INRIX®

Intelligence That Moves the World™

INRIX collects billions of anonymous data points every day from a diverse set of sources, including connected vehicles, cities, DOTs, road weather conditions, journalistic incidents, social media, parking, mobile and other IoT devices. With information on almost 90% of the world's roads across over 80 countries, INRIX is the preferred provider of driving and mobility intelligence for leading automakers, transportation agencies and enterprises. Some of our customers include Audi, BMW, Ford, Tesla, IBM, REMAX, T-Mobile, Amazon, Burger King and more than 120 city, national and state government agencies such as the U.S. Federal Highway Administration, Highways England, the City of Copenhagen and RTA Dubai.

Leading a world in motion

This we know: The future of mobility will require technological leadership, the kind that can extract intelligence in real time – from the pavement below to the clouds above – to make our journeys safer, trips shorter, businesses smarter and experiences more worthwhile.

This is what sets INRIX apart – and moves us ahead. As a global leader in mobility analytics and connected car services, we tap into the territory itself to reveal the world of mobility for what it is. A dynamic, living ecosystem that is co-evolving with vehicles and drivers, cities and infrastructure, big data and IoT, as well as logistics and lifestyles. Having the technological prowess to handle this convergence across a complex and multifaceted spectrum is where INRIX thrives.

The next ten years will define the next hundred

What makes us so certain? As the first to launch crowd-sourced traffic and the first to deliver a connected services platform in vehicles, we had a front row seat to how mobility technology is fundamentally evolving across the continuum. In fact, INRIX data and leadership is playing a foundational role in bridging the divides between key technologies and trends that will set the course for decades to come.

INRIX is transforming mobility worldwide, working across the ecosystem to connect every car and city

Mobility & Smart Cities. INRIX is empowering cities to leverage technology en masse to improve livability and efficiency. As one example, INRIX has partnered with the City of Copenhagen to monitor and manage synchronized speeds along key corridors to optimize travel time. While INRIX is just one piece of a much larger overall solution, Copenhagen has the distinction of achieving the lowest congestion rates in Scandinavia. In 2015, Copenhagen drivers spent only 7.5 minutes in traffic per day as compared to Oslo and Stockholm, where drivers spent 16 and 24 minutes per day in traffic respectively. Other cities we are working with include New York City, Los Angeles, Columbus, Calgary, Madrid and RTA Dubai.

Big Data & Analytics. Given advances in software, processing power and reduced storage costs, INRIX is helping municipalities and automakers understand vast amounts of data to make better mobility decisions. For instance, the Southern California Association of Governments, the largest metropolitan planning organization in the United States, uses INRIX historical traffic data to visually analyze movement patterns and pinpoint areas that will most benefit from road or transit improvements while streamlining the cost of daily operations.

IoT & Machine Learning. INRIX is combining real-time connectivity from billions of data points with sophisticated machine learning algorithms that not only deliver ground truth, but also determine more accurate ETAs and personalize services for drivers. INRIX connected car technology infuses our parking and traffic data into popular apps to create the most appropriate response for a driver's request. So, for example, drivers can ask their car to let them know where the closest 4-star Italian restaurant is located, make a reservation for them, provide directions and help them park, all with a single command from the driver.

Because traffic isn't just traffic anymore

Does it help to save three minutes of travel time, only to spend 30 minutes searching for parking? Does it make sense to measure trips in miles when minutes are more useful? Does knowing the why behind a slowdown better prepare drivers for what's ahead?

At INRIX we define "traffic" in its totality as anything that impedes movement towards a destination. By taking this broader view, we provide drivers with a service that is comprehensive and keeps them safe. Our focus is on informing drivers of everything that's happening on the road ahead – congestion, accidents, construction, etc. – as well as where they can find available parking near their destination. And, we deliver this information to them in a way that minimizes driver distraction, ensuring they reach their destination safely, happily and on time.

Why "why" matters

Only INRIX Traffic enables automakers and public agencies to tell drivers exactly why traffic is congested and for how long. Would you choose the same route if you knew an accident was blocking three lanes versus a route with an empty box impacting only the right-hand lane? Knowing the "why" behind congestion can proactively help drivers select better routes, drive safer and arrive sooner with less frustration.

OpenCar: Deliver the next generation of content to the car.

Parking: Help drivers find, compare, reserve, pay for and get to available parking.

Safety Alerts: Keep drivers informed of incidents, weather-related road conditions and dangerous slowdowns ahead.

