



Means  
Business

# Joining the digital fast lane to get transport businesses future-ready

Steering you to your optimum mix of  
connectivity and infrastructure investment

# Foreword

It's a time of flux for all public and private transportation businesses moving people via road, rail, air, or sea.

So much is changing or trying to change. Transport operators are focusing hard on maintaining market share and profitability within an ageing transportation infrastructure, while grappling with disruption to their traditional approaches. They're also looking to the future, working on how their business can fit into [Innovate UK's vision for transport in 2050](#).

However, many are unclear how they can bridge the gap between today's siloed transport operations and the 2050 proposed system that's seamless, safe, Net Zero, connected, cost effective, accessible, and reliable. Transport businesses may feel stifled in their capacity to adapt, work together, and stay competitive in the current operating environment.

It needn't be that way. Yes, there's a lot of uncertainty - but it's outweighed by the immense potential available to achieve differentiation, growth, and a secure place in the future transport system. The key to reaching this point is preparation - building flexibility into systems and operations to be ready to respond to, and thrive through, whatever comes.

Achieving this flexibility will take concerted leadership from the C-suite, though. It needs a whole-business strategy, with input from the heads of operations, information, security, digital, IT and innovation as a minimum.

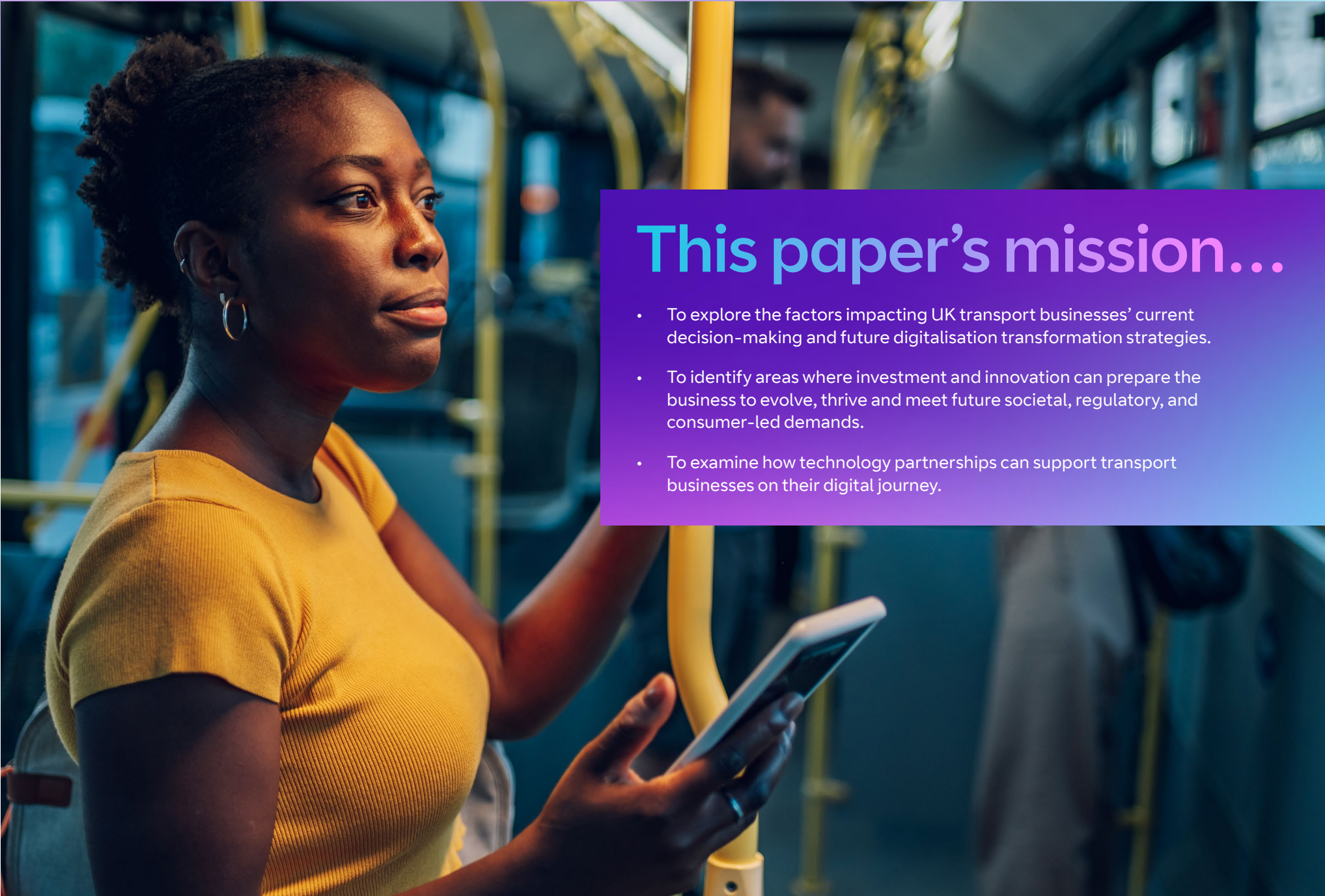
Together, the C-suite needs to continue meeting today's core deliverables - capacity, easy transfer between modes of transport, reliability, integration for a seamless experience, and safety - while preparing for future scenarios.

