



G-Cloud 15: Service Definition Document

Ito Transit Data Platform

Published on: **January 30th 2026**

Ito Transit Data Platform: Service Definition

Modular SaaS for Public Transport Operators and Authorities

1. Who are Ito and What is the Service?

Ito World is a leader in transit data, delivering high quality data solutions to global technology companies like Google and major transport authorities such as Transport for West Midlands. We specialise in transforming complex, fragmented transit data into clean, accurate, and actionable information that empower passengers to make informed decisions by using signage, MaaS apps and world's most used journey planners.

Quality passenger data is the backbone of a successful transport network, directly influencing passenger confidence and patronage. When passengers have access to precise, consistent information across all digital and physical channels, they can manage their travel with certainty, even during periods of network disruption.

The Ito Transit Data Platform is a modular, cloud native SaaS solution that manages the entire lifecycle of passenger information. It provides a single source of data by aggregating multiple modes of transport, including bus, rail, tram, and ferry, into a unified, high-quality data model.

- **Ito Elevate** performs the forensic data enhancements required to solve “garbage in, garbage out” issues by cleaning, aggregating, improving fragmented data from multiple operators. It runs over 130 automated checks which, in combination with human intervention through our specialist transit data team, delivers unmatched data quality, ensuring the information disseminated to passengers is as accurate to the physical ground truth as possible
- **Ito Notify** processes live vehicle movements against our enhanced quality schedules to generate precise real-time arrival and departure predictions. It acts as a central distribution hub, pushing alerts and disruption messages across social media, on-street displays, and downstream journey planners.
- **Ito Discover** is the analytical layer that transforms real time and scheduled data into actionable historical intelligence. It allows authorities, such as TfWM, to perform forensic audits of network performance, identify congestion pinch points, and provide the evidence based reporting required for BSIP funding.

2. The Three Core Modules

2.1 Ito Elevate: Quality Aggregation, Legibility & Data Management Services

Elevate is where the heavy lifting of data engineering happens. It solves the problem of "garbage in, garbage out" by forensically checking, cleaning and aggregating fragmented data from multiple operators and vehicle tracking systems.

- **Aggregated Single Source of Truth:** We ingest multiple formats (SIRI-VM, GTFS-RT, TXC, etc.) and normalise them into a unified, high-fidelity feed. This provides Local Transport Authorities (LTAs) with a single view of the entire network, regardless of the number of operators involved. Our system is able to output data in a variety of different formats including but not limited to TXC, SIRI, SIRI-SM, SIRI-VM GTFS, GTFS-RT, SIRI-SX GTFS -Service Alerts and via RESTFUL APIs
- **Forensic Quality Cleansing and Metrics:** The platform runs over 130 automated and manual checks on incoming data, evaluating it across six critical dimensions: accuracy, consistency, validity, completeness, timeliness, and uniqueness. We identify and resolve issues such as misaligned stop locations, overlapping journey IDs, and fast timing links that cause passenger confusion. During automated and manual data refinement we incorporate detailed audit trails and dataset versioning to ensure that there is an understanding of what has changed. The Platform is able to quickly recognise when fixes have been implemented at the data source and so changes we have made to the data stop persisting.
- **Human-in-the-loop Refinement:** Where automated algorithms detect persistent errors in source data, our specialist data team can intervene to manually correct a wider variety of data quality issues including, stop coordinates, Fast timing links or pathway topology. This ensures the information downstream is 100% legible and accurate to the physical ground truth.
- **Data Integrity and Quarantining :** The platform protects public-facing systems by identifying and automatically comparing each version of the source data, quarantining suspicious or vastly varying schedule data. This ensures that significant data issues and omissions are flagged for human review rather than being published, maintaining the reliability of the information feed.
- **Enhanced Passenger Information- Fares and Accessibility:** Beyond basic routing, the platform supplements data with complex fare structures and facility topology. This includes detailed information on station accessibility and interchange paths, ensuring the data supports cost transparency and inclusive travel for all passengers.

