Customer Case – A Story

- User Category – Government
- Description: A local authority in the north of England
- Objective: To deploy ITS strategically to optimise operation of the road network, reduce CO$_2$ emissions and enhance safety of vulnerable road users
- Needs:
  - To expand existing C-ITS (I2V) technology deployment to a key arterial road corridor
  - To equip a new mode of transport – express buses – in order to reduce stops at traffic signals and smooth flow
  - To enhance safety of cyclists through a trial scheme to equip buses and cyclists with a detection/ warning technology
Customer Case – Expected Output

• Expected output of the ITS-Observatory:
  – Examples of I2V technology deployments involving buses throughout Europe
  – “Success stories” with positive environmental impacts involving bus fleets (emission reduction, reduced duration through intersections, etc.)
  – Examples of challenges and barriers faced by others
  – “Who’s Who” of providers of cycle detection and warning systems
Customer Case - Search

- “What is where” – use filters and interactive map
- Filter by country - All (European Countries)
- Filter by ITS domain - Search ITS Domains:
  - Smart vehicles – Connected and Automated Vehicles
  - Public Transport – Public Transport Priority Management
  - Road Transport Personal Safety - Safety enhancement for vulnerable road users/disabled road users/ In-vehicle safety equipment
- Filter by geographical coverage - Urban Areas
- Filter by area of transport - Public Transport/ Other (cycling)
- Filter by problem area/objective –
  - Improve PT services (improve PT monitoring and operations (increase reliability and punctuality, improve incident response, reduce travel time))
  - Improve road Safety (reduce accident risk)
  - Improve travel efficiency (improve travel time reliability)
  - Reduce environmental impact (optimise energy consumption; reduce emissions)
Customer Case - Search

- “Who’s who”
- Filter by country
- Filter by ITS domain
- Filter by type of organization
- Filter by name

- Success stories
- User forum
- Events listing
Customer Case – Follow Up

• Follow up to interaction with the ITS-Observatory:
  – Customer gets in contact with other implementers, if examples are found, to learn from their experience
  – Customer invites some industry partners to start a market consultation
  – Customer attends a congress which aims at solving similar issues (found in the Events Listing)
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