

# Gaia System AB

Gaia Public Transport

gaia

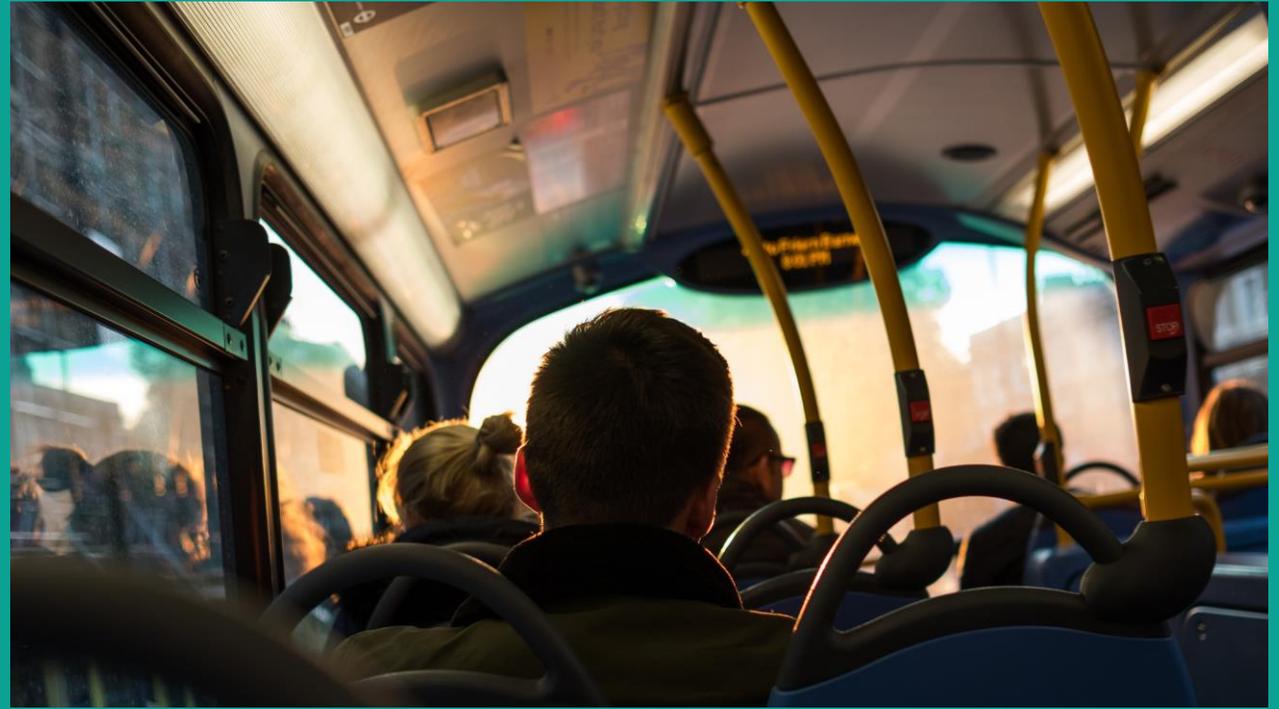
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[www.gaiapublictransport.com](http://www.gaiapublictransport.com)

## Public Transportation: Today's passengers want to be informed onboard the vehicle with same quality they experience online

Passenger Information signage and audio alerts today often don't work as expected, but as a PTA or PTO, the only way of knowing this is to actually physically inspect each vehicle.



### CHALLENGES

Too many errors in passenger information, e.g.

- Wrong timing
- No audio alerts
- Wrong position
- Outdated information

PTAs and PTOs have no way of controlling whether PI is working without physically inspecting the vehicle.

Vehicle equipment is needlessly expensive.

### IDEAL SOLUTION

A passenger information system should be easy to monitor and to gain insights from.

Passengers should receive relevant information with the right timing regardless of their chosen information channel

Vehicle equipment can be inexpensive.

### DESIRED OUTCOMES

A centralized solution facilitates better overview and control of the Passenger Information process.

Centralized device management provides for updated information and software in the vehicles.

By moving all positioning and timing logic to the cloud the burden on the equipment in the vehicles is eased. This enables the use of more cost effective and simple generic IoT devices.

# Gaia System AB

## Gaia Public Transport

Provide the right passenger information, at the right time, through the right channels

With GPT all signage and call-out events are created and logged in the cloud, enabling synchronized distribution in all channels and deep performance insights. Using inexpensive IoT devices makes this shift to the cloud possible.



### **OMNICHANNEL PASSANGER INFORMATION**

Cloud generated Passenger Information can be distributed to passengers in the channel of their choosing in real-time. Displays and audio speakers onboard the vehicle, passenger smartphone apps as well as the web, they are all updated at exactly the same time,

### **CONTROL AND INSIGHTS**

Full control over all Passenger Information distributed to your fleet of vehicles.

Gain insights regarding tricky stops and traffic situations from the gathered log data from both cloud and vehicles.

### **POWERFUL DEVICE MANAGEMENT**

Device management for the IoT devices servicing displays and speakers onboard the vehicles is easy and powerful building on Microsoft Azure IoT platform.

