



TRANSPORT DIRECT »»

THE FIRST EVER MULTI-MODAL TRANSPORT PORTAL

Transport Direct, built for the Governments of Great Britain, is the world's first fully integrated national transport information portal. It provides the travelling public with all the information they need to plan their journeys by all transport modes including car and public transport across the whole of England, Scotland and Wales.

The service is available via the internet, mobile phone and iTV. Launched at the end of 2004, Transport Direct had serviced over 10 million user sessions by the end of 2006 and is currently operating at an annual rate of over 11 million sessions.

“LEADING THE CONSORTIUM, ATOS ORIGIN HAS MET THE TIGHT TIME SCALES AND DELIVERED A SOLUTION THAT IS FLEXIBLE AND CAPABLE OF GROWING WITH THE SERVICE. I TRULY BELIEVE THAT THE INFLUENCE OF TRANSPORT DIRECT WILL EXTEND BEYOND THE PORTAL ITSELF AND ACT AS AN AGENT FOR CHANGE TO IMPROVE THE COVERAGE, QUALITY AND ACCURACY OF TRAVEL INFORMATION GENERALLY.”

Nick Illsley, Chief Executive, Transport Direct

Business challenges

The vision for Transport Direct was to develop in close co-operation with local authorities, transport operators and technology providers, a comprehensive, easy-to-use, multi-modal travel information service for any journey within Great Britain that included and allowed:

- > Multi-modal travel information on the internet, covering road journeys as well as all public transport modes at a single point of contact
- > Seamless links to retail sites to facilitate booking of long distance journeys on the internet
- > Development of internet-based maps, which allow travellers to examine car and public transport options both for visiting a specific venue and for general travel around an area they are considering visiting
- > Real-time (that is, actual rather than recorded or timetabled) train operating information
- > Real-time information on many local bus services
- > Real-time traffic news including roadworks
- > Inclusion of historic congestion levels in the calculation of car journey times.

Solutions

The requirement called for a solution that was flexible and could grow with the service. It also had to be:

- > Multi-tiered, with scalable hardware installed
- > Have direct interfaces with 13 external systems and over 50 data providers
- > Integrate products from various external experts
- > Deployable in any language and on a variety of devices.

To begin the project Atos Origin assembled a consortium whose membership combined commercial and technical know-how with an understanding of the transport industry.

The consortium was selected on the strength of its record and experience in e-business, in dealing with government and in transport.

Atos Origin took responsibility for designing the multi-channel portal for public access, managing the integration of technologies, coordinating agreements for operators to provide access to the data and services such as ticket purchasing and operating the portal infrastructure and support services.

Atos Origin was also responsible for the overall project management including the design, build and managed operations of the portal. Atos Origin led the consortium of suppliers; Microsoft provided the .NET framework, Atkins provided the journey planning software; BBC Technology designed the user front-end; ESRI (UK) delivered the mapping software and solutions; and RTEL supplied air information solutions.

Benefits

The first version of the world's first multi-modal journey planning portal was delivered on time and to budget and the target to achieve a million visits to the site within the first year was exceeded three-fold. Transport Direct enables travellers in Great Britain to plan their journeys more successfully.

It provides a comprehensive online portal – effectively a one-stop shop – that will include access to a journey planner for all forms of transport (air, car, train, tram, tube, taxi, bus, coach, ferry and any mix of these), maps, real-time information (such as train delays) and facilitated links to ticket purchase.

User feedback has been very positive with 94% of users saying they would use the site again. In terms of travel behaviour at least 29% of users say that they will change their original intended mode as a result of the information received.

Where the journey is a familiar one that has been made before, 51% say that they will change their plans, the majority of whom will change their route or time of travel.

This innovative online solution has positively transformed the lives of citizens, local communities, business and stakeholder groups. Various organisations and local authorities are now seeking links to the portal and considerable international interest has been shown.

The portal has won a number of important awards:

- > Winner of the award for Central e-Government excellence for citizen-focused online services at the e-Government National Awards held on 17 January 2007
- > Winner of a gold award at the prestigious Management Consultancies Association (MCA) Awards held in London on Monday 4 April, 2005
- > Winner of the Public Sector Project of the Year Award at the Computing Awards for Excellence 2004.

About Atos Origin

Atos Origin is an international information technology services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations. The company's annual revenues are EUR 5.4 billion and it employs over 50,000 people in 40 countries. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and has a client base of international blue-chip companies across all sectors. Atos Origin is quoted on the Paris Eurolist Market and trades as Atos Origin, Atos Euronext Market Solutions, Atos Worldline and Atos Consulting™.