
Poole, UK

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Siemens study examines intelligent mobility in South Yorkshire

Siemens is conducting a 4 month joint feasibility study with South Yorkshire Passenger Transport Executive (SYPTe) in South Yorkshire to evaluate the impact, benefits and requirements of an integrated, multi-modal transport system.

Funded by the Technology Strategy Board (TSB), the first phase of the collaboration project will look at how to offer a unique and innovative IT solution for South Yorkshire in order to improve local citizen and traveller access to comprehensive, yet personalised, travel information - particularly across the various transport modes.

On behalf of the SYPTe, David Allatt, Planning and Sustainability Manager said: 'The aim of the project is to prove that an integrated solution will work in South Yorkshire, delivering a number of benefits to travellers, providers of transport, local authorities and for the economy. These include greater choice and more attractive prices, improved information, service efficiency and increased utilisation.

For Siemens, Andy Gill, Business Development Manager: 'The Siemens Integrated Mobility Platform (IMP) enables users to manage their customer data and travel preferences, reserve and pay for transportation services and receive and authenticate their travel tickets. Siemens IMP supports the creation of an integrated city transport system, helping people find their way and pay easily for their journeys'.

The Feasibility Study will focus on specific local traveller use cases, describing the potential integrated and multi-modal approaches that will be possible once the final system has been implemented. 'The IMP will enable an integrated transport network to become a reality for South Yorkshire and beyond, encouraging the utilisation of multiple transport modes within a single journey' Gill added.

The study will also examine ways in which a multi-modal smart payment system can be created and implemented that works across a range of modes of travel including cycle hire, bus, tram, car club, taxi, car parking such that the trip and choices are better understood by all stakeholders.

Findings and recommendations from the first phase of the project will be used to consider the specifications and potential delivery of a proposed integrated solution for South Yorkshire.

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* Data includes intercompany revenue. Data may not be comparable with revenue reported in annual or interim reports

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