FLOWcheck
Your clear view of mobility
How accessible is your city or region? Where is traffic cutting through residential areas? Where are the bottlenecks and where do people drive too quickly?

Do visitors find your events easily? Where do these customers come from? How long do they have to wait in queues and when? How many vehicles pass by your new business location?

Traffic conditions are ever-changing. Yet as a traffic manager, shop owner or event organiser, it is hugely important that you understand the dynamics of road traffic, as they directly affect your operations and business.

In-depth analysis based on accurate data helps you to anticipate traffic issues and enables you to intervene where necessary. In short, it makes you more effective.

Nonetheless professionals still struggle to obtain accurate data at a reasonable cost.

Traffic surveys are expensive and not very representative, while traffic management campaigns only provide data for a limited time frame on a limited section of the road network.

With FLOWcheck, the quest for detailed traffic data is over. FLOWcheck is a compact, user-friendly online tool that allows you to analyse traffic conditions over the past 24 months. Based on historic traffic conditions it serves as a crystal ball, giving you the insights you need to adapt traffic flows or to adapt your operations in line with traffic conditions.

Media Information Centre

"Nowadays many billboards can be adapted remotely and in real time. However, this isn't particularly valuable if advertisers don't have access to detailed data on the audience that drives or walks past. Based on the trajectories of tens of thousands of people, we can simulate the movements of all Belgians aged 12 or older. We combine these data with information on the actual speed of vehicles on all major roads to determine how many people notice these billboards from their cars, by foot, or by bike, scooter, bus, tram or train."

STEF PEETERS
DIRECTOR OF THE CIM
Create added value thanks to improved traffic insights

The Vlaamse Rand and its municipalities

“We are currently working on a major investment plan to further improve mobility around Brussels. 2 billion euro is to be invested in 20 km of the Brussels Ringway, 40 km of new bike infrastructure and 60 km of tramway tracks. Obviously we also want to map the cut-through traffic in the Flemish area around Brussels, the Vlaamse Rand. FLOWcheck enables us to influence and control traffic flows in these areas and allows us to work based on actual reality instead of mere hypothesis.”

Ben Weyts
FLEMISH MINISTER FOR MOBILITY, PUBLIC WORKS, THE VLAAMSE RAND, TOURISM AND ANIMAL WELFARE

Mobility Kortenberg

“Traffic cutting through residential areas through rat-runs weighs heavy on the quality of life in our municipalities. Thanks to FLOWcheck, we can closely monitor this issue and check exactly how effective the measures are.”
FLOWcheck: Powerful analyses on-the-fly

Floating Car Data
FCD is anonymous traffic data distilled from GPS data from millions of smartphones, tracking systems, anti-theft systems, etc. These so-called probes transmit every minute a signal with their ID, x/y coordinates and a time stamp. Using proprietary Be-Mobile technology, this rough positional data is then filtered, validated and correlated to create a reliable overview of traffic flows.

FCD provides a sound overview of driving speeds on the road network and can then deduce information about queues and journey times. The fact that FCD does not need sensors on-site means it can be provided quickly and at a reasonable price.

Be-Mobile has been gathering FCD for several years, offering the traffic professional a unique rearview on the traffic evolution over at least two years.

To add granularity to the data, Be-Mobile has developed a unique map where the complete road network is segmented into road sections of max. 50m.

What is FLOWcheck?
FLOWcheck is a user-friendly online tool which enables you to carry out quick but detailed analyses of traffic flows on the basis of historical Floating Car Data (FCD) from Be-Mobile.

FLOWcheck unveils bottlenecks and other focus areas in traffic, using:

- map layering
- graphics and diagrams
- tables.
How does FLOWcheck work?

As a FLOWcheck-user, you can choose how traffic data is structured and displayed:

**Segment analysis**
A "Origin - Destination" analysis provides an estimation of where the traffic has come from and is going to on the selected road network. You can thus analyse possible problem zones in detail and chart interesting alternative routes or possible detours.

**Route-analysis**
The graphs (TX-diagrams of percentiles 50 to 90), that measure speeds on a specific route over a specific period of time, can be used to establish particular congestion zones and the corresponding impact.

**Travel times**
You can also use FCD travel times to examine whether certain routes could be quicker to reach a specific destination, or if other detours could deliver time-gain compared to the main road. You can also check the delays on certain roads/routes.

**Historical maps**
This component allows the historical evolution of the traffic congestion on all roads within a specific area on the map to be analysed. You could, for example, identify problematic routes quickly and efficiently.

Let mobility work to your advantage

FLOWcheck lets you set up and monitor your own mobility KPI’s. As a retailer, you can use this very user-friendly tool and information about the routes that drivers and, therefore, potential customers take to determine the location of your store or information board and opening hours more effectively.

As a local authority you can easily identify the mobility spots that require attention. As an event manager you are able to check the average travel time to your event.

FLOWcheck: The quickest route to traffic monitoring

Don't decide on the basis of theoretic traffic modelling, but base your decision on what really happens on the road, thanks to the unique added value offered by Floating Car Data. Be-Mobile provides this data from over 10,000,000 vehicles in 20 European countries for a maximum of 24 months.

Our FLOWcheck data is turned into useful information by our engineers and robust algorithms. With a view generating the most accurate results possible, our FCD is based on segments of a maximum 50 metres with accuracy to 5 metres. For instance, a vehicle that has parked at the side of the road is not flagged up as queuing traffic.

Be-Mobile at your service

The FLOWcheck web interface is exceptionally user-friendly. Moreover, the Be-Mobile training program and Customer Service assist you in gaining all possible insights from FLOWcheck.

Analytics on demand

Do you have a specific request in terms of analytics that is not discussed above? Would you like a one-off research report on the basis of FCD, in combination with other data sources? Or would you like to integrate this in one of your tools or apps? Feel free to get in touch.
About Be-Mobile

Be-Mobile is market leader when it comes to smart mobility, offering public authorities, road operators, car manufacturers and private companies the opportunity to smooth the way for travellers in terms of day-to-day mobility.

Be-Mobile utilises the power of connected vehicles and travellers to monitor traffic 24/7. Be-Mobile helps traffic professionals in their day to day business ensuring traffic is safer and runs more smoothly by employing a unique combination of new data sources from smartphones or moving vehicles. If necessary, these data sources can be combined within the Be-Mobile Big Data Platform with data from roadside sensors or existing databases with multimodal information. The powerful algorithms and user-friendly scenario-engine determine which mobility advice should be provided at any given time on variable traffic display boards, in smartphone apps or on the vehicle’s dashboard.

Our aim? Helping the road operators to support travellers in reaching their destinations as safely and comfortably as possible and simultaneously making traffic more sustainable overall. Be-Mobile offers control over mobility.

With a strong team of ninety employees, Be-Mobile offers nearby support in order to understand your needs and provide a suitable response.

Interested in FLOWcheck?
Ask for a demo on www.be-mobile.com