

Siemens' Consultancy Services group aims to help our customers achieve their goals and meet their stakeholders' expectations by providing service excellence in a wide range of traffic engineering competencies. This is achieved by a team of highly trained and experienced engineers and consultants, with a proven track record of delivering Intelligent Transport Systems (ITS) solutions in the UK and around the world.

Consultancy Services is dedicated to providing support to our customers at all stages of the network management lifecycle, from strategy and planning, through to implementation, service delivery and continuous improvement. Our experience ranges from small-scale projects to major urban centres and includes regional and national initiatives.

As a leading supplier of UTMC systems and other ITS, Siemens' engineers and consultants have unparalleled access to knowledge from system designers, system support engineers and maintenance organisations. This provides our engineers and consultants with a unique insight into the operation of these systems and allows them to develop innovative and cost-effective traffic solutions.

#### What we can do for you

##### Network management

Meeting the requirements of the Traffic Management Act (2004) in today's increasingly challenging environment, calls for the adoption of an innovative and dynamic approach. Exploiting the ITS infrastructure effectively, and in new ways, is key to delivering an efficient network and meeting the obligations of the network management duty.

A market leader in the supply of ITS for traffic control and management, Siemens has extensive experience in the deployment and operation of UTMC and other ITS components, providing real network benefits. This is achieved by improving efficiency and providing critical information to road users, network managers and other stakeholders.



#### Expertise and Capabilities:

- UTMC/SCOOT
- MOVA
- Microsimulation with SCOOT
- Signal design
- Demand Management
- ITS Strategic Planning
- Operational support
- Integrated end-to-end fault management

## Consultancy Services

### Superior Services through engineering excellence

Traffic Solutions

**SIEMENS**



Siemens can provide expertise at any level of involvement, from individual signal control schemes to regional strategic traffic management solutions. These solutions can be provided on an ongoing basis, with office-based staff providing a range of operational support services, or by delivering a specific project brief.

#### Strategy and planning

The effective selection, deployment and use of the sophisticated systems and equipment which make up the intelligent road network's ITS infrastructure requires the consideration of an array of institutional, economic, human and technology challenges.

Siemens can help to address these challenges through the development of ITS frameworks, which provide a systematic mechanism for capturing objectives and understanding the needs of key stakeholders. The ITS framework can incorporate organisational issues,

and provide input to further work such as the analysis of cost benefit ratios, deployment options and risks.

Microsimulation combined with SCOOT, allows the evaluation and selection of the most effective options and the presentation of strategic objectives in a visualised format that stakeholders can easily relate to the real road network.

This expertise can be applied to both large and small solutions.

#### Implementation

The successful implementation of a network management strategy depends on professional project management, underpinned by an effective risk management process. Through the successful delivery of these solutions, Siemens has accumulated extensive experience in the project management of ITS schemes. This service is provided through a team of professional project managers who employ the latest

standards and tools to deliver effective planning, communication and risk management.

#### Continuous improvement

A strategic programme of continuous improvement is essential to ensure that today's road network can meet the needs of tomorrow. This is particularly true in a volatile economic climate where demands are rapidly changing and the cost-effective direction of resources is paramount. Identifying and measuring informative network data is critical to this process of continuous improvement.

Siemens has extensive experience of exploiting the ITS infrastructure, using both existing traffic management sensors and ANPR technology, to provide meaningful metrics about network use. The unique link between Siemens' implementation of UTC and microsimulation provides a valuable tool for assessing the impact of changes and evaluating future options.

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