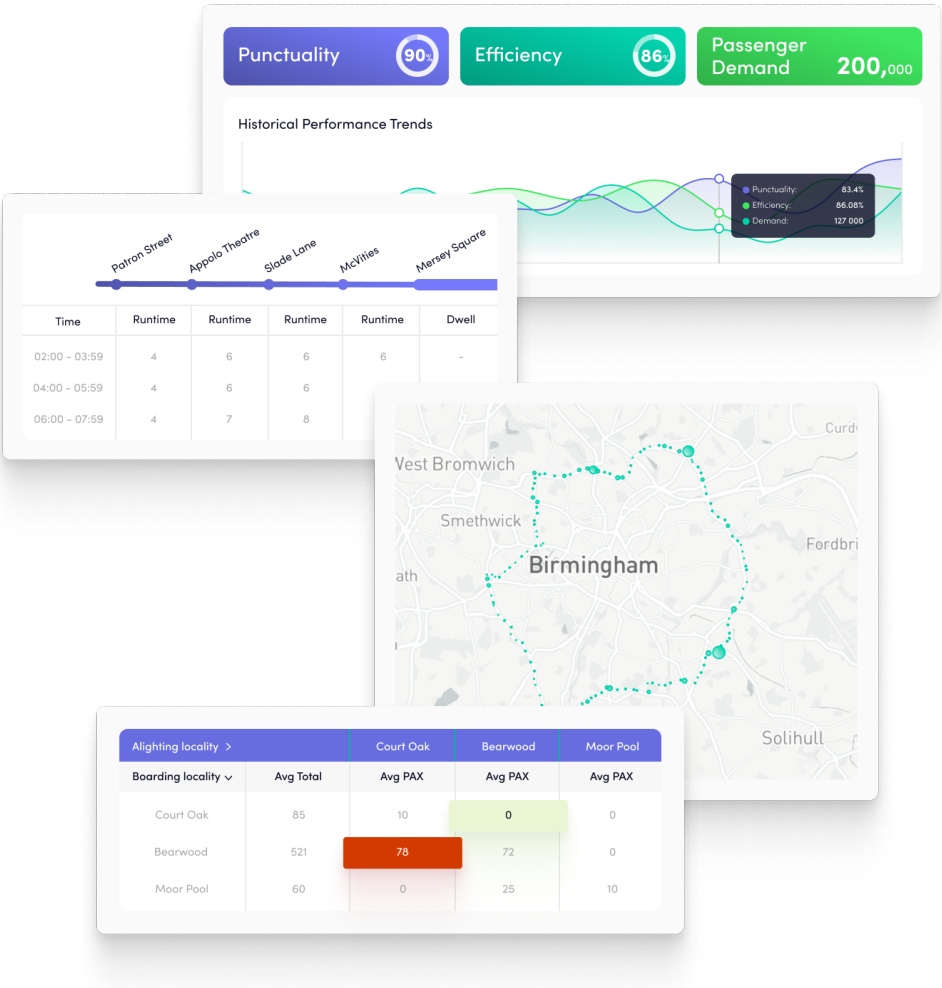


CitySwift

G-Cloud 15, Service Definition



Listing Name: CitySwift intelligent data platform
Lot Number: 2b: Software as a Service (SaaS)
Contact email: finance@cityswift.com

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Introduction

Company Overview

CitySwift is a big data company that powers major bus networks across the globe. CitySwift's cloud-based platform offers bus network providers precise historical and predictive data analysis and insights at speed. The CitySwift team, based out of the United Kingdom & Ireland, merges a background of real-world bus industry experience with deep knowledge of data science, to give bus networks the best of both worlds.

Value Proposition

The CitySwift platform cleans, connects, and analyses key data sources across a bus network to build a range of historical and predictive insights. Transport authorities & Bus network providers can finally make data-driven decisions with confidence, by understanding and optimising the bus network based on high-quality and reliable data.

CitySwift's analysis has been proven to improve service performance for passengers, while enabling bus networks to maximise resources. The detailed range of metrics offered by CitySwift gives transport authorities and operators the data and single source of truth to engage collaboratively to deliver a better bus network for people and communities.

What the service Provides

The CitySwift platform integrates and analyses a range of data, including vehicle locations, schedules, and ticket sales, to provide a detailed evaluation of bus network performance.

The service boasts a suite of tools, including Engine, Explore, Discover and Evolve, each offering unique features to support bus network management.

