

**EasyWay**



Annual Forum 2010

**Shortcut to the future.**  
Lisbon • November 16<sup>th</sup>-18<sup>th</sup>



**EasyWay**



Annual Forum 2010

**Shortcut to the future.**  
Lisbon • November 16<sup>th</sup>-18<sup>th</sup>

# Mobility Data Marketplace and Truck Parking Services

Dirk Ortmann  
Highway Park





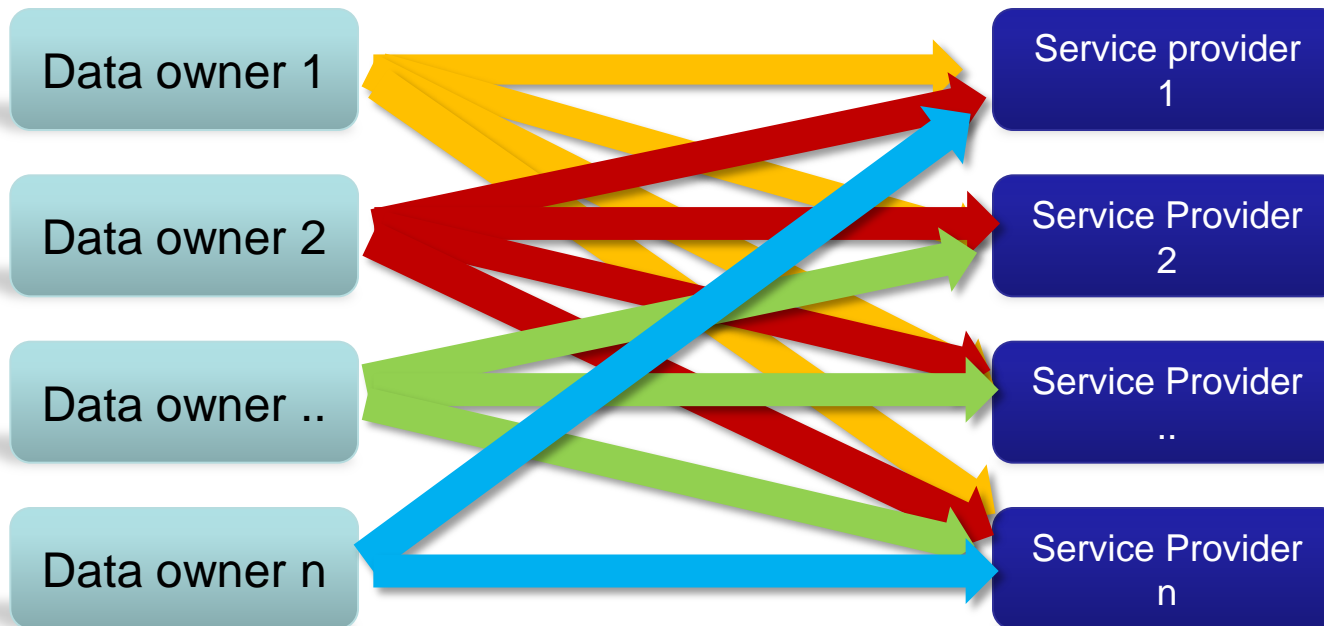
## Situation of traffic data today

- Most of dynamic traffic data are incomplete,
- scattered over a variety of public institutions (from bigger cities over states to federal administration)
- and several private data vendors.
- Varying data formats, standards diversity, several delivery channels and different implementations of the same information (i.e. local correlation)
- Providers for mobility services have to manage N parties and M technologies.

