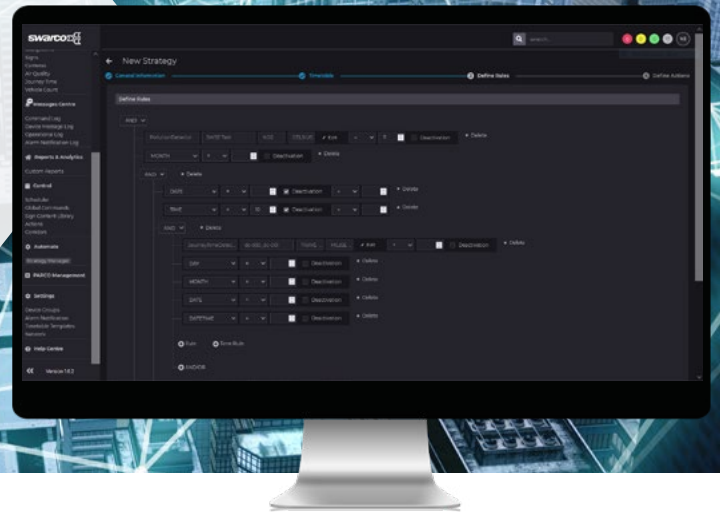


SWARCO

MYCITY STRATEGY MANAGER

CREATING SMARTER CITIES WITH DATA-DRIVEN STRATEGIES

A STATE-OF-THE-ART
RESPONSE TO THE
EVER-INCREASING
TRAFFIC VOLUMES



MyCity helps you manage specific events and traffic scenarios to ensure smooth traffic flow with its Strategy Manager solution. Various ITS applications cooperate within the integrated architecture making it a state-of-the-art response to the ever-increasing traffic volume and congestion on today's roads.

Strategy Manager enables the operators to achieve the city's goals and policies related to traffic, environment, and urban life. Data collection from various sources and visualization allows cities to analyze their efforts and proactively improve their mobility management strategies.

UNDERSTAND
YOUR **TRAFFIC**
IMPROVE
AIR QUALITY
ANALYZE
YOUR **CITY**



The complexity of urban transportation systems has become highly disrupted, and cities need to find new ways to plan for current and future mobility and traffic-related issues. MyCity Strategy Manager gives you a holistic view of your city's

traffic and supports decision-making for short and long-term goals, including multimodal approaches. Prioritise public transport, manage traffic during big events, reroute traffic in case of accidents or promote the multimodal way of

travelling in city centres. All of this is possible in one single system, which allows integration of environmental sensors to improve air quality or 3rd party data to, monitor journey times for example.



OPERATOR AND PLATFORM BENEFITS

OPERATOR FRIENDLY

It's easy to use from a single sign-on system that gives you access to important data and reports via a user-friendly and intuitive dashboard.

EASY ACCESSIBILITY

The micro service-based technology is built on a brand-new platform and operated by SWARCO 24/7 in a secure cloud system.

PROACTIVE MANAGEMENT

For sustainable and proactive mobility management in the digital age, you need to understand your data as a first step. MyCity not only collects the data from multiple sources and areas, but it also

analyzes your real-time and historical data, provides you with user-friendly reports, and enables you to create simple and complex strategies.

FLEXIBLE INTEGRATION

SWARCO MyCity shares & process data from different systems in an urban environment and we can act as a the aggregator of mobility relevant data sources and convert these to value-adds but also as a vendor who acts as a contractual aggregator.

MODULAR AND SCALABLE

MyCity is scalable and enables you can add new solutions when you need them or accommodate project-specific requirements.



■ ACCESSIBLE ANYWHERE

■ BUILT FOR USERS

■ MICRO-SERVICES BASED

■ SINGLE-SIGN-ON

■ MODULAR & FLEXIBLE

CITY AND ROAD-USER BENEFITS

EFFICIENT VEHICLE MOVEMENT

Reduce travel times for road users by using real-time and historical data to plan and evaluate traffic flows and keep your city's traffic moving efficiently.

IMPROVED TRAFFIC SAFETY

Improved workflows and data processing mean you can proactively prevent many incidents before they happen (such as a

dangerous build-up of traffic resulting from a faulty signal), reducing the likelihood of accidents, or when there is an accident, priority can be given to emergency vehicles.

BETTER AIR QUALITY

Smoother traffic flows and less congestion mean reduced levels of vehicle emissions. MyCity Strategy Manager helps you to create a green wave and prioritize specific type of vehicles e.g. buses, emergency vehicles and/or cyclists so reaching your city's environmental goals becomes more realistic.

IMPROVED TRAFFIC FLOW

Create strategies for for the everyday journey to improve the overall traffic flow, or use Strategy Manager to improve traffic during events.

LOWER INFRASTRUCTURE COSTS

This modern planning tool will allow you to make better use of your city's existing infrastructure, rather than the costly alternative of building more roads.