Take full control over the provisioning, update and configuration process.

# Customer success: Regional Public Transport Authority Östgötatrafiken

“Our goal with this investment is to be able to quality assure our offer and measure customer benefit. We want our customers to get clearer and more reliable information using our vehicle’s screens, signs and audio alerts”.



## INSIGHTS FROM COLLECTED DATA

“By working with a cloud-based solution we get the opportunity to measure the real audio alert and signage events on a large scale”.

“We can do proper analyzes of different flows, which has been extremely difficult to obtain in our old systems”.

## COST EFFECTIVENESS

“For us, it is crucial that the solution is a cost-effective and flexible platform that enables future-proof further development.”

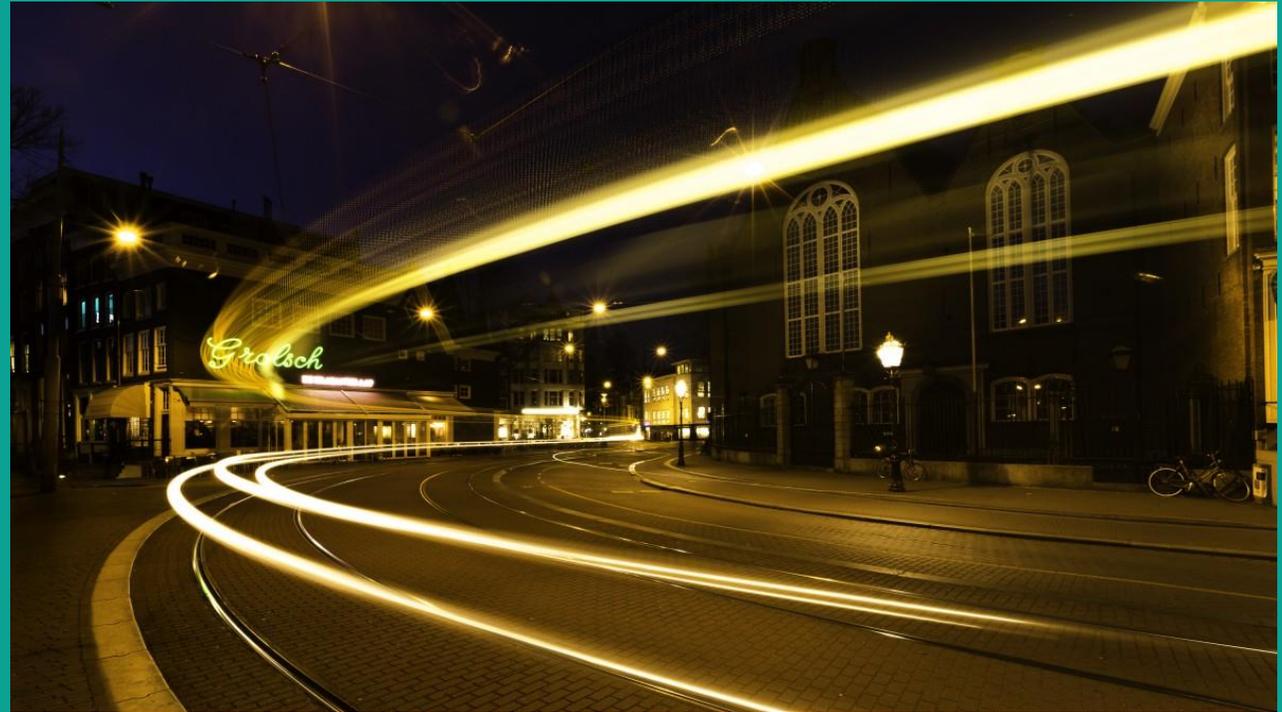
“We are longing to install regular units “off the shelf” in Östgötatrafiken’s vehicles to see how the performance will be”.

## FUTURE PROOF

“This system offers better opportunities to introduce future new services that customers want, so that we can strengthen the customer experience for Östgötatrafiken in the long term, which feels promising”.

# Gaia Public Transport + Microsoft Azure

The core of Gaia Public Transport is its Traffic Data Platform (TDP), a real-time updated digital twins model that keeps track of the state and position of each and one of its several thousands of vehicles, 24x7. TDP needs to make decisions on signage and alerts every second for all these vehicles. Thanks to Microsoft Azure, GPT is able to deliver on these demands for performance and scalability.



## INSIGHTS

GPT produces massive amounts of data, collected from each vehicle, device and sensor connected to the system. By using Microsoft PowerBI, GPT brings order and produce insights from all this data.

## HYBRID

Even though GPT is a cloud solution at it's core, Microsoft Azure's technology for connecting with systems located at the Customer's premises makes a hybrid solution possible.

## IOT DEVICE MANAGEMENT

Without devices at the edge, executing the will of the central system and collecting data, a digital twins solution isn't possible. By using Microsoft Azure IoT Services all devices can be remotely controlled and updated.

# Evaluate Gaia Public Transport in a Proof of Concept

Call for more information:  
+46 (0)10 331 99 43

Ask a question via email:  
[fredrik.Knutson@gaia.se](mailto:fredrik.Knutson@gaia.se)

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