



TRANSPORT DIRECT - THE ONLINE JOURNEY PLANNER >>

**HELPING PEOPLE PLAN JOURNEYS BETWEEN
30 MILLION ORIGINS AND DESTINATIONS**

The Atos Origin consortium, with the Department for Transport (DfT), worked together to ensure Transport Direct meets the needs of the public. It is unique in many ways, including its status as the only national (any) point to (any) point multi-modal journey planner in the world, and its ability to plan journeys from 330,000 bus stops in the UK.

The challenge

Transport Direct enables travellers to plan their UK journeys with single or multiple forms of private and public transport, through the integration of 11 different regional planners and supporting data (e.g. 30 million addresses/points of interest). It enables users to view maps, check fares and real time train departures, and facilitates online ticket purchasing.

The portal enables any user of the system to make informed choices (rather than simply habitual choices) about how they undertake their journey to any of the 30 million destinations available, in a more efficient and knowledgeable manner. It satisfies travellers' needs for accurate, up-to-date information and provides an increased awareness of different transport options for any particular journey.

The solution

Transport Direct has been delivered by bringing together an experienced consortium in a partnership approach, building on the expertise of those involved to deliver a portal that meets the needs of the users by integrating diverse and complex applications.

The Atos Origin consortium, with the Department for Transport (DfT), worked together to ensure Transport Direct meets the needs of the public. It is unique in many ways, including its status as the only national (any) point to (any) point multi-modal journey planner in the world, and its ability to plan journeys from 330,000 bus stops in the UK.

Other innovative developments include expansion of the access options, for example, through websites such as Visit Britain. There is no equivalent national transport information system that combines road and public transport.

Transport Direct connects transport providers, local authorities, central government and the travelling public to improve access to information. It draws together constantly updated data from 230 different feeds, (some of which had to be created as part of the project's scope) and details of 30 million destinations. Public adoption of the portal has already exceeded government expectations with an average approaching one million page hits per week.

Benefits delivered

The unique characteristics of Transport Direct to date are:

- > It remains the only fully integrated, multi-modal journey planner with information services available both via the internet and mobile devices
- > Obtaining car routes with estimated costs and times taking into account predicted traffic levels at different times of the day
- > It has served over five million distinct users sessions since launch
- > It provides accurate and up-to-date information and enables users to purchase train and coach tickets from affiliated retail sites without having to re-enter details
- > It increases awareness of different transport options, enabling people to make better informed, rather than habitual, decisions.

By responding to user feedback, Park & Ride sites, Day Trip Planning and Taxi information have all been introduced, enabling the travelling public to have the information that they want and need to plan their journeys.

Client satisfaction

"I truly believe that the influence of Transport Direct will extend beyond the portal itself and act as an agent for change to improve the coverage, quality and accuracy of travel information generally."

Nick Illsley, chief executive, Transport Direct (3rd Feb 2005).

About Atos Origin

Atos Origin is an international information technology services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations.

The company's annual revenues are EUR 5.5 billion and it employs over 47,000 people in 40 countries. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and has a client base of international blue-chip companies across all sectors. Atos Origin is quoted on the Paris Eurolist Market and trades as Atos Origin, Atos Euronext Market Solutions, Atos Worldline and Atos Consulting™.