

Public Transport Journey Planning

Increasing public transport patronage is an urban challenge and critical element of any public transport strategy. Transport providers must be able to cost effectively supply the traveller with transport information that is:

- fast
- reliable
- accessible
- comprehensive
- accurate
- timely
- journey specific
- complete.

IPTIS - a comprehensive journey planning system

Jeppesen developed IPTIS to provide transport providers with these capabilities. IPTIS is a public transport journey planning system for enquiry services with complex rail networks and multi-modal transport services. The IPTIS Rail capability includes extensive support for ticket restrictions, discount schemes and add-on services. IPTIS Multi-modal can be tailored to any public transport journey planning application via any media, including the internet, call centers and other technologies.

Jeppesen's journey planning algorithms are essential to IPTIS. Significant time and effort has been devoted to the development and refinement of these algorithms, which are the foundation of Jeppesen's approach.

The journey planning algorithms in commercially available journey planners fall into two broad categories:

- pre-calculated algorithms – find “reasonable” paths between defined interchange points in an extensive build

step and use these at run time to look up journeys

- dynamic – journey planning at run time, using mathematical shortest path techniques to calculate the guaranteed best path.

IPTIS belongs to the second category.

IPTIS highlights

- Promotes the use of public transport
- Enhances call centre efficiency
- Provides for better data management
- Provides a consistent response

IPTIS delivers

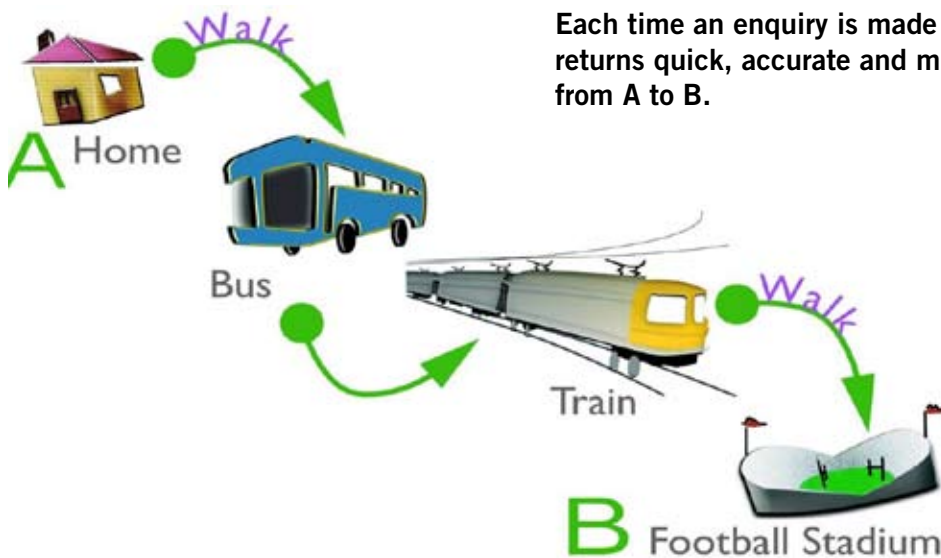
- The same information available through all channels
- Journey planning consistent over all channels
- Flexible call center workforce operations
- More accurate and consistent data
- Reduced training time for phone operators
- Lower employee start up and on-going costs
- Map capability providing door-to-door directions
- Accuracy and timeliness of information which increases confidence in the public transport system
- Centralized data for ancillary needs (transport planning)
- Easy access to information via call center, internet and other technologies
- Tailor made journey plans matched to the specific user's enquiries
- Integrated multiple mode response providing an optimal journey plan
- Call center capacity which can easily be adjusted to meet demand profile.

IPTIS provides

- Multi-modal journey solutions
- Internet, SMS and WAP integration capability
- The ability to recognize street names, suburbs and landmarks for origins and destinations using intelligent address matching
- Interactive Voice Response (IVR) integration that can reduce call loads for operators and provide more rapid responses to repeat callers
- A fast, integrated response to enquiries, combining transport information from different service providers
- Computer Telephony Integration (CTI), which enables each call to be linked to specific enquiries
- The flexibility to define complex and detailed enquiries from only one or two data entry fields
- On-screen street maps with a wide range of spatial data to assist in answering queries.

About Jeppesen

Jeppesen is a wholly-owned subsidiary of The Boeing Company and is recognized as one of the world's foremost providers of information and business support solutions to the transportation industry. Jeppesen employs over 3,000 personnel, based at over 27 locations worldwide. Jeppesen has expanded its products and services portfolio to include delivery of leading-edge planning and resource optimization tools to improve the efficiency of railways, air and maritime terminals, and postal and logistics companies.



Each time an enquiry is made about a trip, IPTIS returns quick, accurate and multi-modal options to get from A to B.

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