Ground Transportation Traffic Solutions

No need to pump the brakes on these proactive traffic products



While weather is perhaps the largest external swing factor in business performance across nearly all industries, traffic also has a substantial, direct impact. It's estimated that the average person spends at least 50 hours annually in traffic-related delays, resulting in over \$250 B of the global economy wasted in traffic delays every year.

The Weather Company now offers traffic, road, and incident data from more than 300 million sources that cover more than 8 million kilometers of roads in 50 countries. The following products are deployed in a cloud service model to provide access to traffic services derived from over 300 million data sources worldwide:

- The Weather Company's Ground Traffic Services is an
 essential API service that provides real-time traffic flow information for
 all functional road classifications in 50 countries worldwide. The data
 is provided in eXtreme definition (XD) segments that range from 100
 to 350 meters long and updated every five minutes. This data can also
 be accessed and used for a wide variety of use cases including route
 planning, operational decision support, and predictive traffic analysis.
- The Weather Company's Ground In-Vehicle Traffic Services
 delivers both traffic flow and incident services to satellite navigation
 system displays installed in vehicles. The rich feature set augments
 solutions for both consumers and long-haul freight providers and also provides data on accidents;
 construction; and weather, congestion, crowdsourced, and police-reported alerts.

These Weather Company Ground Transportation solutions enable companies across a multitude of industries to combine traffic flows and incidents with weather data. This drives insights to help companies protect their people and assets, increase situational awareness, drive operational efficiency, and improve their bottom line:

- Freight and logistics: Optimize routing decisions to avoid congested roadways using related historical data.
- Retail: Improve just-in-time distribution by understanding routing and delivery constraints caused by traffic and weather.
- Automotive: Improve routing decisions and give visibility to incidents that can be viewed on in-dash nav systems.
- Insurance: Reduce claims fraud and deliver greater insight for usagebased insurance rates.
- **Cities and infrastructure**: Improve traffic flows and increase safety with real-time data for intelligent traffic light systems.

Green Light Traffic Features

- XD segment code
- Roadway name and cross streets of roadway
- **Current speed**
- Typical speed
- Free flow speed
- Oifference between the average and current speed
- Travel time along the segment
- Evel of congestion, on a scale of 0 to 3









