## MULTIMODAL ROAD SAFETY DATA PRODUCT
# Rich insights for safer streets

Maximize road safety decisions with Vianova's Risk Aware Road Scoring module, merging diverse data sources for immediate road safety insights and evaluating safety measures' impact.
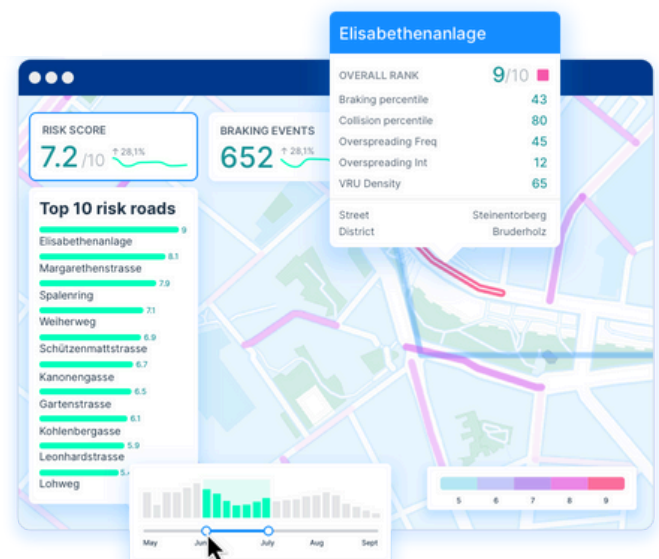
### Rapid Insights
Cut analysis time by 3-6 months, providing swift, actionable data.

### Comprehensive Data Layers
Harness 100+ data partnerships for multi-dimensional insights, including VRU and new data types.

### Real-time Efficiency
Receive live alerts, instant top 10 roads, and efficient filtering for proactive safety measures.



### Uncover Safety Insights
Get deeper insights into street segments or networks, to identify potential crash-prone areas before incidents occur.
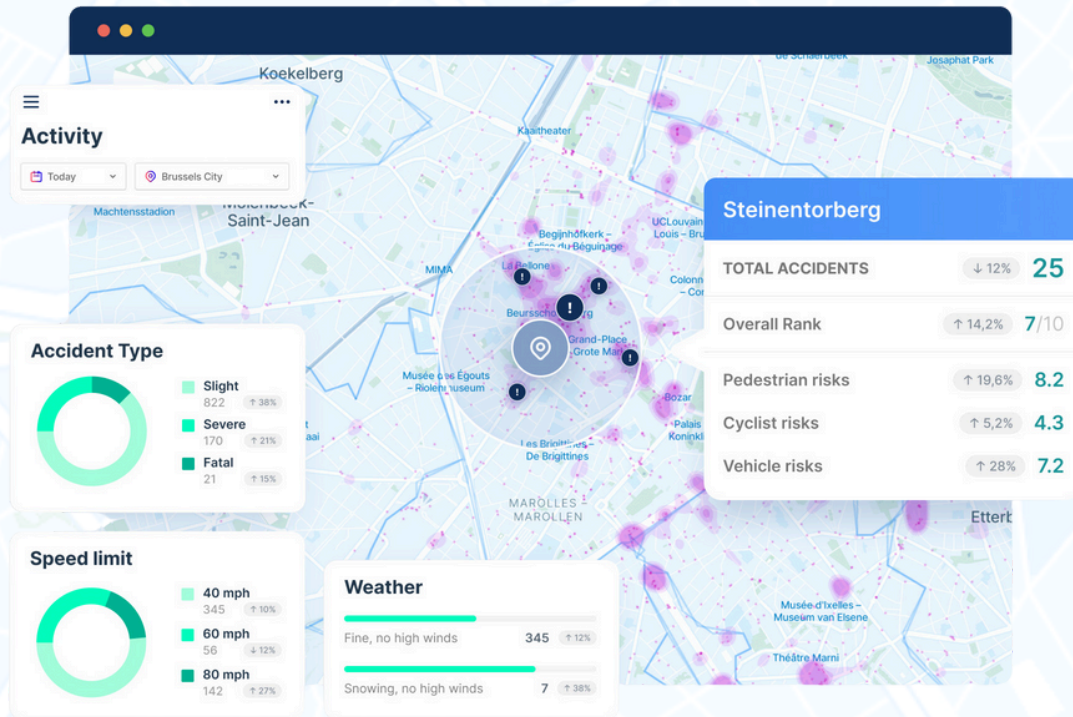
### Understand Citywide Risk
Identify top high-risk road segments swiftly. Use multi-sorting and filtering to focus on problematic areas.

