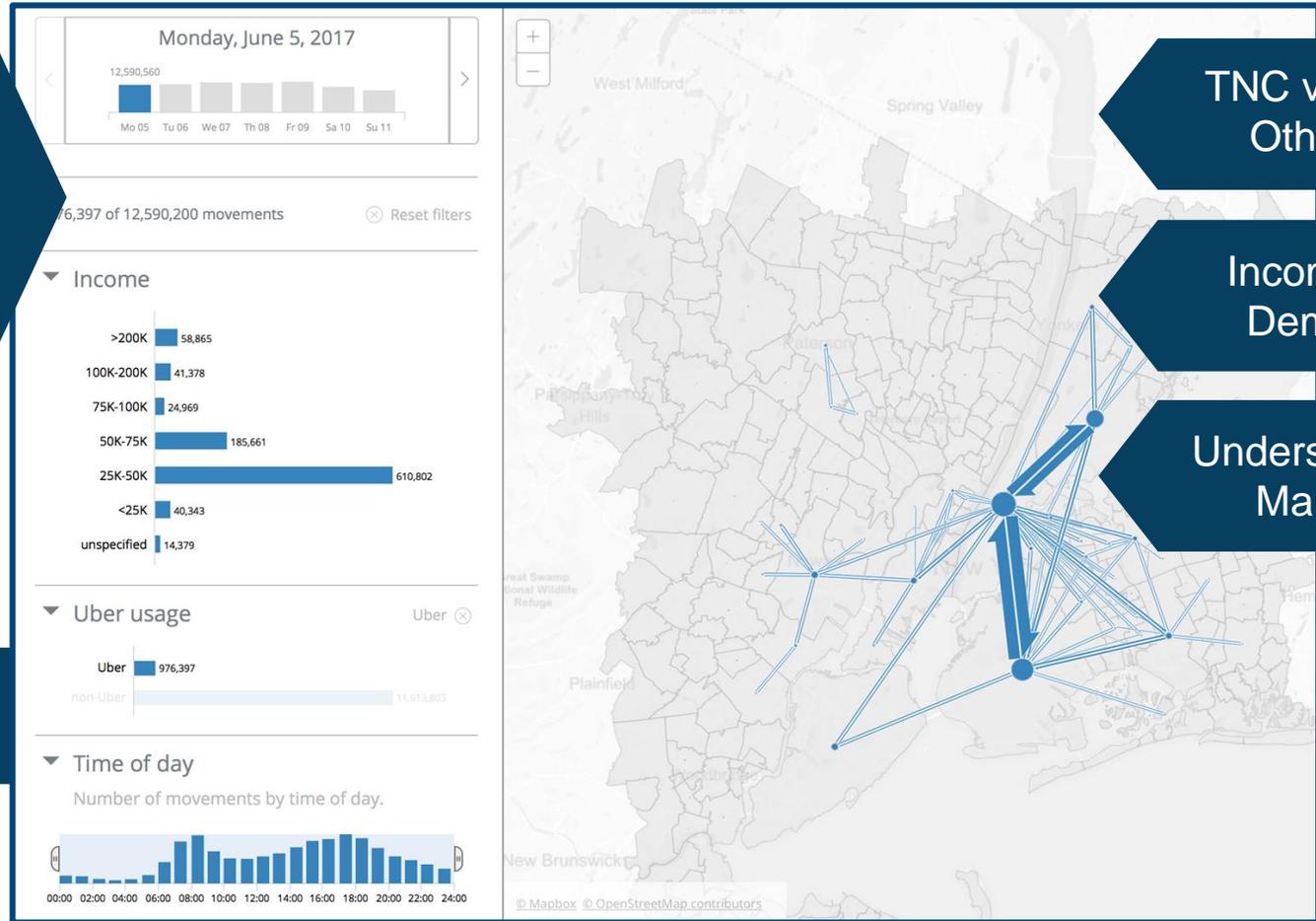
# Manage Changes Brought by New Mobility Services



*Market Intelligence*  
**Shared Mobility Intelligence**



Insights into impact of new mobility services to your own mobility offering. Inform effective strategies how to regulate or compete with these new services.



**TNC vs Subway vs Others Modes**

**Income Levels & Demographics**

**Understand Relative Market Share**

# Teralytics Key Differentiators – Best in Class Data

## Large Population Sample

Access to **25% of the population**, allowing to measure absolute mobility volumes, not just relative changes.

## Frequent Population Sample

**150 data points per person per day** allows to understand a persons journey end-to-end without gaps.

## Always-on Population Sample

Data collected **passively in the background**. Independent whether person is using a phone or not.

## Unbiased Population Sample

All major mobile phone carriers have **sufficient market share among all demographic, ethnic, income and age groups**, allowing to make decisions benefiting mobility needs of all.

## Stable Population Sample

People rarely change phone contracts, resulting in a **stable sample that stays comparable over time**. Also allows to capture changes in individual behavior over time.

# Teralytics Key Differentiators



## Extrapolation to full Population

Understand movement of not just a subset of population but the total population, thanks to **statistically reliable extrapolation** based on a large population sample.



## Mode of Transport Detection and Routes

Understand the **mode of transport and route** of each trip to help identify improvement potential across the transport network.



## Overlay of Web/App Data

Understand the impact of **ride sharing and mobility services** across the city, state and entire country.



## Real-time Processing & Insights

Data updated **every 24 hours**, covering every day in the year.



## Clear Data Privacy Governance

All analysis has been **approved by telecom carrier data privacy teams**. All data analysis happens behind telecom carriers firewalls. Only aggregated, anonymous data leaves data center.



# Thank You – Questions

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