Smart Steps from O₂

Cities & Regions

O₂ business

Smart Steps from O$_2$
Cities & Regions

Reveal the behavioural patterns and demographic profiles of citizens in real time,
to support planning and management of infrastructure and services.

Use evidence-based decisions to help you:

Commission
new infrastructure
and services

Improve how
you plan housing
and transport

Plan strategic
investment and
evaluate its impact

Measure and manage
citizen mobility and
transportation activity

Drive local economic
growth and reduce
operational costs

Smart Steps from O$_2$ – Cities & Regions provides authorities with insight on the movement and demography of millions of people. We can reveal behavioural patterns and user profiles down to street and building level, helping you make the right planning decisions. Our insights reveal where people are travelling and how, where they began the journey and its destination, plus their choice of route. It also captures spatial catchment information and demographic profiles.

Data

We provide this insight via anonymous, aggregated data that is generated from billions of network events. Our rigorous processes ensure user privacy is maintained, and are continually reviewed by regulators and external experts in data privacy and security.

In the UK alone, we collect over two billion mobile data events per day. We can provide historical data beyond 12 months, revealing trends, changes and exceptions.

# Smart Steps from O$_2$
Cities & Regions in a nutshell

Whether planning new services, preparing growth fund applications or evaluating existing infrastructure, our insights will help you identify where your investment can deliver the greatest benefits, such as:

Reducing costs and increasing operational efficiency

Evaluating options and measuring the impact of investment
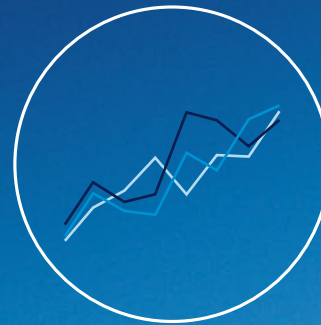
Setting the baseline for your infrastructure and monitoring ongoing performance

Identifying local needs and investment priorities

Our managed service is collaborative and provides insights in the shape of standalone reports to subscription dashboards, and gives you access to ongoing real-time data.

Smart Steps from O₂
Cities & Regions key benefits

Make quicker and better decisions about how you serve citizens and drive local economic growth, especially in terms of transport, health, social care, housing, job creation and sustainability.
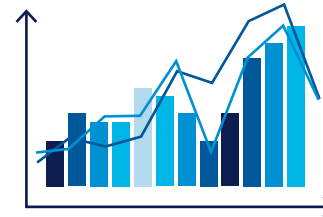
Transport appraisal

Measure the impact of your strategic transport plans on movement, connectivity, access to services, housing and infrastructure.

Catchment studies

Understand where people travel from and the routes they take to reach transport infrastructure, public services, places of work, education, health services and other points of interest.

Historical analysis

Gain access to 24 months of historic data to understand trends and relationships.
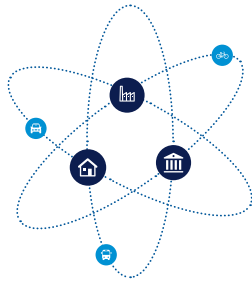
Demographic insight

Gain insights into your citizens, such as their age, affluence, life stage, interests and gender.

Smart Steps from O$_2$
movement insight

You can gain a greater understanding into how your existing transport infrastructure
is used and area movement profiles over time and at all sizes, including:

Journeys and visits

Gather insights into the routes and modes
of transport people use to visit all types of
buildings, tourist destinations and other
points of interest.
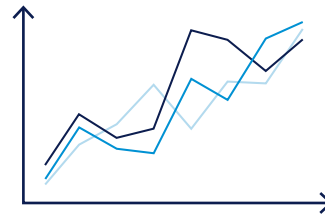
Persistent ID

Understand the frequency of movements and
activity so you can, for example, quantify
visits to a high street or train station.

Connectivity and access

Understand how locations and services are
used through insight into commuter patterns,
evening dwell times, high street activity and
congestion trends.

Why O$_2$?

We're part of Telefónica and that gives us:

Global reach and presence
with 317m customers

Access to networks
in 15 countries

Access to operations
in 44 countries

650 roaming
agreements worldwide

That allows us to capture data on an incredibly large sample of the world's population.
We use this insight to help businesses grow and societies improve.

We are experts in helping companies make better use of big data and have pioneered the use of mobile
data analysis to provide insights that can be used immediately and tailored to your exact needs.

Get in touch

To find out more about Smart Steps from O$_2$ talk to your Account Manager,
call us on **01235 433 507** or visit **o2.co.uk/enterprise**

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