Explore and *Discover* provide robust data visualisations and performance dashboards, analysing various metrics such as punctuality, efficiency, and demand. These tools offer features like automated data cleaning, integration with existing tech infrastructures, and extensive data analysis capabilities that aid in operational decision-making.

Evolve focuses on runtime analysis and scenario planning, offering tools for generating optimised bus schedules that adapt to real-world conditions. It allows for simulation of different operational scenarios, helping to predict their impacts on resources and performance. This module supports the export of new runtimes to major scheduling systems, facilitating easy updates and adjustments to bus schedules.

As outlined further below, key benefits of CitySwift include improved punctuality, reliability, and efficiency of bus services. Authorities & bus operators can make quick, data-driven decisions, share insights with stakeholders, and continuously adapt to changing demands. The platform also aids in strategic planning, such as network redesigns and priority measure implementation, based on comprehensive data analysis and forecasting.

Social Value

At CitySwift, we are committed to making a positive impact that resonates throughout our relationships with employees, customers, suppliers, communities, and society at large.

Equal Opportunity and Diversity

CitySwift is proud to contribute to the achievement of sustainable development goals, specifically targeting Gender Equality and Reduced Inequalities. We believe that a diverse workforce is crucial not just for ethical reasons but also for fostering innovation and driving long-term success. Our team members come from varied backgrounds, bringing a wealth of perspectives that enhance our solutions for the bus industry. To promote inclusion, we actively support our 'CitySwift Women's Network,' a bi-monthly initiative that celebrates the achievements and roles of our female employees.

We strive to eliminate systematic barriers to success within our company by addressing unconscious bias during hiring, promotions, and performance evaluations, ensuring equal opportunities for career progression. Notably, many of our senior positions are held by women, including the Director of Content, Head of Sales, Head of Product Marketing, and HR Business Partner. We are dedicated to supporting our employees' growth through personal career development and continuous learning

opportunities, including interview training and seminars on unconscious bias and CIPD.

Ethical Practices and Flexible Work Options

CitySwift maintains the highest standards of ethical business conduct, highlighted by our firm stance against modern slavery, supported by our comprehensive Anti-slavery and Human Trafficking Policy. Recognizing the importance of work-life balance, we offer flexible work locations and a hybrid working scheme to accommodate personal needs and enhance mental well-being, thus reducing absenteeism.

Climate Change and Sustainability

Understanding the critical importance of environmental sustainability, CitySwift is dedicated to enhancing our sustainable practices. Our Climate Action Plan focuses on reducing global emissions from transportation. Our vision is to provide an easy, reliable, clean, and efficient travel solution, thereby contributing to a more resilient and equitable society.

Through these initiatives, CitySwift aims to lead by example in corporate social responsibility, continuously working towards a more inclusive and sustainable future.

Overview of the G-Cloud Service

CitySwift's platform gives bus network providers the intelligent analytics needed to operate high performing, data-driven networks. The CitySwift platform automatically cleans, connects, and analyses vehicle location, schedule, and ticket data to deliver a comprehensive analysis of the bus network's performance.

This analysis is delivered in the CitySwift platform via a range of route to stop-level data visualisations and dashboards across almost fifty metrics. The platform also generates new and improved runtimes based on historical performance analysis, while also predicting the impact of these runtimes on performance metrics and resource use.

This means you can save time, plan ahead, and act with confidence to dramatically grow the bus network (whether it's punctuality, reliability, demand, or profits).

With buses in our DNA, we have the experience to help transport authorities and bus operators plan, predict, and adapt to shifts in operating conditions. Transport providers like **Transport for Wales, East Riding of Yorkshire, Translink and Bus Eireann** are using CitySwift to drive patronage and maximise efficiency in their bus networks.

Use CitySwift to:

1. gain full, network to stop-level insight into all aspects of network performance,
2. generate AI runtimes for quicker, more efficient, and punctual journeys,
3. predict the impact of proposed runtimes on resource and performance,
4. improve productivity with fast, easy data analysis and data-driven conversations with operators

1. Engine (Data Quality)

Before any data and insights are delivered to the CitySwift platform, CitySwift's proprietary data engine automatically ingests, cleans, connects, and enriches all demand, schedule, and vehicle location data.

CitySwift's data engine will apply smoothing algorithms to the data. This process will remove any anomalies, outliers, or irregularities in the data, so that all insights, recommendations, and predictions are based on the most comprehensive picture of the network for maximum accuracy.

The result is a much larger and high quality dataset, delivering more reliable insights that truly reflect the operating conditions of the network.

