INVENIUM
DATA INSIGHTS

Exploring human mobility at scale

supported by
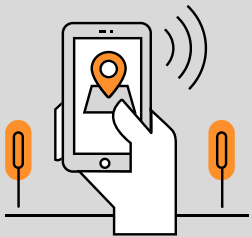
A1

Invenium in a Nutshell – What do we do?

Daily 3,2 Mio devices within the A1 Network with 7000+ base stations
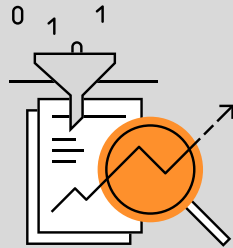
Turning data into Insights

With Invenium Mobility Insights, we answer a wide variety of questions from our customers in business, tourism, transport and many more. Join us in exploring human mobility and gain valuable insights into the behavior of your customers.

Collect data

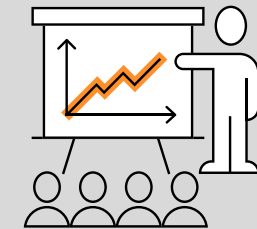We collect completely anonymized data generated during the communication of mobile devices with cell towers.

Analyze Data

We rely on modern statistical methods and state-of-the-art machine learning approaches to turn millions of data points into insights.

Visualize data

Get an overview of analysis results with our daily PDF reports or go deeper with our interactive dashboards. We have the right solution for every requirement.

Answer questions

Human movement influences everything. We help you find answers to your questions and thus transform the way you make decisions.

International A1 Network

Austria

Bulgaria

Serbia

Slovenia

New Countries in 2022

Business Areas & Products

Selected Projects

Project Types

Transportation Insights
Analyses of individual transport and public transport to optimize infrastructure and services

Map-Matching
Based on movement flow analyses, the traffic frequencies are calculated for road sections, expressed in persons per hour

Digital Out Of Home - DOOH
Enabling advanced customer marketing based on Map-Matching paired with socio-demographical information

Research Projects
National & international funded projects in the field of cycling detection, tourism, mobility, infrastructure etc.

More to come …

Flow into the core product

A1 Mobility Insights
Overall product family based on the underlying technology framework for anonymous mobile floating phone data analytics.

Business Areas & Products

Project Groups

Event & Location Insights
Location analysis of visitor frequencies, customer potentials and competitors of certain locations or large-scale events

Tourism Insights
Analysis of tourist flows in countries, regions and cities
Calculation of frequent movement patterns and activity chains

City Insights
Make it understandable how people interact with and within a city and thus contribute to improving the quality of life in a city

Retail Insights
Analysis of mobility for retail store location assessment and positioning

More to come …

A1 Mobility Insights
Overall product family based on the underlying technology framework for anonymous mobile floating phone data analytics.