### Evaluate Trends Over Time
Track metrics pre- and post-intervention, assessing impact on streets and nearby areas to prevent problem relocation.

## VIANOVA
The good data
to make cities greener

Vianova is the data analytics solution to operate the mobility world. Our platform harnesses the power of connected vehicles and IoT data, to provide actionable insights to plan for safer, greener and more efficient transportation infrastructures.

# A HOLISTIC VIEW

Gain insights from various data sources on a single platform, simplifying complex data into easy-to-use intelligence to make global transportation safer, greener, and more efficient.



# OUR INSIGHTS

In urban road safety, cities traditionally prioritize, plan, execute, and then assess interventions. At Vianova, we innovate this process with data-driven support:
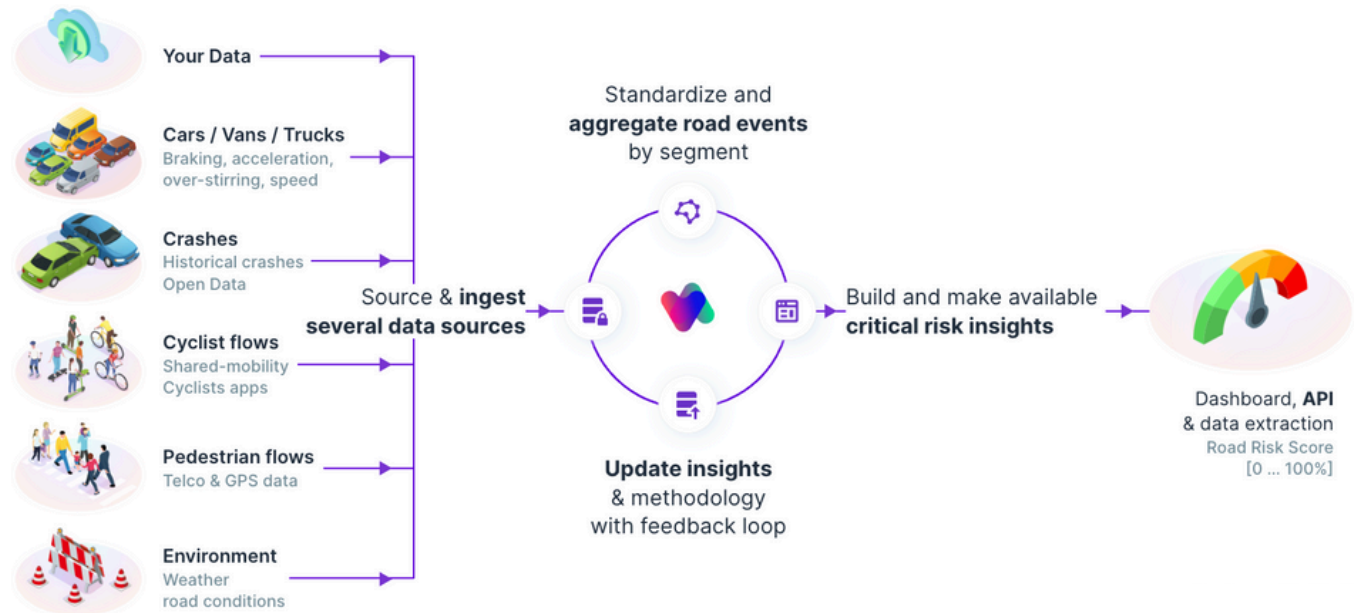
**1 Proactive Risk Management**
Gain detailed visualizations and instant alerts to target critical areas, allowing smarter investments and targeted intervention to reduce risks and save lives.

**2 Strategic Support for Execution**
Beyond data, we serve as strategic partners, analyzing VRU incidents and traffic patterns for more effective intervention paths, enhancing public safety efficiently.

**3 Advanced Impact Analysis**
Integrating diverse data, including behaviors, provides a comprehensive intervention assessment, revealing true success metrics.

**4 Intuitive Data Access**
Access user-friendly data visualization for clear insights. Simplified visuals and flexible time frames drive quick, informed decisions for all stakeholders.