2. Explore

Explore is a business intelligence tool for bus networks, showcasing bus network data visualisation and analytics. Analytics are delivered through visualisations and dashboards in the CitySwift application.

Features:

- **Bus network data analysis with data cleaning and data joining:** automatic ingestion, cleaning, joining, analysis and enrichment of

vehicle location (GPS/AVL), schedule, and ticket data to ensure maximum data quality.

- **Automated** data analysis and bus network performance insights
- Bus network **data visualisation** based on schedule data, ticketing data, vehicle location (GPS/AVL) data
- **Bus performance metrics:** punctuality metrics, efficiency metrics, demand metrics
- **Bus punctuality metrics:** Start Point Punctuality, Intermediate Punctuality, Excess Wait Time
- **Bus efficiency metrics:** Average Speed, Layover Time, Dwell Time
- **Bus stop level metrics:** Bus runtime metrics, bus layover metrics, bus speed metrics, bus punctuality metrics
- **Integrate seamlessly** with existing technology infrastructure.
- **Network, corridor, route, and stop** level performance data
- **Benchmark** operators and route performance.
- **Filter by time periods** such as time of day, day of the week, week, month, season, year
- **Easily export and share** data and reports with shareholders, e.g. CSV format

Benefits:

- Understand **operator performance** data and bus network **trends**
- Improve **data quality**
- Identify areas for further **investigation**
- Use data as a single source of truth for **operator engagement**
- Make **data-driven decisions** quickly and with confidence
- Share reports to **prove investments, justify decisions, and collaborate with stakeholders**
- Deliver **punctual and reliable** bus services **matched to passenger demand**
- Analyse **passenger movement patterns** to predict future trends and opportunities

3. Discover

Discover is a range of bus network performance dashboards for detailed bus data analysis, performance insights, data visualisation, and information into bus network problem-areas. Dashboards enable deeper

troubleshooting and more opportunities for data-driven collaboration with stakeholders.

Features:

- **Bus network data analysis with data cleaning and data joining:** automatic ingestion, cleaning, joining, analysis and enrichment of vehicle location (GPS/AVL), schedule, and ticket data to ensure maximum data quality.
- **Automated** data analysis and bus network performance insights
- Bus network **data visualisation**
- **Congestion, speed**, and passenger impact of **delays**, network pinch points, bus priority measures
- **Origin destination** analysis and passenger movement patterns, including **boarding and alighting insights**
- Bus **capacity** and bus **occupancy** insights
- Anonymised **driver performance** analysis, including driver punctuality, early departures, late arrivals. Analyse individual driver performance or compare driver performance in a depot
- **Vehicle block analysis**, with block analysis for slippage
- Demand forecasting and **frequency simulations**
- Easily **export and share** data and reports with stakeholders, e.g. in CSV format

Benefits:

- Understand **operator performance data**
- Identify network performance for **further investigation**
- Use data as a **single source of truth** for **operator engagement**
- Make **data-driven decisions** quickly and with confidence
- Share reports to **prove investments, justify decisions**, and **collaborate with stakeholders**
- Deliver **punctual and reliable** bus services matched to passenger demand
- Analyse **passenger movement patterns** to understand the **passenger experience** and to predict future trends and opportunities
- Find where there is **unfulfilled demand** in the network
- Use bus network performance data **inform network redesigns**
- Use data as evidence and justification to implement **bus priority measures**

- Understand where bus priority will have the **biggest impact**

4. Evolve

Evolve is a bus network runtime analysis and scenario planning module. The platform ingests and analyses vehicle location (such as GPS data and AVL data), schedule data and ticket data to deliver new, optimised runtimes that balance performance with resources and remove inefficiencies in the network, such as excess dwell time. Plan for different scenarios and simulate how they may impact your journeys, so that you can make every decision with confidence and justify network planning choices.