On the surface, these challenges appear to vary widely. However, they all demand the same two fundamentals - robust connectivity and a secure digital infrastructure. With this foundation in place, transport businesses can then adopt any technologies and solutions they need to meet any current or future requirements. And they can do this in ways that add value to customers' experiences, meet regulatory stipulations and support sustainability improvements.

This whitepaper brings these two strands together to support the decision-making that will shape your success.

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Managing Director, Corporate and Public Sector





# This paper's mission...

- To explore the factors impacting UK transport businesses' current decision-making and future digitalisation transformation strategies.
- To identify areas where investment and innovation can prepare the business to evolve, thrive and meet future societal, regulatory, and consumer-led demands.
- To examine how technology partnerships can support transport businesses on their digital journey.

# Introduction

Very few strategy decisions in the transport sector are straightforward. The usual reality involves analysing and balancing a range of drivers based on legislative, societal, and user-centric requirements. On top of these broad themes comes the necessity to be agile in order to maximise performance, cost-efficiency, and competitiveness in the market.

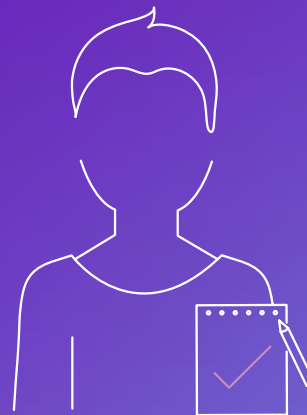
Exploring this process in depth reveals that **six core drivers** shape every strategic decision to some extent. Often these drivers are entwined, so work on one will enhance another, adding a further layer of consideration to C-suite planning.

The golden question that transport C-suite decision-makers must ask when kicking off any strategy planning is simple: **'How can we make sure this move addresses these core drivers?'**

## The six core drivers of transport business outcomes

### 1. Customer satisfaction

Without customers, there's no revenue - so consistently meeting customer expectations to maintain custom, satisfaction and loyalty is critical. However, customer expectations of transport can shift quickly. Maintaining satisfaction involves keeping a finger on the pulse of current opinion as well as staying alert for transport trends that may affect customer expectations in the future. Any strategic development must centre around protecting or increasing customer satisfaction.



### 2. Reliability and on-time performance

In passenger transport, users measure services by punctuality and reliability above other factors, and this is a prime determinant of customer satisfaction. Increasingly, future planning will need to include the Mobility as a Service (MaaS) concept, assessing how the business can fit into a single, comprehensive, and on-demand mobility service. This may well impact current systems that control reliability and punctual performance and offer potential to enhance service delivery.



### 3. Efficiency and cost-effectiveness

All businesses aim to maximise operational efficiency to hold down costs, but this is particularly challenging for the transport sector as it seeks to offset the effects of rising fuel prices and customer price sensitivity. Many are innovating to support increased efficiency and to protect revenue and profit with initiatives such as streamlining routes, implementing advanced logistics systems, and adopting new productivity-enhancing technologies, such as incorporating automation into fleet management.



### 4. Safety and compliance

It's a given that protecting passenger and employee safety by meeting strict regulations and compliance standards is core to all strategies. However, leading transport businesses are going further, actively looking to build safety and security enhancements into all investments. This is particularly notable in technology, and can range from increasing cyber security to incorporating sensor networks to boost safety.



### 5. Innovation and technology adoption

When there's limited scope to change factors such as pricing, innovation through adopting recent technologies is one lever that transport businesses can pull as much as they want to influence change, compete, and thrive. Any strategy needs to look hard at how technology investment can boost operational efficiency, enhance services, create market standout, and deliver experiences that will boost customer satisfaction and loyalty.



