Traffic Management as a Service
Ing. Giulia Dovinola, Senior Researcher, SWARCO Mizar
Supporting all phases of traffic/mobility management in the Smart City increasing accessibility and flexibility

**SYSTEMS**
- Flexible deployment options
- Browser-based user interfaces with easy workflows
- Suited for the modern work environment
- Pay-per-use (tailored and performance based)

**OPERATION**
- Pro-active system maintenance
- Pro-active system update
- Server hosting
- Communication
- Evidence-based operation

**SERVICES**
- Service and support center
- Traffic engineering
- Advisory services
Why TMaaS?

- Suitable for small to medium-sized cities (50,000 – 500,000 inhabitants)
- Outsourcing of traditional traffic management to the experts
- Improved security, up-to-dateness
- Cloud-based infrastructure with full redundancy and scalability for peace of mind and best possible system availability
- You pay for reaching targets – and not for systems/software
- Choose only the software modules really relevant to you
- Increased portability for traffic managers "on the move"
- A new business model for traffic technology suppliers and system integrators
TMaaS as an enabler of MaaS

Service-based, Cross-modal, Interactive

- Cooperation among City operators, TM Service providers, MaaS operators & mobility service providers
- Integrated Interactive mobility management measures provided by TM operators across different transport layers
- Pro-active demand management
- Collective and individual needs that converge in a win-win scenario
Thank you for your attention!

Giulia Dovinola
Senior Researcher | Innovation
SWARCO Mizar S.r.l.
giulia.dovinola@swarco.com