



Big Data Performance Monitoring

Transform Big Data into actionable information

Benefits of Big Data Performance Monitoring



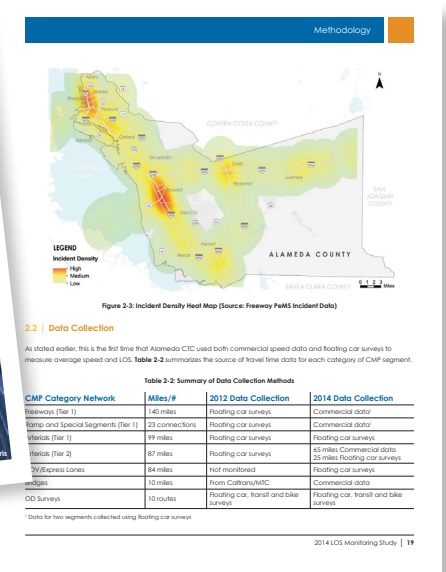
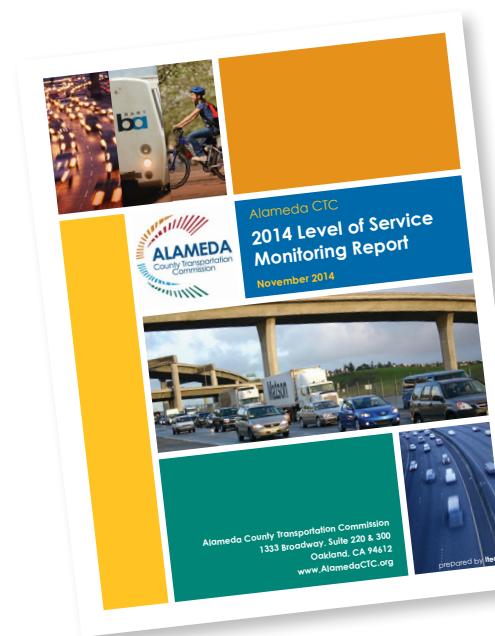
Readily available data aggregation techniques



Less effort on manual data collection and greater accuracy



Analyze millions of data records from real-time traffic sources



Traditionally, transportation system performance and congestion monitoring has been limited to using floating car surveys and traffic count data that covered a limited number of observations.

With technological advancements, massive data from infrastructure sensors and vehicle probes have become increasingly available. This rich data, propelled by Big Data analytics, is an emerging source for performing state of the system monitoring.

Iteris is leading the development of this Big Data approach that provides a better understanding of network performance. Iteris helps meet the requirements of MAP-21 and Congestion Management

Program (CMP) legislation, while focusing on a smooth transition to commercial speed and transit data.

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More benefits:

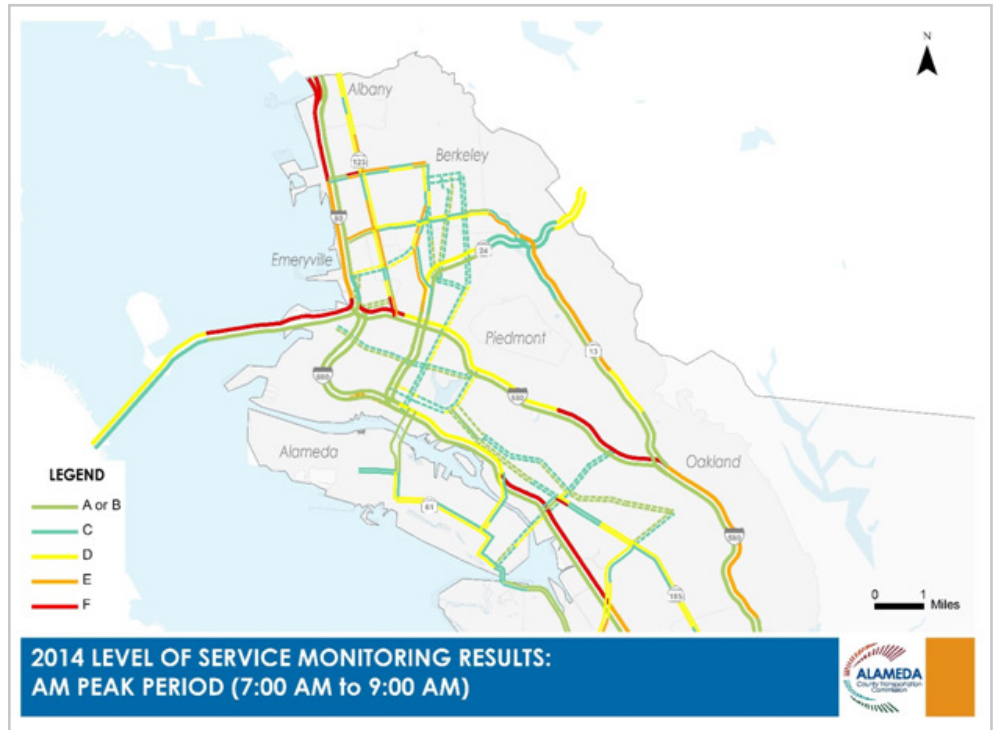
- Deeper Insights
- Recurring vs. non-recurring trends
- Peak vs. off-peak periods
- Regional vs. local level
- Closes the gaps in traditional data
- Continuous data at finer resolution
- Broader geographic reach
- Reduced Costs
- More savings on subsequent monitoring

Going further with Big Data:

- Congestion Identification
- Data Visualization
- Transit Analytics
- Incident Analytics
- Work Zone Analytics
- Social Media Analytics
- Origin-Destination Analysis
- Freight Performance Monitoring

Use Big Data Analytics to:

- Identify and report congestion trends: intensity, duration and extent
- Prioritize infrastructure and operations projects
- Highlight project success with before and after analyses
- Compare network performance during special events



How Iteris leverages Big Data:

- Analyze millions of data records from real-time traffic sources
- Analyze transit data including Automatic Passenger Counts (APC)
- Derive meaningful metrics: travel time, delay, reliability
- Provide interactive visualization for stakeholders and the public



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