Features:

- **Historical runtime analysis**
- **Historical demand per vehicle hour analysis** across a depot, group of routes, or individual routes. Highlight areas that **require frequency review**.
- **Runtime generation and runtime optimisation:** New, suggested runtimes optimised for layover and optimised for dwell, based on historical runtime analysis
- **Runtime simulation and runtime scenario analysis:** generate 5 sets of runtimes against predicted PVR metrics, punctuality metrics, cost
- **Runtime comparison:** Compare suggested runtimes with other suggested runtimes and with original runtime performance
- **Frequency simulation:** Simulate frequency options on a route and corridor. View the impact of frequency changes on the vehicle requirement, vehicle hours, and demand per vehicle hour.
- **Timetabling and Blocking:** Create revised initial timetables and vehicle workings based on CitySwift recommended runtimes and frequencies.
- **Timetable Simulations:** View the simulated impact of the new timetable on performance, resource and demand per vehicle hour.
- **Export and share runtimes:** Export runtimes to Omnibus, Optibus, Hastus, and Trapeze scheduling systems.
- **Integrate** seamlessly with existing technology infrastructure
- **Export and share** data and reports with stakeholders, e.g. CSV format

Benefits:

- **Optimise bus network performance** with **optimal runtimes and frequency** based on the real-world operating conditions of the network
- Quickly **deploy and adapt timetables and schedules** to shifting operating conditions
- **Compare different operating scenarios** and **simulate** how operating scenarios may impact runtimes, frequency, performance, and resources
- Accurately **predict journey times**
- **Improve the performance** of existing timetables and schedules.
- Improve **reliability, EWT, punctuality** and **passenger experience**
- **Easy to use**, and easy to **export and upload** runtimes to all major scheduling systems
- **Fast and easy deployment**

4.1 Evolve Simulations

- View projected **EWT or punctuality** for a set of runtimes.
- View the impact of frequency changes on the **vehicle requirement, vehicle hours, and demand per vehicle hour**
- View **PVR** for a set of runtimes and **estimate the costs** of each option.
- See the **trade-offs of performance vs resource measurement** for different sets of runtimes.
- Access comparison graph between runtime scenarios – **performance visualisation & comparison**.

4.2 Evolve Spotlight

- Easy drill-down access to **demand per vehicle hour** across a route or group of routes, with the ability to break it down by time period (time of day, day of week etc.).
- Understand the impact of **service level changes** by simulating frequency options on a route & corridor
- See routes with the **biggest occupancy, profitability or performance opportunities**
- **Benchmark** opportunities against each other
- Rapidly create **revised timetables & vehicle workings**.

4.3 Evolve Headway

Rapid timetable optimisation: view timetable and bus graph, edit and add new trips using CitySwift's runtimes, and understand the cost and performance of timetable changes.

5. Radar

A real-time support system to enhance operational efficiency on live operating bus services. By monitoring changes as they happen, the module ensures that network operations teams receive timely updates and actionable insights that will affect bus service delivery. More than just reporting anomalies, the module makes recommendations for immediate action with minimal manual intervention. Ideal for environments that demand quick decision-making, this tool is essential for keeping bus services moving.

6. Explain

Data validation process that converts raw transport data into accurate, auditable records. Auto-Identify diversions, technical and manual errors, and wrong schedules. Navigate and fix easily route, trip and stop level data through tables and maps views

7. Contract Management

A contract management system analysing real time data that links network performance to contractual outcomes. By monitoring delivery against agreed standards, Radar gives authorities and operators instant visibility of compliance, highlights breaches, and recommends corrective actions. This ensures contracts are governed dynamically, with faster decisions, fairer settlements, and stronger accountability.

8. Analyse

Simulation and compliance module designed to stress-test proposed schedules before they go live. By modeling punctuality and Excess Wait Time (EWT) performance, Analyse allows operators to predict how new timetables will behave in the real world. Ideal for planning, this tool is

essential for validating schedule reliability and resource efficiency before implementation.

Associated Services

CitySwift offers customised analytics services for specialised projects. Please consult the pricing document for details on our daily rates.

Data Protection

Information Assurance

CitySwift is a cloud based platform and does not require any software or hardware to be installed on-premise. The data provided by buyer and supplier networks is protected by TLS (Version 1.2 or above), IPsec or TLS VPN gateway and the data storage and processing locations are hosted in both the United Kingdom and European Economic Area (EEA).

All data ingested by the CitySwift engine undergoes pentests and are tested internally only. An “IT Health Check” is performed by a Tiger Scheme qualified provider or a CREST-approved service provider.

The CitySwift platform is hosted on the Google Cloud Platform.

Data back-up and restoration

Application data stored in Google Cloud SQL for PostgreSQL is incrementally backed up daily and recoverable. Each backup stores only the changes to the data since the previous backup. By default, Cloud SQL stores backup data in two GCP regions for redundancy. Data Warehouse backups occur as an archive due to its size which can be reinstated in the event of disaster recovery.

Business continuity statement/plan

CitySwift is dedicated to exceptional service continuity and robust operational resilience. Our Business Continuity Plan (BCP) ensures the maintenance of critical functions and high service availability under any disruptive circumstances.

