RedOptima Service Sheet

The Proactive Road Safety Data Layer for Transport Authorities, Urban Planners and Developers, Police and Crime Commissioners.

1. Service Overview

RedOptima ODIN is a self-serve web application that gives Transport Authorities, Urban Planners and Developers, and Police and Crime Commissioners a single place to view road safety data and act on risk before it becomes a collision. **ODIN Free** gives any council team immediate, map-based access to real STATS19 collision history – sign up with a work email and you're looking at your own area's data within minutes. **ODIN Proactive** builds on this with a predictive **Physical Risk Score (0.00 – 1.00)** for every stretch of the public road network, drawing on 60+ physical risk variables – road geometry, visibility, hyper-local weather and more – to flag high-risk locations before collisions occur. No physical sensors, inspections or site surveys are needed from you – it's entirely remote, putting risk data at your fingertips before a collision happens.

ODIN is built to be used by anyone: from senior management reviewing area-wide trends, to a new trainee looking at crash data for the first time. No GIS background is required to get value from it.

2. Pricing

- **ODIN Free:** Free to sign up and use – a work email and council selection is all that's needed to start viewing STATS19 collision data. Reliable, fast, and built around a clean, accessible UI, it's fully functional and packed with features like the Cluster Creator, data export, and more – all without any cost.
- **ODIN Proactive Unit Price:** £0.08 per capita residing within a defined Highways Authority or other national, regional or sub-national transport body.
- **Discounts:** Marketing (3.5%) and multi-year advance payment discounts (26.6%) are available.
- **Pilot Programme:** A no-obligation, cost-free pilot analysis is available for initial network evaluation.

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3. Business Continuity and Disaster Recovery

- **Resilience:** Hosted in the **AWS Ireland Region** across **three Availability Zones** for high availability.
- **Backup and Restore:** Automated daily backups ensure data integrity.
- **Recovery Targets:** Targeted **Recovery Time Objective (RTO)** of 24 hours and **Recovery Point Objective (RPO)** of 24 hours.

4. Onboarding and Offboarding

ODIN is designed to be easy, fast and simple to use – built for everyone from senior management reviewing area-wide trends to a new trainee looking at crash data for the first time. Onboarding isn't cumbersome or intensive: sign up with a work email and you're exploring live collision data in minutes, guided by short in-app demos and contextual walkthroughs as you go.

For councils that want more, optional onboarding sessions, QGIS upskilling, and regular strategy and technical check-ins are all available on request.

- **Knowledge Portal:** Users gain access to a dedicated resources portal containing technical documentation, methodology explainers, and "how-to" guides for GIS integration.

Data Access (Portal & API):

- Self-Service: Sign up with a work email, verified via a one-time magic link – no password to set or remember. Once signed in, users browse and filter live STATS19 collision data directly in the ODIN web app map; ODIN Proactive adds the Physical Risk Score layer and custom data-layer uploads on top.
- Programmatic: Full REST API access is provided for real-time data ingestion into Digital Twins.

Flexible Delivery: The core experience is live analysis in the ODIN web app itself – no export needed to get value. For teams that want to work in other tools, data is also available as Shapefile or CSV exports, or as PDF reports, pre-formatted for ArcGIS, Aimsun, UTMC, or other common platforms.

Offboarding: Users may extract their data via the API or download it directly from the portal before contract termination.

Data Sanitisation: Post-termination, all customer-specific data is permanently erased using cryptographic erasure to ensure it cannot be recovered, while underlying physical variables are handled in accordance with our data lifecycle policy.

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5. Service Levels and Support

- **Availability**: 99.9% uptime commitment.
- **Support Hours (Standard):** 05:00 to 19:00 UTC, Monday to Friday (14×5) for general enquiries and Severity 3 issues.
- **Support Hours (Emergency):** 24/7/365 coverage for Severity 1 (Critical) incidents via emergency telephone.
    - Severity 2 (High): 4-hour response, 48-hour resolution target.
- **Service Credits:** Three days of credit provided for every one day of service unavailability.

6. Technical Requirements and Security

- **Technical:** Just a modern web browser – no GIS platform or specialist software is required to use ODIN Free or Proactive's core features. Optional integration with a GIS platform (ArcGIS, Aimsun, UTMC) is available for teams that want it, via Shapefile/CSV export or the REST API.
- **User Sign-In:** Secure, passwordless magic-link email authentication – no credentials for users to manage.
- **Management Access (RedOptima System Administration):** Secured via **VPN**, **Multi-Factor Authentication (MFA)**, and **Public Key Authentication**.
- **Data Security:** Data is encrypted at rest (AES-256 via AWS KMS) and in transit (TLS/SSL).

7. Constraints and Maintenance

- **Maintenance Windows:** Scheduled during low-usage periods with at least 48 hours' notice.
- **Updates:** Risk models are refreshed quarterly; dynamic conditions are calculated hourly.

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