### 6. Environmental sustainability

In an environment where society, governments and the general public are increasingly asking for sustainability improvements, transport businesses are high-profile consumers of fuel. The link between fuel and carbon emissions is front-of-mind for the general public, so there are strong expectations that transport providers will invest in lower carbon technologies, and share the benefits these bring.



### Today's essential focus areas

Any strategic decision must take all these drivers into account, but three areas are undergoing intensive change and evolution. These need further investigation, so transport businesses can make fully informed choices.

# 1. Why **consumer preferences** and **mobility patterns** matter

Consumer preferences and mobility patterns are evolving, which is changing the customer-provider transport relationship. Delivering an outstanding customer experience has long been a priority for providers, but now wider consumer opinions and aspirations need to join the equation. Transport businesses need to evolve alongside their customers, and embracing technological change is a fundamental part of this journey.

# What's shaping the current consumer landscape?

Consumers are eager for change as part of a societal reset that prioritises environmental responsibility and easy, efficient experiences.

## The desire for eco-friendly transport

Now awareness of climate change is widespread, it's filtering through to general behaviour: 87% of adults report having made some changes to their lifestyle to help tackle environmental issues. As part of this, consumers consider increasing sustainability to be every business's responsibility and, in this context, consumers are viewing transport through an eco-conscious lens. The issue of carbon emissions is top of mind. In 2022, transport in the UK accounted for 34% of all land-based carbon dioxide emissions and, although consumers may not know the exact figures, they're aware that transport generates significant amounts of greenhouse gases and air pollution.

They want change: in 2023, over half of the UK public intended to increase their use of sustainable transport choices, to cut spending and to look after the planet by using more public transport and using shared mobility offerings, such as ride / bike sharing, and on-demand services. By 2027, it's projected there'll be 2.1m users in the UK car-sharing market, and 1.92m users in the bike-sharing market.

## The drive to improve the transport experience

There's an openness to thinking beyond car ownership to embracing new transport approaches like the MaaS concept. Consumers are interested in the idea of a service that brings together different forms of transport to get them from A to B.

Increasing sustainability is a part of this, but cost is a stronger driver. The prospect of a system that will make travel both easier and more cost effective is very appealing. Local government organisations and more altruistic consumers also see new transport approaches as a means to address transport poverty through more wide-reaching services that have lower costs for disadvantaged citizens.



# How can transport businesses pull ahead in this market?

UK consumers are ready for changes in transport, and this is a green light for businesses. Those who move early to define the future can seize competitive advantage and link their services with innovation and sustainability in the public consciousness.

## Get public recognition for eco investments

There's broad public support for greener forms of transport as a means of tackling climate change, with 76% considering increasing the sustainability of transport to be an important priority. Transport businesses investing in electric vehicles and infrastructure, sustainable fuels, renewable energy, or any improvements to public transport provision should stress their sustainability benefits with users and the wider public.

## Prepare to lead in MaaS

This environment is a prime opportunity for businesses to accelerate their exploration and adoption of multi-modal transportation strategies. Consumers would welcome ways of reducing their travel costs. They want to maintain the convenience and flexibility of private vehicle ownership, but also want better public transport options to allow them to move away from running their own car.

A shift to MaaS, where consumers buy transport services as a package based on their needs, can tick all these boxes – getting travellers to exactly where they want to go with the convenience of a one-stop app to manage payment, route planning and ride booking. Younger people in particular, as digital natives, will have no issues around managing their travel via an app. In fact, this audience are likely to see an app as a given.

Travel businesses should take note that users of a live MaaS system in Gothenburg found the 'smorgasbord', unified nature of it the most attractive benefit. Providers who can combine simplicity, improved access, travel flexibility, convenience, and value for money will be set to dominate the market.

The time is right to seize the green opportunity in transport. Businesses can lead by embracing sustainability, electrification, and MaaS, providing eco-friendly solutions that meet consumer needs and preferences while setting the stage for a more sustainable future of mobility.



## 2. What **technology advances** mean for transport businesses

Transport's a vibrant testbed for evolving technology that's driving wide-spread change across society. It's critical that transport businesses are across emerging innovations to understand the challenge they pose to traditional transportation models, and how operators can incorporate this evolution into their existing systems to maximise benefits.