By partnering with us, cities and organizations can expect to see a reduction in planning times by as much as six months, translating to cost savings and improved road safety outcomes sooner.

# OUR RISK SCORE

Consolidate leading indicators into a comprehensive Risk Score for effective road segment classification. Get a fully customizable index, offering independent access to each risk factor.



**Your Data**

**Cars / Vans / Trucks**
Braking, acceleration, over-stirring, speed

**Crashes**
Historical crashes
Open Data

**Cyclist flows**
Shared-mobility
Cyclists apps

**Pedestrian flows**
Telco & GPS data

**Environment**
Weather
road conditions

Source & **ingest** several data sources

Standardize and **aggregate road events** by segment

Update insights & methodology with feedback loop

Build and make available **critical risk insights**

Dashboard, **API** & data extraction
Road Risk Score
[0 ... 100%]

# OUR DATA

Every Risk Aware score is customized based on data availability and the needs of the user.
The scalability and tailoring are possible thanks to our data partners across the globe.

**Mobility operators & micro-mobility**

Google Maps · TIER · SPIN · BIRD · STRAVA · voi. · Lime · SHARENOW

**Telematic & Commercial vehicles (Probe data)**

BRIDGESTONE Mobility Solutions · masternaut · Allstate · Continental · GEOTAB

**Your Own Data**

TRANSPORT FOR LONDON · PARIS AEROPORT

**Telco & GPS data (pedestrian flows)**

orange · Singlespot · vodafone · ONEMATA

**OEMs**

Renault Group · TOYOTA · BMW · VW · STELLANTIS · Mercedes-Benz

**IoT data (air quality, charging stations, ...)**

dpd · eco-mo>ement

**Geographies**

EUROPE · US & CANADA · MIDDLE EAST

# OUR SUCCESS STORIES

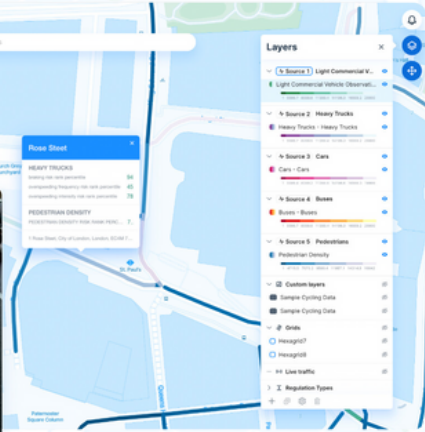**Let's explore real-life road safety success stories from our clients:**



## Transport For London

### The Problem:
200km of roadway are being reduced to 20mph speed in order to achieve vision zero solutions, but monitoring an expansive network is too difficult with detection technology.

### The Solution:
TfL is using our "Risk Aware" solution to monitor harsh braking events, reductions in speeding, as well as the before-and-after effect of these "signs & lines" improvements on the increase in cycling and pedestrian traffic - aiming to reduce collisions and fatalities.
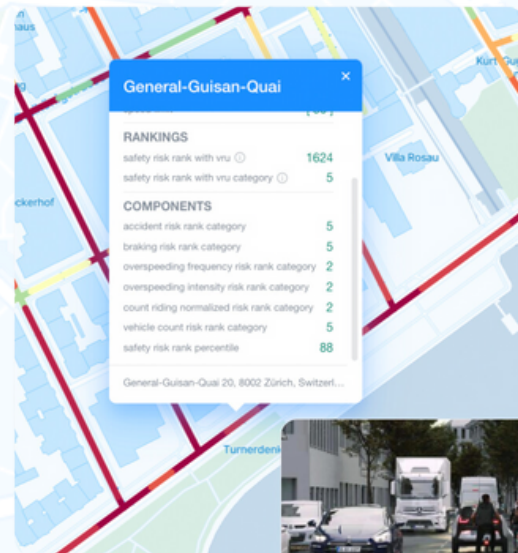
## City of Zurich

### The Problem:
Annual road safety program based 100% on the location of historic collisions, a reactionary approach that won't achieve Vision Zero.

### The Solution:
Zurich used "Risk Aware" to identify three new traffic calming projects (markings, speed tables) for 2024 on roads without historic collisions but with speeding and vulnerable road user risks, and will monitor their effectiveness in reducing speeding and increasing shared mobility activity.



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