

The background is a dark blue, semi-transparent graphic that looks like a road or a path receding into the distance. It features a network of white lines and dots, suggesting connectivity or data flow. There are also some circular patterns and a city skyline visible in the background. The overall aesthetic is futuristic and technological.

Be part of the  
**Transportation Futures**  
Bandwagon

Digitally Driven



## TRANSPORT: THE NEW ERA UNFOLDING

Cars are learning to drive themselves. Levitating trains are expected to rocket passengers to cities at hundreds of miles an hour. Hyperloop could soon be a reality. Engineers are developing space planes that could fly us to the other side of the planet in one or two hours. Men are close to landing on Mars, as NASA launched its first unmanned spacecraft designed to take people to the Red Planet.

While the above is happening, rules of the current transportation scenario are being re-written. Smart cities will pave the way for intelligent mobility as the new norm. Even the wealthy will shift from owning cars to renting them. Developed countries will stop using fossil fuel-run cars in the near future, and developing countries will follow suit. The conventional transportation model will be history.

For all these, digital technology will be the common denominator driving change. Big Data will be at the back-end in managing traffic for cities. Connected cars and road furniture will talk to each other to simplify movement, with IoT applications facilitating the conversation. Transportation planning and Reverse Logistics will be serviced digitally and efficiently, reducing carbon emissions. Seaports will embrace digital to be more viable against those that are not. Since a decade, Experion has been part of the action enabling such changes.

## WHY CHOOSE EXPERION?

Experion's transportation business has worked with pioneers in transport technology, helping them leverage digital to create new benchmarks in the market. We solve land, maritime and air transport problems through our innovative products and services. Our promise that our architects and digital experts can partner with our customers to create a whole new market is proven. We provide businesses with agility, being ready to take the risk of committing R&D dollars on futuristic technology. With us, digital transformation is effected the agile way, shattering the huge IT overhead myth. Our transportation customers focus on capacity planning and operational nuances to beat competition, leaving technology challenges to us. Some daunting global issues such as reducing road accidents, asset maintenance costs on road infrastructure, efficient van pooling for public transportation, intelligent mobility combining multi-modal transport and safe trucking of dangerous goods were problems we tackled along with our customers. We are so excited that our engineers and business teams have been finding new business opportunities for our customers!





## FOCUS TECHNOLOGIES

The pieces of digital technology that we apply to transport cover a broad spectrum. We have undertaken product engineering on latest web & mobile technologies embedding GIS, ML, AI, IoT, Big Data and Analytics. We employed Video and Image processing-based asset survey & digital signal processing-based asset condition monitoring. Crafting a cloud-based architecture creating a suite of applications for futuristic land transport infrastructure was an exciting journey with our customer. Economizing road engineering investments, along with safety upgrades, were challenges we dealt with, bound to save millions of lives globally. Creating re-usable components such as a map engine that works with multiple GIS platforms helped us shorten our customer's go-to-market plans. So when it comes to technology for transport, we have absolute clarity on harnessing the best-in-class.

# SUCCESS STORIES

## Van Pooling & Intelligent Mobility

Our customer, the second biggest transport provider in a most affluent GCC country, wanted to embrace the environment philosophy by promoting shared car ownership. The city being challenged by maddening traffic, making the step inevitable. The customer was already operating scheduled bus services, and wanted to complement this with chartered services for office goers, experimenting with a GCC version of intelligent mobility. Being tech savvy, they were keen to deploy IoT-powered fleet management for real-time tracking, to provide customers with the best experience. Experion was asked to design a whole set of applications covering on-demand pooling after the commuters make the request, scheduling apps for the bus covering drivers and passengers. Against common belief, the results were stupendous. Market demand for van pooling more than doubled the original plan, with the competition being thrown out of gear. A lot of market buzz was created for intelligent mobility, making overall travel costs lesser for commuters. Client profitability was an all time high due to more capacity utilization triggered by information availability on personal devices, pushing wider user adoption.