# What's shaping the current technology landscape?

Right now, technology within the transport sector is an interesting contrast of high-profile innovation, and a more behind-the-scenes growth of advances based on big data, analytics and IoT (Internet of Things) capabilities.

## The advent of connected transportation

The stand-out technology advance of the past decade in transport is connected vehicles and their ability to communicate in real-time with both other connected vehicles and related IT infrastructures. Instead of drivers making decisions in isolation, with little real-time insight into the wider travel environment, the vehicles themselves are becoming more intelligent and less reliant on human operation.

Central to this is vehicle-to-everything (V2X) communication, where information from sensors and other sources travels via high-bandwidth, low-latency, resilient connectivity. When fully established, this could create a multifaceted ecosystem where vehicles talk to other vehicles (V2V), to infrastructure such as parking spaces (V2I), to nearby pedestrians via their smartphones (V2P) and to coordinating networks (V2N). This real-time data exchange offers the potential for safer journeys, better traffic management, and more efficient use of roads.

## The growth in big data capabilities

The more transport businesses invest in big data and advanced analytics capabilities, the more they can achieve in terms of delivering smarter operations, customer experiences, and a lower environmental impact.

At a business level, data drawn from an IoT network of sensors on vehicles, trains, boats, planes, and transport units can highlight where processes can be tightened up, errors eliminated, and unnecessary spending reduced. Combined with preventative maintenance, it can identify components most likely to break or underperform. This enables better maintenance planning - potentially extending the life of the asset - and reduces the impact on customers of unexpected service failures. Efficiently running assets can also protect fuel efficiency and minimise emissions.

When this IoT sensor network is expanded to include transport infrastructure as part of a wider smart city concept, data analytics can assess how moving assets are interacting with systems such as roads and rail networks. 'Dialogue' between them, supported by analysis, can feed back information that's important for efficient management; trains can report on track defects, road vehicles can report on congestion so traffic signal coordination can direct drivers to alternative routes, and cargo carriers can track shipments end-to-end.

This big data, analytics and IoT triad is also transforming safety and reliability, using active monitoring technology that can pinpoint faster, targeted improvements and supervise the transport infrastructure.

Interestingly, the evolution of smart cities is laying the groundwork for more holistic transportation strategies that, in turn, will support the development of MaaS approaches.

# How can transport businesses pull ahead in this market?

The potential is clear for transport businesses that can adopt these technologies quickly and use them to reinforce their competitive advantage, winning consumer support and growing market share.

## Focus on establishing future-ready connectivity

Robust and widespread connectivity is critical to underpin advanced technologies but, currently, there are connectivity challenges across the sector.

Although there's been recent speculation that free Wi-Fi could be removed from trains, this doesn't necessarily mean the 2017 government pledge of "uninterrupted connectivity" won't be realised. The uninterrupted connectivity doesn't have to come from Wi-Fi, and could, for example, draw on 5G broadband instead to allow for speeds of up to 1Gbps on-board all UK mainline train routes by 2025.

There are also large gaps between what consumers expect in terms of universal connectivity and their experiences with airlines, for example, where delivering enhanced in-flight Wi-Fi services is largely dependent on advancements in satellite technology and constellations.

However, there's significant scope for individual business to steal a march on competitors by reviewing and improving their underlying connectivity capabilities, in preparation for a smooth and rapid adoption of their IoT and big data solutions of choice.

## Focus on reversing the current slow 5G provision

All future plans point to universal 5G coverage as the foundation for faster and more reliable internet connectivity to underpin mission-critical systems and to support the growth in connected devices necessary to enable innovative technologies and applications. Progress in 5G provision is happening, with predictions that the UK will have the highest adoption rate (61%) in Europe by 2025. In part, this is driven by EE's investment in meeting their target of enabling a 5G connection anywhere in the UK by 2028 through a combination of permanent coverage and on-demand solutions.

However, it'll be some time until this coverage is universal, and this will impact on transport businesses' ability to achieve their goals.

Forward thinking transport businesses will prepare themselves as much as possible to leverage 5G networks, and will also push government, industry bodies, local authorities, and connectivity providers to move faster. Key to this will be clearly communicating the transport-centric benefits for the population – in particular, seamless multi-modal mobility, intelligent infrastructure in public transport, enhanced safety, more reliable services, and better travel experiences.