Annual Security Assessments

CitySwift conducts annual penetration testing to identify and address vulnerabilities within our systems. These tests are crucial in fortifying our defences and ensuring the integrity and security of our operational and data environments.

Uptime Commitment and Service Credits

We commit to maintaining a 99% uptime for all our critical services. In the rare event of not meeting this target, CitySwift offers service credits, underscoring our commitment to reliability and customer satisfaction.

Plan Scope & Applicability

Our BCP covers all essential operations and is designed to quickly restore business activities with minimal disruption following any incident. This plan is activated after confirming the safety of all personnel and is applicable under various emergency scenarios.

Business Continuity Objectives

- *Ensuring Service Uptime:* We aim to sustain at least 99% uptime across all operational services, supporting the continuity of CitySwift platform operations, data services, and essential business functions.
- *Operational Resilience:* Continuous operation of our core systems is ensured through redundant infrastructure and robust disaster recovery protocols.
- *Data Protection and Accessibility:* All critical data is safeguarded and made accessible under all conditions to facilitate seamless business continuity.

Review and Improvement

The BCP is reviewed annually and adjusted based on the insights gained from our security assessments and any incidents that test our resilience. This continuous improvement cycle ensures our preparedness evolves with technological advancements and emerging threats.

Privacy by design

Data Encryption

CitySwift is committed to safeguarding our customer's data. The CitySwift platform automatically encrypts data at rest. This process involves breaking the data into smaller chunks, each encrypted at the storage level

with its own data encryption key (DEK). These DEKs are stored close to, but separate from, the data they encrypt to balance the needs for security with low latency and high availability. Each DEK is further secured with a key encryption key (KEK), enhancing the overall security architecture.

Data Anonymization

Upon request, CitySwift can anonymize specific fields of data to conceal personally identifiable information (PII), such as smartcard numbers or bus driver identification numbers. This anonymization is achieved through our pseudonymization process, utilising the SHA-256 hashing algorithm. Hashing is a cryptographic method that ensures sensitive information is not stored in plaintext. It converts data into a fixed-length, indecipherable string, making it impossible to reverse-engineer or trace back to its original form.

CitySwift adheres to strict internal policies to prevent any attempts at re-identifying hashed data, ensuring that our customers' privacy and data integrity are maintained at all times.

Using the service

Ordering and invoicing process

The payment method is electronic bank transfer [EFT], invoices will be issued electronically to the buyer and payment will be taken annually in advance. Please contact finance@cityswift.com.

Pricing overview

CitySwift's products are priced on a modular basis under a Software as a Service model. Discounts are applied based on the following:

- Number of modules purchased;
- Number of buses;
- Contract length.

Authority & Bus Operator Access

CitySwift provides Transport Authorities the option to purchase platform access for bus operators managing services within the Transport Authority's designated region. This access fosters a collaborative environment, facilitating effective teamwork among all parties to enhance service quality and operational efficiency of bus networks in the United Kingdom.

Refer to the Pricing document which outlines prices for Authority and Bus Operator access to the Platform.

Onboardings of Bus Operators will be charged on a day rate. Refer to Pricing Document.

CitySwift does not offer a trial service.

Onboarding & Offboarding

Onboarding

CitySwift's onboarding process is led by an assigned Implementation Manager, who ensures a seamless integration and setup for the customer. This involves necessary data integrations completed in advance of user training. Online or on-site training sessions are then scheduled, conducted by our dedicated team, to comprehensively onboard and educate users about the platform's functionality.

CitySwift conducts detailed demonstrations and interactive workshops to ensure that all staff are fully familiar with the platform. Throughout the adoption phase, our Implementation Manager will conduct weekly check-ins to provide ongoing support and guidance.

In order for CitySwift to provide the services, the buyer will be required to provide some or all of the following datasets:

1. Automatic Vehicle Location (AVL) data
2. Ticketing data
3. TransXchange data
4. Siri Vehicle Monitoring data

Refer to Schedule 3 of the Terms and Conditions document.

Offboarding

On expiry of the contract, the following steps shall be taken to ensure a satisfactory completion of the contract for both CitySwift & the Buyer:

The Buyer will disconnect all data connections to the CitySwift Platform relating to:

1. Automatic Vehicle Location (AVL) data
2. Ticketing data
3. TransXchange data
4. Siri Vehicle Monitoring data

CitySwift will destroy all historical AVL, Ticketing, TransXchange and Siri Vehicle Monitoring data from its servers.