2.2 Ito Notify: High-Fidelity Predictions & Passenger Communication

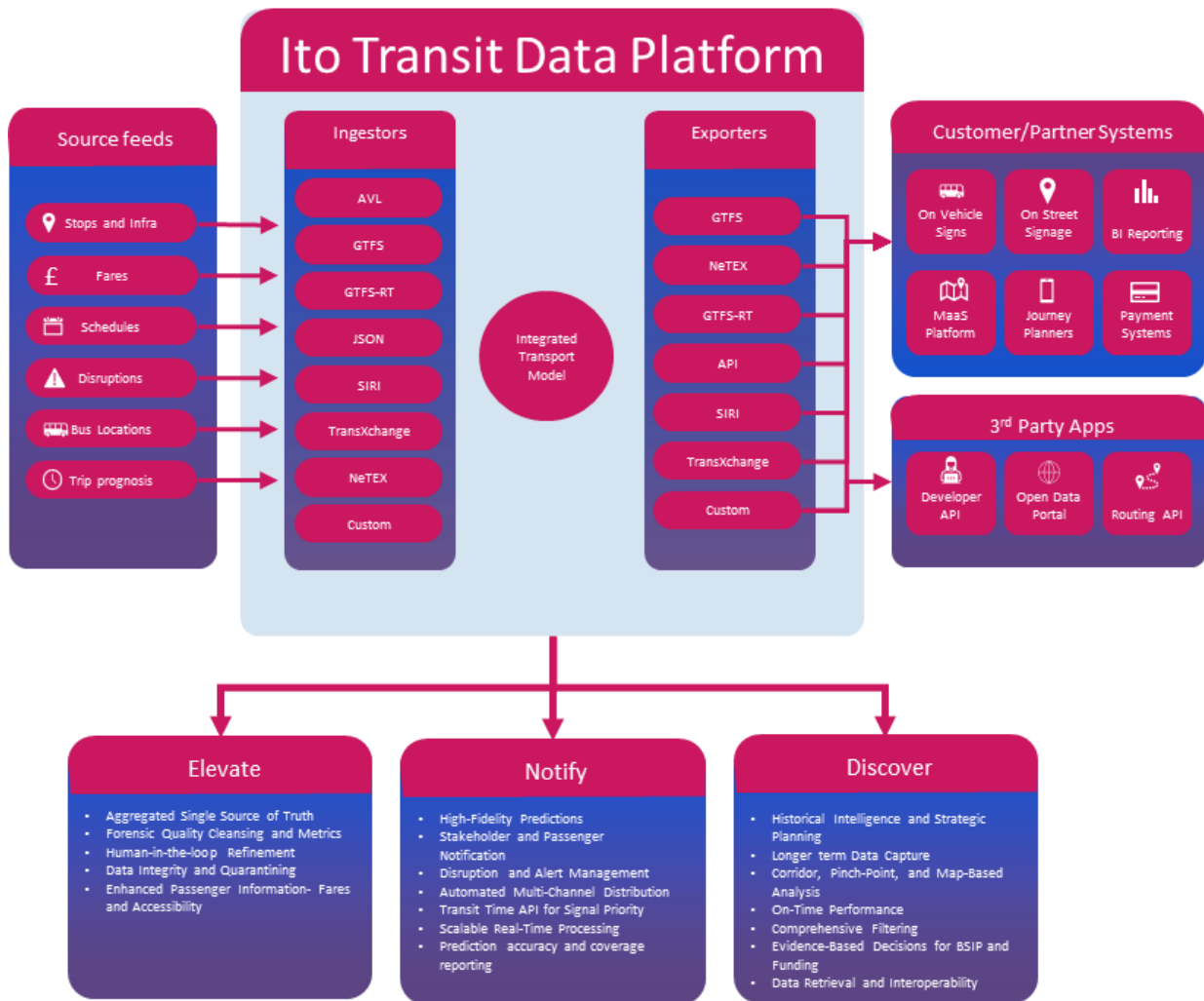
Notify is the corner stone of the Ito Transit Data Platform. It processes live vehicle movements against the high-quality schedules provided by Elevate to generate precise, real-time arrival and departure predictions. It serves as the primary communication link between operational changes, infrastructure, and the passenger.