## Use partnerships for easy, rapid access to expertise

Technology partnerships are a particularly effective route to technological transformation. Now the widespread digital skills shortage is a fact of business life, with 57% of businesses across sectors stating the digital skills gap is a challenge, factoring this into technology strategies is imperative. A partnership approach can provide access to the specialisms necessary for robust, informed, and decisive technological change, with additional experience of applying these technologies in other industries. It can bring an external view to existing systems and operations, before identifying ways data optimisation can improve operational efficiency and enhance the customer experience.

Experienced technology partners can also facilitate effective collaboration with regulatory bodies and workforces to centre safety, compliance, and the employee experience into any transition.

Connected vehicles grab headlines, but the true potential for transport change lies in the smart use of advanced connectivity, data analytics, and IoT capabilities.



### 3. Why the **safety and security** challenge in transport is increasing

The challenge of ensuring the safety and security of passengers is growing. Today, risks not only come from physical events, like traffic accidents, but from a rising volume of increasingly complex cyber threats to the security of transportation infrastructure. Cyber security strategies must evolve as the landscape changes.

# What's shaping the current safety and security landscape?

There's an increasing awareness in the transport sector of the need for new technological solutions to enhance physical safety. Additionally, there's a growing imperative to establish digital defences that can detect, repel, or mitigate cyber attacks.

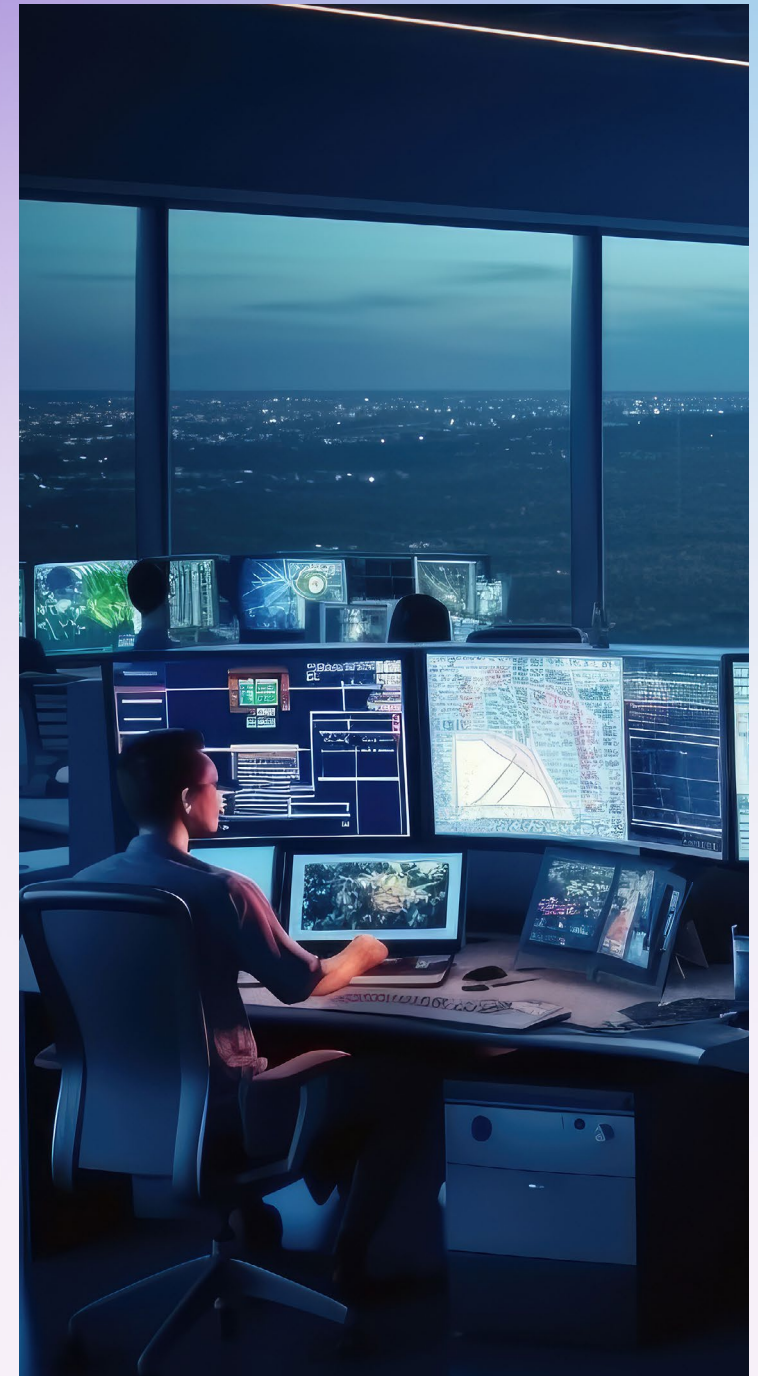
## An anticipation of smart technology benefits