CitySwift will remove all Buyer access to the CitySwift platform and decommission the Buyer's platform application.

Training

The CitySwift dashboard is hosted on a cloud platform with training and support on its usage offered as part of the onboarding process at no additional cost. A dedicated Implementation Manager will be allocated to conduct the following:

- One-on-one and/or group training conducted virtually or on-site.
- Virtual training and check-in calls.
- Workshops take place as required by the customer to ensure users are maximising use of the platform.

As product updates are released, our Customer Success team will ensure customers have advance notice and any training required.

The Customer Success Manager is available during normal business hours via email / live chat / video call to answer any questions as required. Users can access an online help documentation portal for self-service training guides and tutorials.

In addition, the CitySwift Platform contains a Help Center resource library, with how-to and FAQ articles. There is also an in app chat function where you can ask questions and receive replies within the platform.

Service Levels & Financial recompense model

- **Normal business hours** means between 9am to 5.30pm (local time in Ireland) from Monday to Friday excluding any public holidays,
- **Permitted Downtime** has the meaning given to it at section 2 below, and
- **Uptime** means the amount of time the Platform is available for Customer use during normal business hours excluding Permitted Downtime, calculated as a percentage over a 3-month period beginning on the Start Date of Customer's Order (the **Quarter**).

CitySwift will aim to achieve at least 99.0% Uptime every Quarter. Uptime is monitored and reported to CitySwift by its third party IT service provider. If a report identifies that Uptime has fallen below 99.0% in a particular Quarter, CitySwift will credit Customer a percentage of the Fees paid for the affected Services in that Quarter (a **Credit**), as set out below:

Platform Uptime in a Quarter	Credit
98.5% – 98.99%	1%
95.0% – 98.49%	2%
Less than 94.99%	3%

Response & Resolution Times

RESPONSE & RESOLUTION TIMES	
Priority 1 issue	
Description	The Platform is inaccessible for Customers.
Who to contact	Customer can report a Priority 1 incident to CitySwift by: Calling & emailing their Account Manager and emailing Support at urgent@cityswift.com .
Initial response times	During normal business hours: Within one hour of CitySwift receiving Customer's report. Outside normal business hours: Within one hour of the start of the next business day.
Target resolution times	Within one business day after CitySwift's initial response.
Priority 2 issue	
Description	Operation of the Platform is severely degraded, or Products are not operational and work cannot reasonably continue.
Who to contact	Customer can report a Priority 2 incident to CitySwift by:

	Calling & emailing their Account Manager and emailing Support at urgent@cityswift.com .
Initial response times	During normal business hours: Within two hours of CitySwift receiving Customer's report. Outside normal business hours: Within two hours of the start of the next business day.
Target resolution times	Within two business days after CitySwift's initial response.
Priority 3 issue	
Description	Certain non-essential features of the Platform are impaired while most major components of the Platform remain functional.
Who to contact	Customers can report a Priority 3 incident to CitySwift by emailing their Account Manager and Support at support@cityswift.com .
Initial response times	During normal business hours: Within twenty four hours of CitySwift receiving Customer's report. Outside normal business hours: Within twenty four hours of the start of the next business day.
Target resolution times	Within five business days after CitySwift's initial response.
Priority 4 issue	
Description	Errors that are non-disabling, cosmetic or have little or no impact on the normal operation of the Platform.
Who to contact	Customers can report a Priority 4 incident to CitySwift by emailing their Account Manager and Support at support@cityswift.com .
Initial response times	During normal business hours: Within forty eight hours of CitySwift receiving Customer's report. Outside normal business hours: Within forty eight hours of the start of the next business day.
Target resolution times	By the next release of the affected Product.

Outage and Maintenance Management

CitySwift will aim to keep any interruptions with the Platform or Products to a minimum. However, CitySwift may need to schedule and perform maintenance to keep the Platform working smoothly, correct any errors or implement software updates (**Scheduled Maintenance**). Sometimes, this

may only take 30 minutes or less to complete (**Minor Maintenance**). In addition, CitySwift may be required to conduct emergency maintenance to fix issues with the Platform from time to time. Any unavailability or interruptions to the Services during Maintenance, Minor Maintenance or Emergency Maintenance constitute **Permitted Downtime** and will be excluded from the Uptime calculation.