- **High-Fidelity Predictions:** While standardly recalculating every 30 seconds, the engine is architected to operate at significantly higher fidelity where required by the Buyer. This high-frequency processing ensures that predictions remain accurate even in fast-changing urban environments.
- **Stakeholder and Passenger Notification:** The system proactively notifies passengers and internal stakeholders about live service status and network events. This supports better operational control for the authority and enhances the passenger experience by providing more certainty on their journey. By default, Ito Notify provides feed monitoring and alerting, enabling authorities to see understand which operators are providing accurate and relevant information which can be allocated to buses easily. Alerts are sent via email directly to key users to help identify issues early and catch them quickly to help mitigate major data outages for traveling passengers.
- **Disruption and Alert Management:** Notify enables the publication of targeted messages regarding both planned and unplanned disruptions or cancellations. This ensures that the reason for a delay is communicated as clearly as the delay itself. Disruptions can be ingested in SIRI-SX and GTFS-Service Alerts and disseminated downstream to passenger facing systems which are included in the Standard Ito Notify offering.
- **Automated Disruption Detection System (ADDs):** To streamline processes, Ito has also built out functionality around automated detection and creation of disruption information through our **Automated Disruption Detection System (ADDs)** to help ease the operational burden of local authorities when trying to distribute information to passengers and radically improve the speed at which disruptions data can be published to passengers. Ito Notify ADDs is currently priced separately from the core Ito Notify offering, as an optional extra, within our G-Cloud 15 pricing document.
- **Automated Multi-Channel Distribution:** The platform acts as a central distribution hub, pushing alerts via **SIRI-SX**, **SIRI-SM**, and **GTFS-RT**. It synchronises these updates across social media, on-street displays, and downstream journey planners, ensuring a single source of truth across all channels.
- **Transit Time API for Signal Priority:** We can provide a dedicated Transit Time API that shares a "degree of lateness" metric. This data is critical for enabling Bus Signal Priority and Traffic Light Prioritisation . By providing infrastructure controllers with real-time punctuality data, the platform can help trigger green-light extensions for delayed vehicles, directly improving network reliability and bus schedule adherence.
- **Scalable Real-Time Processing:** Designed to handle high-frequency data from fleets numbering in the thousands, Notify ensures minimal latency between a vehicle's GPS update and the prediction appearing on a passenger's device or an at-stop display.
- **Prediction accuracy and coverage reporting:** Ito Notify has the capability to use the short term data captured to analyse both prediction coverage and accuracy reporting at a monthly cadence to support analysis of existing tooling and platforms.

2.3 Ito Discover: Performance Analytics & Optimisation

Discover is the analytical layer of the platform. It transforms the vast amount of real-time and scheduled data captured by Elevate and Notify into actionable historical intelligence.

- **Historical Intelligence and Strategic Planning:** Discover provides authorities with a retrospective truth of their entire network's performance. It moves beyond real-time monitoring to provide forensic analysis of service delivery, allowing for evidence-based decisions that improve long-term network reliability and punctuality.
- **Longer term Data Capture:** While real-time systems often focus on the now, Discover captures and stores data at high fidelity. This granular historical record allows for a more accurate understanding of network performance over time, ensuring that all data recorded and available for analysis.
- **Corridor, Pinch-Point, and Map-Based Analysis:** The platform utilises a map-based interface to visualise network performance details such as pinch-points and real journey times. By identifying specific road segments where transit times consistently exceed schedules, LTAs can build robust evidence for infrastructure interventions.
- **On-Time Performance (OTP) :** Discover tracks punctuality across the network, specific routes, journeys, or for individual stops.
- **Comprehensive Filtering:** Ito Discover includes comprehensive filtering options to help users find information that is relevant to them, this includes date, time of day, day of week, operator, line and stop.
- **Evidence-Based Decisions for BSIP and Funding:** The intelligence gathered provides the data required for service optimisation and supports Bus Service Improvement Plan targets. It allows authorities to improve network reliability by identifying chronic issues that cannot be seen in a real-time-only environment.
- **Data Retrieval and Interoperability** Users can export historical analytics in industry-standard CSV formats or via APIs for external reporting and audit purposes. This ensures that the data can be integrated into internal authority dashboards, shared with internal stakeholders or submitted to the DfT at ease.