As part of the move to IoT and big data driven approaches, transport businesses want to make the most of technological advances to further improve their critical safety and security mechanisms. They're aware that predictive maintenance solutions, for example, can use sensor data and Artificial Intelligence (AI) algorithms to anticipate and prevent equipment failures, significantly reducing risk to the workforce. And out on the road, they're eager for advanced traffic management systems to go-live, using real-time data, sensors and AI to optimise traffic flow, reduce congestion and cut the likelihood of collision and injuries.

However, these advances often call for network reconfiguration or even transformation before they can go live. This process takes investment (often without relevant use case proof), expert implementation resources that aren't necessarily available in-house, and can have security implications for the whole business – all factors that can slow or stop adoption.

## A steep rise in cyber threats in a volatile cyber environment

Like all other industries, the transport sector recognises that embracing smart, IoT technology to enable new ways of cloud-based operating and essential technological advances increases its attack surfaces and vulnerability to cyber threats. Ransomware attacks were the most prominent threat against the transport sector in 2022, with attacks almost doubling, rising from 13% in 2021 to 25% in 2022.



Recognising that trends in European transport are often replicated in the UK a few years later, European data gives important insight into the specific cyber challenges each UK transport vertical should be preparing to face. Analysis in 2022 by ENISA, the EU agency for cyber security, revealed the following:

**In aviation, data-related threats (45%) were prominent, coupled with ransomware (36%) and malware (23%).**

Customer data and proprietary information of Original Equipment Manufacturers (OEM) were the most targeted assets, as cyber criminals sought to threaten and extort airlines through aircraft systems, and supporting services, like air traffic control through their monitoring programmes. The number of ransomware attacks on airports had increased, reflecting the valuable information they hold about flights, passengers and cargo. This could provide leverage against airline operators, but also delivers a rich source of personal information to be used in individual attacks on passengers. Travellers were similarly vulnerable to fraudulent websites impersonating airlines. These threats underline a need for businesses in aviation to proactively protect the data that flows through them, to maintain their brand reputation, as well as customer trust and loyalty.

**Road-based transport predominantly experienced ransomware attacks (43%), followed by data-related threats (26%) and malware (17%).**

The data-related threats primarily targeted IT systems to acquire customer and employee data as well as proprietary information. The road system itself is also vulnerable, particularly as the use of technology to control it grows, relying increasingly on digital systems, from traffic management to communication channels. Any disruption to these can impact efficiency and safety. And, as connected vehicles increase their market share, operators will need vigilant security to prevent hackers from over-riding sophisticated vehicle systems to take control of key aspects of operation.

**The railway sector** saw threats ranging from ransomware (45%) to data-related threats (25%) that primarily targeted IT systems like passenger services, ticketing systems, and mobile applications, causing service disruptions.

The rate of hacktivist DDoS (Distributed Denial of Service) attacks against railway companies increased to account for 25% of all threats, due largely to politically motivated actors using rail disruption to affect countries adjacent to the war in Ukraine. With operating and tracking systems paralysed by a DDoS attack, passenger and freight movements have to stop, triggering compensation payments, lost revenue and decreased confidence in their services. However, although most cyber attacks currently have little impact on train services, ENISA foresees that ransomware groups will likely target and disrupt Operational Technology (OT) systems in the foreseeable future, partly due to the ongoing digital transformation in the transport sector and the increased connectivity between IT and OT networks. It should also be noted that the widespread use of travel and ticketing apps is a rich, attractive source of personal data for cyber criminals.

**In the maritime sector** key threats included data-related incidents (23%), ransomware (15%), malware (23%) and phishing attacks (15%) targeted towards port authorities, port operators and manufacturers.

The strongest force behind these incidents were state sponsored, politically motivated attackers, aiming to disrupt port operations and vessel movements. Operators should recognise how dependent ship operations are on the effectiveness of software-based systems for operations, and the implications of remote attacks that could gain access to or impact the vessel's control systems – putting passengers, crew, cargo, and future revenue streams at risk.