To ensure Customer can prepare for any potential interruptions, CitySwift will provide Customer with written notice:

- at least 5 business days in advance for Maintenance occurring inside of normal business hours,
- at least 3 business days in advance for Maintenance occurring outside of normal business hours, and
- at least 2 business days in advance for Minor Maintenance.

Due to its nature, CitySwift cannot provide advance written notice of Emergency Maintenance.

Provision of the service

Customer Responsibilities

- Use best endeavours to ensure all Users have a secure password to use the Platform, keep it confidential and change it every month,
- Maintain an up to date list of all Users and notify CitySwift of any changes to its Users,
- Ensure its Users use the support available under the Support Policy in a fair and reasonable manner and not excessively,
- Use best endeavours to prevent any unauthorised access to, or use of, the Platform and promptly notify CitySwift upon becoming aware of any unauthorised access or use,
- Provide its end-users of the Platform with any legally required terms or policies for their use of the Platform (if applicable),
- Procure and maintain any third party network connections and telecommunications links from its systems to the Platform and be responsible for any issues, loss or damage related to them, and
- Ensure its networks and systems comply with any specifications

provided by CitySwift.

Technical and Customer-Side Requirements

In order for CitySwift to provide the services, the customer will be required to provide some or all of the following datasets:

1. Automatic Vehicle Location (AVL) data
2. Ticketing data
3. TransXchange data
4. Siri Vehicle Monitoring data

After-sales Account Management

CitySwift offers multiple support channels to support Customer's use of the Platform at no additional cost:

- a. **Email Support:** Customers can send their queries or concerns to their dedicated Account Manager.
- b. **Live Chat Support:** Our website features a live chat option, allowing customers to interact directly with our team.
- c. **Phone Support:** Customers can call their Account Manager for immediate assistance during business hours.
- d. **Knowledge Base & FAQs:** We maintain a knowledge base and frequently asked questions section on our website to provide immediate answers to common questions.
- e. **Dedicated Support:** Dedicated customer success supports customers in their use of the platform.

Our experience

Case Studies

CitySwift has delivered exceptional results for both public authorities and private operators, from improved punctuality to higher levels of passenger satisfaction, and cost savings to increased efficiency. Here's some highlights of the value delivered to our clients through using CitySwift:

- Transport for Wales has a holistic view of network data across all of the bus operators in Wales for the first time, setting the authority up with the vital insights needed to franchise the Welsh network
- National Express Buses increased punctuality by 17% and decreased late running by 18%

- Oxfordshire County Council use CitySwift with Oxford Bus Company and Stagecoach to monitor the impact of congestion easing measures, tracking progress towards a 10% improvement in 'bus productivity'
- Go Ahead's East Yorkshire Buses achieved a 14% increase in on-time performance across autumn schedules
- Blackpool Transport generated a £605k return-on-investment between cost savings and attracting BSIP funding

