City Region of Eindhoven

A regional government in the Netherlands pilots a traffic-management solution that collects and analyzes data from car and road sensors in near-real time, providing authorities with critical information they need to quickly resolve traffic issues.

Eindhoven, Netherlands
www.sre.nl

"By receiving the information in near-real time, road authorities can act faster and immediately deploy emergency response teams and road workers to resolve issues. Traffic center staff can promptly respond and move traffic flows away from accidents and dangerous roads."

—A.J. Oosting,
Director,
European Innovation Policy,
SRE

The city region of Eindhoven (SRE) is located between the economic centers of the Dutch Randstad conurbation, the Ruhr conurbation of Central Germany, and the Belgian cities of Brussels and Antwerp. Covering an area of 1,370 km²—which represents 3.3 percent of the total area of the Netherlands—the region has 725,000 inhabitants and 32,000 businesses. The SRE is mainly focused on planning, administration and coordination for municipalities in the region.

The Opportunity

Traffic flow is an interconnected system where individual actions can have a major impact on the system as a whole. Small problems, such as when a single car brakes, suddenly forcing cars behind it to brake as well, can quickly lead to a full-blown traffic jam. Today's automobiles, and the roads they drive on, are already equipped with thousands of sensors that record information. This city region and several technology partners wanted to capture and gain insight from this sensor data to help improve traffic conditions and the driving experience for road users in the region.

What Makes It Smarter

This regional authority in the Netherlands is working with several technology companies to capture and analyze near-real-time vehicle and road-sensor information to provide traffic authorities with the information they need to respond to and alleviate traffic problems more quickly. A sophisticated analytics engine monitors and analyzes incoming data to flag traffic events and notify traffic authorities. Commuters equipped with a smartphone app can be alerted to incidents in near-real time, allowing them to find alternate routes around accidents and traffic jams. Near-real-time analysis and early warning about almost any road event is expected to help reduce congestion and improve traffic flow on the region's roadways.

What if your vehicle could warn traffic management and road authorities about potential or existing road hazards?

Solution Components

- IBM® Global Services – Global Business Services®
- IBM System x® 3200 M3
- IBM WebSphere® Application Server
- IBM WebSphere on Linux
- IBM SmartCloud™ Enterprise

Real Business Results

- Enables traffic authorities to resolve road network issues more quickly, allowing traffic to resume its normal flow faster
- Improves visibility into traffic and road conditions without expensive infrastructure investment by capturing and analyzing existing road and car data
- Helps commuters avoid traffic tie-ups and improve their driving experience

For more information

Please contact your IBM sales representative or IBM Business Partner.
Visit us at: **ibm.com**/government

To learn more about the city region of Eindhoven, visit: www.sre.nl

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