3. Technical Governance and Security

3.1. Proven Scale and Reliability

- **Global Track Record:** Ito World delivers similar services to Google and national transport authorities.
- **High-Volume Processing:** Supports the trip prognosis of real-time data for bus fleets numbering in the tens of thousands with minimal latency; we deliver national datasets to Journey Planners and built the first iterations of the Bus Open Data Service (BODS) and Analyse Bus Open Data (ABOD) for DfT.
- **Uptime:** Hosted on dynamically scaling Amazon Web Services (AWS), providing a guaranteed availability uptime of 99.99%.

3.2. Security and Data Protection

- **Security Standards:** Deployed in-line with **Cyber Essentials Plus** and **least-user privilege** standards. Continuous vulnerability management is maintained

via daily automated scans (e.g., Tenable, AWS Inspector) and real-time threat detection (AWS GuardDuty)

- **Infrastructure Compliance:** AWS hosting is certified for **ISO 27001, 27017, and 27018**.
- **Penetration Testing:** Ito World supports Buyer-led penetration testing and resolves critical issues prior to service retest.
- **Zero Personal Data:** Ito World does not process, store, or transmit any Personal Data (PII) within these modules. Administrative user data is managed in strict accordance with UK GDPR
- **Insurance:** Ito World maintains appropriate insurance cover for IT-related risks.
- **Resilience & Recovery:** Our infrastructure is architected for high availability across multiple AWS Availability Zones. Data is backed up daily with off-site replication. We maintain a robust Disaster Recovery plan designed to ensure minimal disruption to critical passenger information feeds.

4. Maintenance windows and Service Constraints

Ito World typically performs scheduled maintenance outside of peak transit hours. We provide a minimum of 5 working days' notice for any planned maintenance that may impact service availability. Emergency security patches are deployed as required, with immediate notification to affected Buyers.

5. Onboarding and Offboarding

5.1. Getting Started

- **Implementation:** Projects are delivered via a combination of PRINCE2 and Agile methodologies.
- **Dedicated Customer Success:** Each Buyer is assigned a dedicated Customer Success Executive as a primary point of contact.
- **Training and Documentation:** We provide tailored webinars and live remote sessions for users, alongside comprehensive digital user guides.

5.2. Data Extraction and Exit

- **Interoperability:** Services are based on interoperable principles, exporting in open formats like GTFS, SIRI, and CSV.
- **Self-Service:** Users can extract data until the contract cessation date.
- **Optional Extension:** An optional priced extra allows the Historical Data APIs to remain active for **3 months** beyond the cessation date to facilitate a transition.

6. Support Levels

Standard support is provided via email during UK business hours (09:00–17:30, Monday to Friday, excluding Public Holidays). We offer a tiered incident priority system with defined response and resolution targets based on the severity of the issue.



Incidents are classified into four severities:

Sev1 (Critical): one-hour response, four-hour target resolution.

Sev2 (High): two-hour response, one-day target resolution.

Sev3 (Medium): four-hour response, five-day target resolution.

Sev4 (Low): eight-hour response, next-release resolution.

Customers contact support via a dedicated email service desk. Status updates are provided throughout the incident lifecycle, and workarounds may be applied to restore service. 24/7 proactive infrastructure monitoring is included in Ito's standard support package. Bespoke support requirements, extended support services and extended hours, are available and priced according to SFIA Rate Card found in Ito's pricing document listed on G-Cloud 15.

7. Pricing overview

The service is offered on a single, annual license fee basis (based on the customer's size and selected modules), invoiced in advance. This reflects Ito's SaaS model which means that customers benefit from ongoing product improvements for no additional cost beyond the published price. Bespoke support requirements, extended support services and extended hours, are available and priced according to SFIA Rate Card found in Ito's pricing document listed on G-Cloud 15.

8. One off set up fees

For some complex Ito's Transit Data Platform implementations, Ito World may charge a one-off set up fee.

9. Discounts

Ito World offers a discounted price if a Buyer purchases multiple services. The discount amount depends on the individual circumstances of the purchase.