Traffic: Provide accurate traffic information and ETAs.

Making cities smarter and more livable

Mobility is the lifeblood of cities. As the volume of people and goods grow, complexity increases, and mobility constricts, impacting everything from logistics to livability. New technologies, data sources, and means of transportation add even more complexity to an already taxed system.

INRIX helps cities make sense of it all with real-time, predictive, and historical traffic and parking insights as well as unparalleled origin-destination data and state-of-the-art analytical tools. With INRIX informed decisions, cities can improve daily operations, optimize roadway performance, and plan future mobility networks with certainty and immediacy.

INRIX is also actively involved in bringing the vision of autonomous mobility to life. Working with the public sector, operators and automakers, we are helping prepare for highly autonomous vehicles on public roads. We provide the tools and analytics needed to improve and validate the safety and performance of Highly Autonomous Vehicles (HAVs), and to put the rules and policies in place to accommodate these new vehicles on roadways.

Roadway Analytics: Traffic platform for planning, analysis and operation of road networks using real-time, predictive and historical data.

Trips Analytics: Anonymized origin-destination data with waypoints to analyze travel behavior and routes.

Population Analytics: Insights into how people move by understanding the places they visit, the time spent at locations and home neighborhood and demographic data of visitors.

Parking Analytics: Insights into parking availability, occupancy and transactions for both on-street and off-street parking.

Playing a leading role in the HAV space

In August 2017, INRIX joined the World Economic Forum executive working group for Autonomous and Urban Mobility. This high-visibility leadership role will allow INRIX to build relationships with key Forum members who are leading innovators and stakeholders in the HAV space.

On the road to a driverless future

When cars no longer require drivers, how will our experience in vehicles change? Will it go the way of horseback riding – once a vital form of transportation – now reduced to a pleasant pastime for some enthusiasts?

Before that future arrives, enormous hurdles remain for HAVs and their widespread adoption. INRIX provides cities, road authorities and operators with the data and insights they need to determine where autonomous vehicles should drive on public roads, how to maximize benefits for users, and how to encourage their adoption on a broad scale. Today, the INRIX AV Road Rules platform enables cities to easily digitize local rules such as speed limits, school zones, stop signs, etc., allowing automakers and operators to ensure HAVs comply with traffic rules and restrictions.

As HAVs become more prevalent, INRIX will play the proactive role of informing vehicles in advance of hazards that may require performance adjustment or human intervention. INRIX and HAVs will sync personal schedules with traffic, travel times and route preference, answering such questions as, "Do I have time to grab a coffee on the way to work?", "Where's the cheapest or closest parking?" or "What's the optimal time to leave the gym to avoid delays getting home?"

In the interim, INRIX is providing the tools and analysis needed to improve and support the safety and performance of HAVs, enabling automakers and cities to overcome skeptical public perceptions and inform the policies and practices that need to be put in place to accommodate these vehicles on roadways.

In the long term, INRIX will enhance the ride and deepen the relationship between car and passenger with a customized connected experience that turns travel time into extended office time or a time to relax while being entertained.

New insights for new industries

With mobility analytics, INRIX is driving another kind of traffic. We partner with key industries to integrate transportation data and analytics that create new ways to sell homes, measure out-of-home advertising, project stock market behavior and make better, faster business decisions. As you might guess, knowing who, when, where and how potential customers behave provides strong competitive advantages.

INRIX DriveTime™ for Real Estate: Measuring distance in minutes instead of miles is helping realtors sell homes more efficiently by helping buyers select homes of interest based on the travel time to work, school and other destinations.

Site Selection with INRIX Volume Profiles and Trade Areas: What's the best location for your store or restaurant? Using accurate origin-destination data and analytics, we can help you more efficiently, affordably and accurately narrow your site selection down to just a few, eliminating the need to physically visit every location.

Market Intelligence for Marketers: It's hard to imagine a business or industry that isn't impacted by how, when and where consumers move. Our movement-related insight can enhance your marketing efforts by enabling you to measure the effectiveness of marketing campaigns, including their impact on competitors.

Insights for Insurance Companies: Enhance usage-based programs, user engagement and claims processing with ground truth context from INRIX.

"We are living in an exciting time when mobility is being transformed, smart cities are taking shape, autonomous vehicles are starting to drive on roads and new business opportunities are emerging because of data. The possibilities are endless. We look forward to collaborating to create a better future for everyone."

Bryan Mistele, INRIX CEO

Live in Over 80 Countries

INRIX