# How can transport businesses pull ahead in this market?

Preventative and defensive solutions to the current state of play in transport safety and security all depend on an effective and agile IT infrastructure. There's growing realisation that, particularly in a cyber security context, a mix of legacy systems and new systems with vastly different hardware and software lifecycles is holding back plans for maintaining and improving safety and security.

## Prepare for emerging technologies and adopt them as soon as possible

The way forward for transport businesses is to combine digital transformation with an IT infrastructure refresh to create an optimal foundation for emerging technologies that can enhance safety procedures. With this base in place, they'll be in a position to use Augmented Reality (AR) and Virtual Reality (VR) in their training and maintenance programmes. These immersive learning experiences expose their employees to potentially risky situations in a safe environment, protecting the individual and increasing the likelihood they'll react effectively in similar, real-life scenarios. The same businesses have been able to adopt 5G and IoT technologies to enhance safety protections for passengers and workers. Networks of connected cameras feeding into analytics monitor activity, analyse movement patterns, and detect threats faster across all environments.

## Make cyber security central in all strategies

Transport businesses that align cyber with their core values such as safety, will be better prepared for any future enhancement of regulatory obligations and best placed to thrive in the dynamic threat environment. It's important to think of cyber security as a business enabler, protecting both the enterprise's business-as-usual capabilities and any new pathways it wants to explore. Organisations that have strong data management, governance programmes and cyber security in place have greater visibility of their digital ecosystem, allowing them to share and secure data more confidently with third parties – so they can innovate and evolve more freely.

Although not a primary driver, it's worth noting that strong, future-proofed cyber security that ensures regulatory compliance is particularly useful in securing contracts.

Maximum protection for networks and systems comes from following secure-by-design principles, putting in place the right requirements and standards throughout planning, design, procurement, and construction. This positions the business to be future-fit, resilient, and trusted as the cyber environment continues to evolve.

To achieve this when there's a widespread cyber security skills shortage – 50% of all UK businesses have a basic cyber security skills gap, while 33% have an advanced cyber security skills gap – they've switched to outsourcing the expertise they need for a flexible and up-to-the minute resource.

**If unprotected, the advanced technologies adopted to transform customer experience and achieve a competitive market position can become business weaknesses.**

# A pathway towards a thriving transport future

It's clear that some of the changes transport businesses would like to see and build on will need to be sector wide and, potentially, driven by government.

5G provision, for example, will require concerted action from a wide range of stakeholders and investment sources. And, once the 5G network is in place, it's likely government influence will be needed to embed related technologies into current and future transport infrastructures.

However, there's also huge scope for transport businesses to act independently, or as collaborative regional groups, to evolve their IT infrastructures and connectivity options to access any evolving technologies they want to use. This is where effective partnerships with technology providers can drive success.

## How to use partnerships to unlock technology capabilities

Making the step from a client-supplier transactional-based approach to a more aligned, partnership model of working can be transformational. These pointers are designed to streamline your considerations.

1

### Look for a good fit in terms of ethos and approach

For a partnership to be effective, there must be trust. For most organisations, this stems from choosing a provider that has a strong record of accomplishment of supporting businesses to realise their potential, combined with globally recognised expertise in the areas of delivery. It's important that your partner will adopt your aims and ambitions as their own. Look for a partner that'll meet you wherever you are on your transformation journey and is open to talking through your objectives and pain points, before starting any work on creating a bespoke road map.



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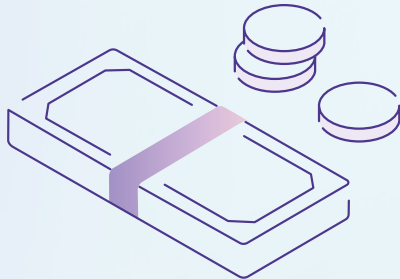
### Work together to strengthen your foundations

The starting point should be to make sure your broad, underpinning capabilities are ready to support you into the future. Building strong digital foundations can involve upgrading legacy systems and networks, strengthening connectivity, adopting cloud-based solutions, and implementing data analytics to improve decision-making processes – with security built in.



### 3 Fine-tune your capabilities to maximise your existing investments

Look for every opportunity to optimise and integrate your digital systems to improve efficiency, productivity, and customer service. For example, the average person now uses 3.5 collaboration tools – a prime case where rationalisation into one, advanced collaboration platform could boost performance. Prioritise enhancing flexibility, agility, and proactive decision-making as part of a strategy to respond rapidly to a changing operational environment.