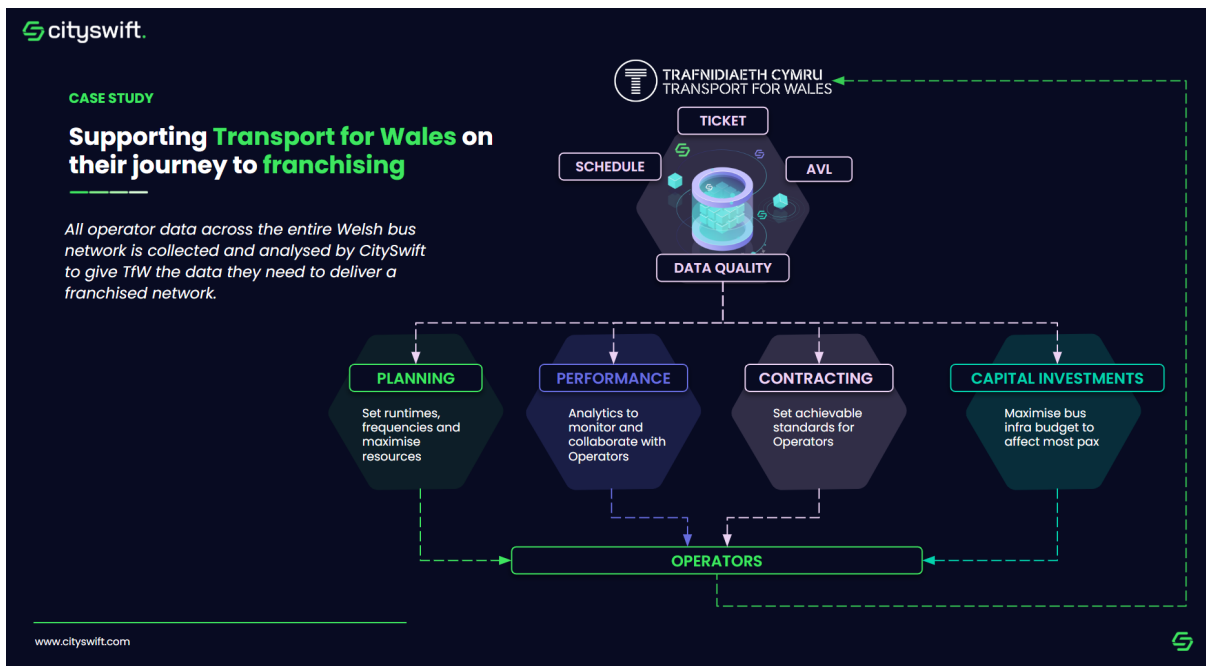


Fig 1. Transport For Wales Case Study Stakeholder Collaboration



Fig 2. National Express Case Study Service Optimisation Results



Fig 3. Oxfordshire County Council Case Study Results

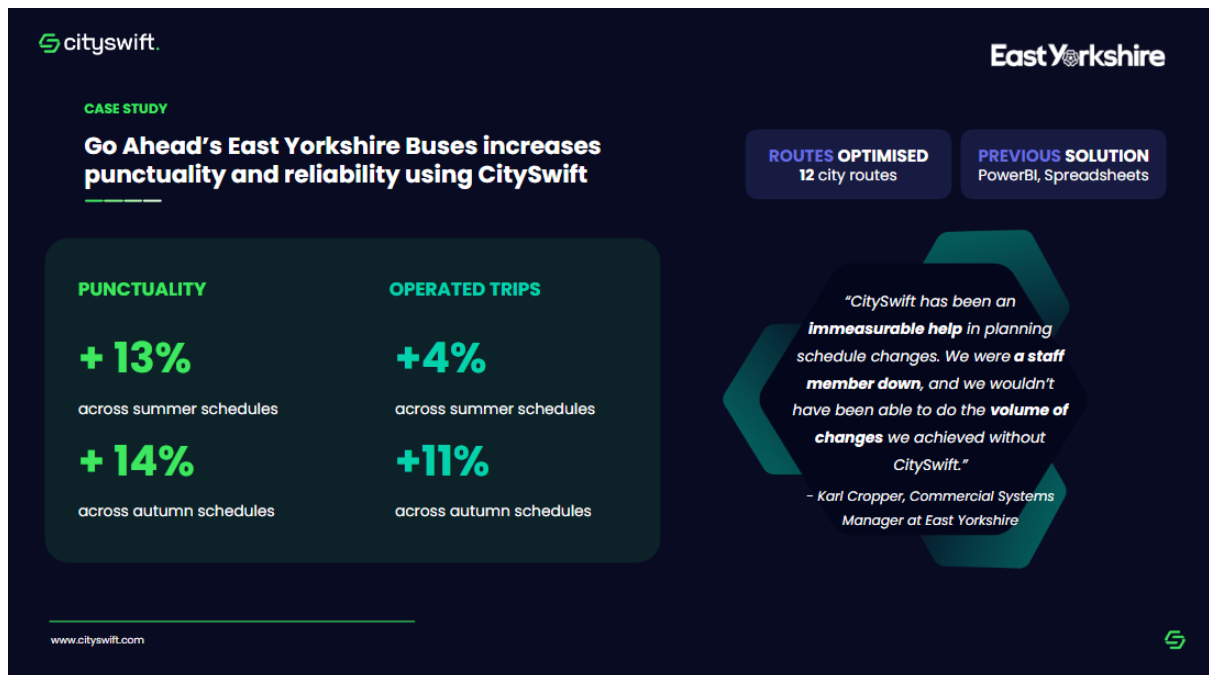


Fig 4. East Yorkshire Go-Ahead Case Study Results



Fig 5. Blackpool Transport Case Study Results

Customers

Our intelligent transport data platform is used by the world's most innovative public and private transport providers, with over 1 billion passenger journeys ingested, analysed and optimised by CitySwift annually. Notable clients include Transport North East, Translink, Bus Éireann, Oxfordshire County Council, East Riding of Yorkshire Council, National Express, Oxford Bus Company and Blackpool Transport.



Fig 6. CitySwift Public and Private Customers

Contact Details

For further information on CitySwift, please contact: finance@cityswift.com