## **Safer and Prompt Trucking**

We have multiple trucking companies of repute based in Australia and the US that have taken the digital plunge for enhancing safety and delivery promptness. Our customer profile include those in the business of mining transport & regular truck fleet operations. One of them is a global leader in vehicle tracking, fleet management and insurance telematics solutions providing solutions for keeping vehicles, fleet and their occupants visible in real-time. Our consultative solutions have helped them move up the value chain through technology, linking stakeholders real-time via web, mobile and IoT. The objective was to bring down costs of insurance, avoid driver risks by equipping them to adopt safer driving practices, and ensuring that the consignee and consigners have full visibility, with sign-on glass features for completion of transactions. All these sync real-time with fleet management solutions. The success of the digital initiative was reflected in the increasing number of contracts the customer was signing up for. Along with the benefits of digital, our engineers are busy fulfilling their appetite for technology.

## Road Safety & Asset Management: Best-in-Class.

The outcome was beyond expectations when Experion was chosen to digitally upgrade the customer's legacy road safety and asset management platform in partnership with a transport technology pioneer & global leader in transport research. In fact, the research leader had built the very first self-driven car half a century ago! Re-architected to be a scalable cloud solution with best-of-breed web platform, the solution empowers transport and home ministries to implement asset-tagged safety programs. The solution's mobile capabilities enable efficient data capture on the field and implements probabilistic linking of data to co-relate information from different departments and agencies. It's GIS engine has advanced spatial data analysis with the flexibility to connect to all popular GIS providers. Predictive Analytics with Correlation and Similarity Algorithms on multi-stream data transport emission modeling is also a feature. The solution became a de-facto standard in World Bank projects subscribed by state and federal governments.





## **xPort: Core Port Operations Simplified.**

Sea transport is the mainstay of world trade. Maritime business is facing rough weather with shipping lines demanding more efficiency from ports and terminal operators. A customer in South America was under pressure to ensure lead position in the region. They were up against rising costs, lack of timely information for stakeholders, coupled with an overall shortage of competence in adopting technology. Experion was engaged in the process of business process re-engineering and systems upgrade onto digital. Feature rich xPort with its simple-to-configure cloud architecture, instantly solved many issues. xPort got rid of hardware and infrastructure issues through cloud deployment, making life easy for external stakeholders to interact easily with the port. Messaging functions with terminal operators, transport companies, customs and the maritime authority helped with seamless communication. Faster turnaround time for trucking companies/higher cargo handling capabilities, plugging of revenue leakage and optimization of port services by 30-35% higher efficiency were some positive outcomes. Our customer anticipates more ship calls to materialize soon.



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# About Experion

Built on the foundations of digital technologies, Experion is into products & services in the retail, transportation, healthcare and financial services sectors. A global company with direct presence in eight countries, and partners in other geographies, Experion has customers in all continents. Apart from own IP initiatives with FieldMax® and xPort® in the FMCG/Retail and Maritime transport domains, Experion takes up Product Engineering as a service, securely handling third party IP. This includes building products from the ground up, spanning ideas to product development, or re-platforming products onto the digital domain with proven expertise in product lifecycle services. Today Experion products touch over 3.5 million users across 26 countries worldwide, many of them being part of mission-critical functions.

Over the last decade, Experion has been awarded multiple times for innovation and growth. We were featured in Red Herring's 100 fastest growing companies two years in a row. In 2013, FieldMax® found its way to the NASSCOM/Frost & Sullivan product quadrant for notable products built out of India. The company was rated by Deloitte as one among the top 500 fastest growing companies in APAC in 2016. In 2016, Experion also won the IoT Product of the Year award from the US-based IoT Evolution Magazine.

Remaining focused on performance & productivity, Experion believes in delivering RoI to customers, primarily in the Enterprise space, by wiring up many unexplored possibilities with help from digital.