### 4 Shape your future

At this point, you're ready to embrace innovation and leverage it to achieve growth. You can adopt your choice of advanced technologies, and use them to drive transformation, create innovative solutions to business challenges, and achieve competitive standout.

As a flavour, IoT and 5G connectivity can enable the real-time monitoring of vehicle health to keep your drivers on the road and your operations more efficient. Or it can underpin smart ticketing and payment systems that give customers advanced route planning systems and more choice over how to pay, and give operators vital customer data and cash-free operating.

### 5 Maintain your leading position

Collaborating with your partner, you'll monitor the market and technological landscapes, refreshing your infrastructure as advances occur, to keep you ready to adopt innovative solutions ahead of your competition.



# Why UK transport businesses choose us as their partner

Leading transport businesses across the UK choose to partner with us because we have one eye on the present, and one on what's to come. As a proactive technology partner, we scan the horizon for technology trends, craft them into effective tools, and then help our customers incorporate them into their digital infrastructure to achieve their business ambitions. We embed experience in your industry into our expertise, market-leading services, innovation, solutions, and advice, so you know what we offer is tailored to your business.

## Strengths of our partnership include:

### The ability to deliver sustainability gains

Low-carbon services

| tools to reduce your IT carbon footprint

We're committed to increasing our sustainability, and our efforts have been recognised with a platinum EcoVadis rating that puts us in the top 1% of sustainable organisations worldwide. Through our ongoing work and investment to reduce our own carbon emissions, we enable our partners to reduce the carbon footprint of their supply chain.

We also offer specific pathways to improve the sustainability of your IT infrastructure, such as a portfolio of tools to measure, manage and reduce carbon emissions across your network, plus options for reducing e-waste. And we fold sustainability-by-design into any solution we create for you.

### Advanced, tailored cyber security support

Global expertise, insight, and protection

| specialist surveillance solutions

Our security services are specifically designed to protect organisations' critical infrastructure and assets as they go through digital transformation and face increasingly sophisticated attacks.

Your security solutions will be underpinned by the latest threat intel and National Cyber Security Centre accredited encryption - powered by a 24/7 team of 3,000 cyber security professionals.

For transport businesses that need round the clock support, we provide a 24/7 service through our 2,600-strong managed services team, backed by SLAs (Service Level Agreements) for service resilience. And for businesses looking for surveillance capabilities, we provide specialist surveillance solutions that deliver real-time updates and scan for theft and passenger behaviour analysis.

### Market-leading connectivity and network

The UK's biggest and most reliable network

| private and public 5G solutions

Travel businesses turn to us to support data exchange and rapid real-time communications so crucial for their safe and efficient operations. Our network delivers unrivalled coverage, capacity and resilience: according to the standard for independent mobile performance measurement, RootMetrics, our EE network won every UK-wide RootScore Award outright in the first half of 2023, including its twentieth consecutive UK Overall RootScore Award.

We're far advanced in building a next generation 5G core network, 5G Standalone, as well as in providing the integrated innovation necessary to combine the benefits of fixed, mobile, Wi-Fi, and 5G in one. Already, our 5G private networks deliver the best possible security, coverage, predictability, and near-zero latency needed for seamless VR and AR, and autonomous or assisted driving vehicles.

## Innovative data analytics

Government-trusted services

| UK's largest mobile data set

Leading enterprises, public sector organisations, and government departments rely on our data analytics services to turn vast volumes of data into active intelligence. Innovative data science combined with machine learning and your chosen dataset delivers the clarity and precision you need for optimal decision-making.

Thanks to the innovation we've channelled into developing and growing our EE mobile network, we've the biggest and best mobile dataset in the UK. Our data analysis services can use this data, generated from 24 million mobile devices, to analyse the location, movement, and web and app behaviours of your target audience.

## Easy, assured framework procurement

Access to cost-effective technologies and services

| Framework specialist help

A wide range of our transport management technologies and services, including infrastructure and back-office systems, are available through multiple lots on the Transport Technology & Associated Services (TTAS) framework (RM6099).

Our framework specialists guide you through using framework processes that are specifically designed to reduce the time and costs of the selection and procurement of a wide choice of services and technology.



# Create a future-ready business

Today's complex and shifting transport landscape offers immense potential for differentiation, growth, and a secure place in the future transport system.

Talk to our experts about how to build the flexible technological foundations you need to innovate and thrive.

Visit our dedicated webpage for more information, or talk to your account manager.





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### **Offices Worldwide**

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**November 2023**