Selected Customers

ses — Spar European Shopping Centers

eco plus

burgenland #wirsindkultur

STADT GRAZ

SPARKASSE Oberösterreich

CITY INSIGHTS

Feel the pulse of your city

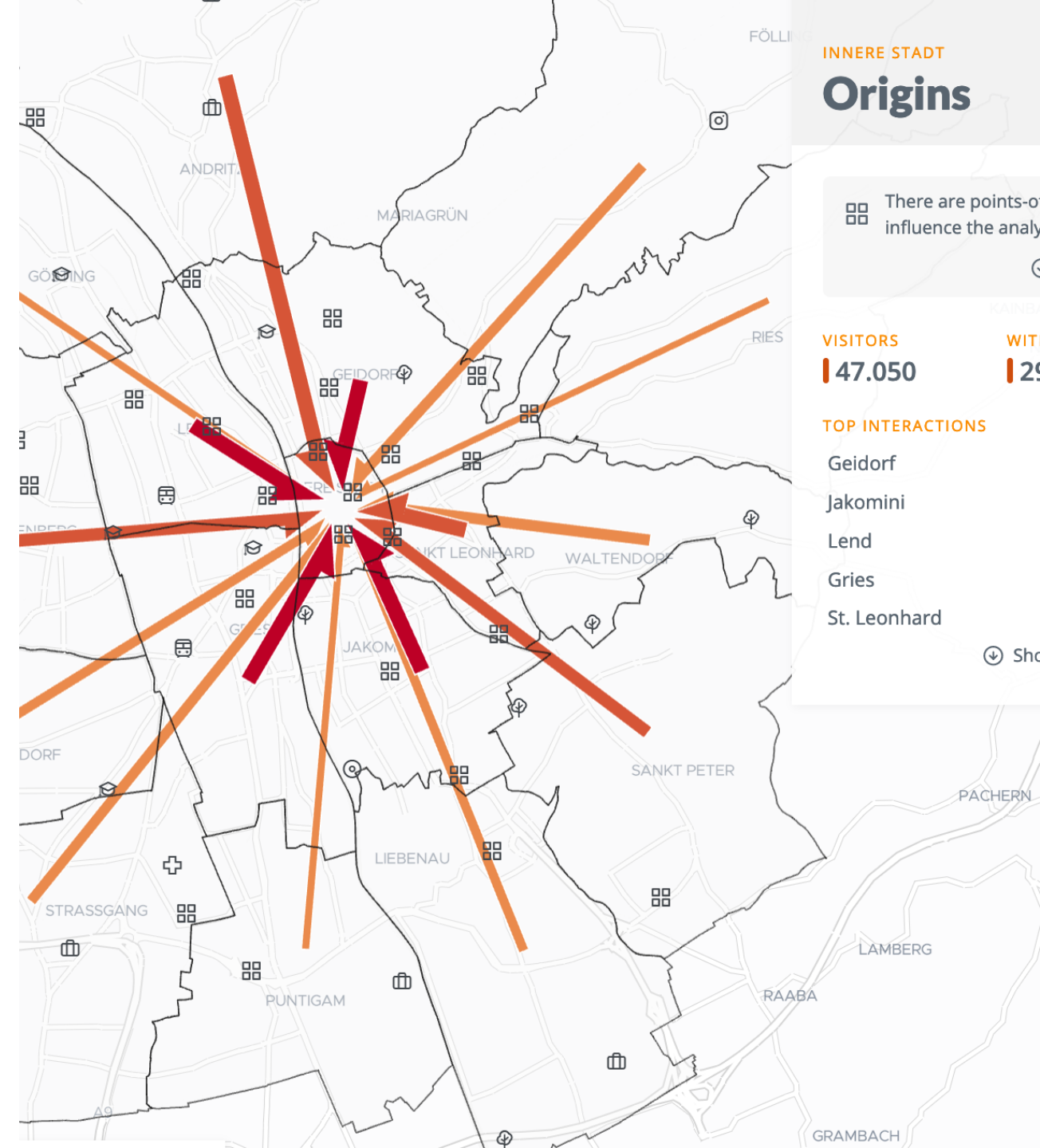supported Boy

A1 Telekom Austria Group

How do people move within and around my city?

Analyse destinations of residents and origins of visitors within and outside your city.

Where do visitors of a district come from? Where do residents stay on weekends?

Which districts do commuters from surrounding areas visit most?

INNERE STADT
Origins

There are points-o...
influence the analy...

VISITORS   WIT
47.050   29

TOP INTERACTIONS
Geidorf
Jakomini
Lend
Gries
St. Leonhard

INVENIUM
DATA INSIGHTS

TRANSPORTATION INSIGHTS

The way is the goal

supported by

A1 Telekom Austria Group

Transportation Insights

Project: 5G MOBis

State of the art
- Mobile Signal Data available for analysis: around 1 day delay
- Algorithms: Currently look at the entire day's data: complete trajectories but not in Real-Time

Research and Development within Project
- Anonym Data Stream: Near Real-Time (e.g., 15 min time-delayed)
- Near Real-Time capable algorithms
- Experimental: Near Real-Time estimation of traffic modes like "Walking", "Car", ...

Furthermore, New Near Real-Time capable algorithm results are used for project partner use-cases within
- Traffic Control
- Traffic Planning