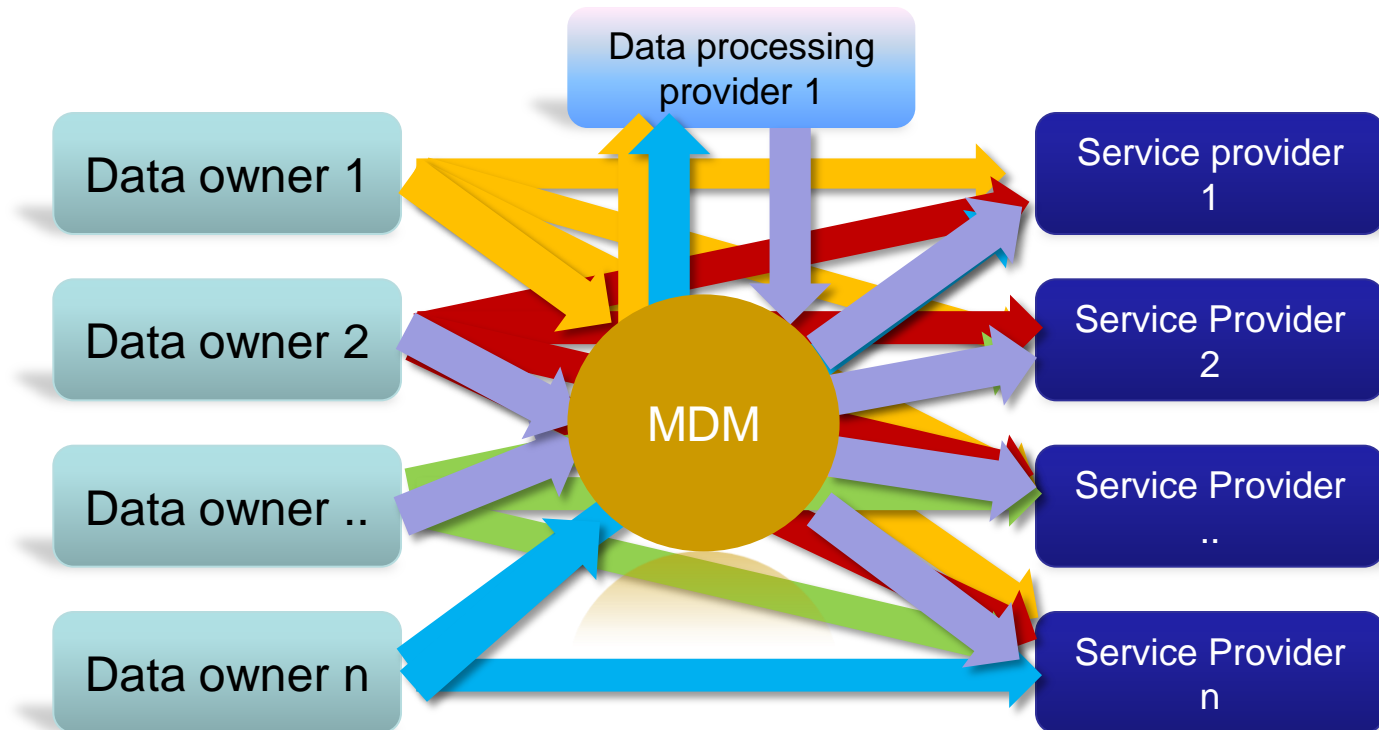
There is no real coordinated collaboration.



## Situation of traffic data providing today



## The idea of MDM



## The MDM

Role 1:  
traffic data  
supplier

Role 2:  
mobility service  
provider

Role 3:  
data processing  
service provider

informed and oriented  
road user



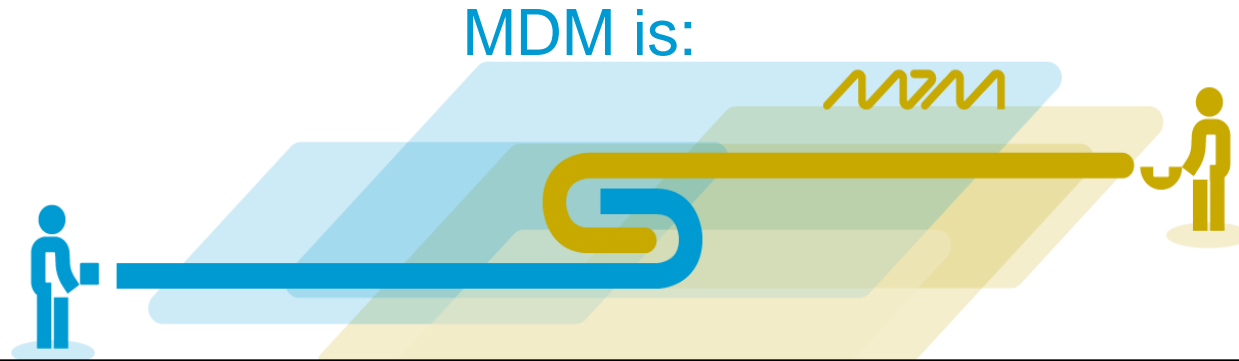
## Functional Levels



2 Functional levels:

- > **Portal function** (metadata directory)  
Interactive website to offer / search / subscribe to data that will be supplied and received via the Mobility Data Marketplace (MDM)
- > **Broker function** (Data Distribution)  
Online data flow (pull or push) from the data supplier via the MDM to the data recipient (similar to “enterprise service bus” or “SOA”)





NOT a federal Database

NOT a closed shop or exclusive club

An open platform to connect all different public data suppliers

....with ALL interested private (and also public) service providers. Whoever want to use this data to establish own data warehouses can do this.

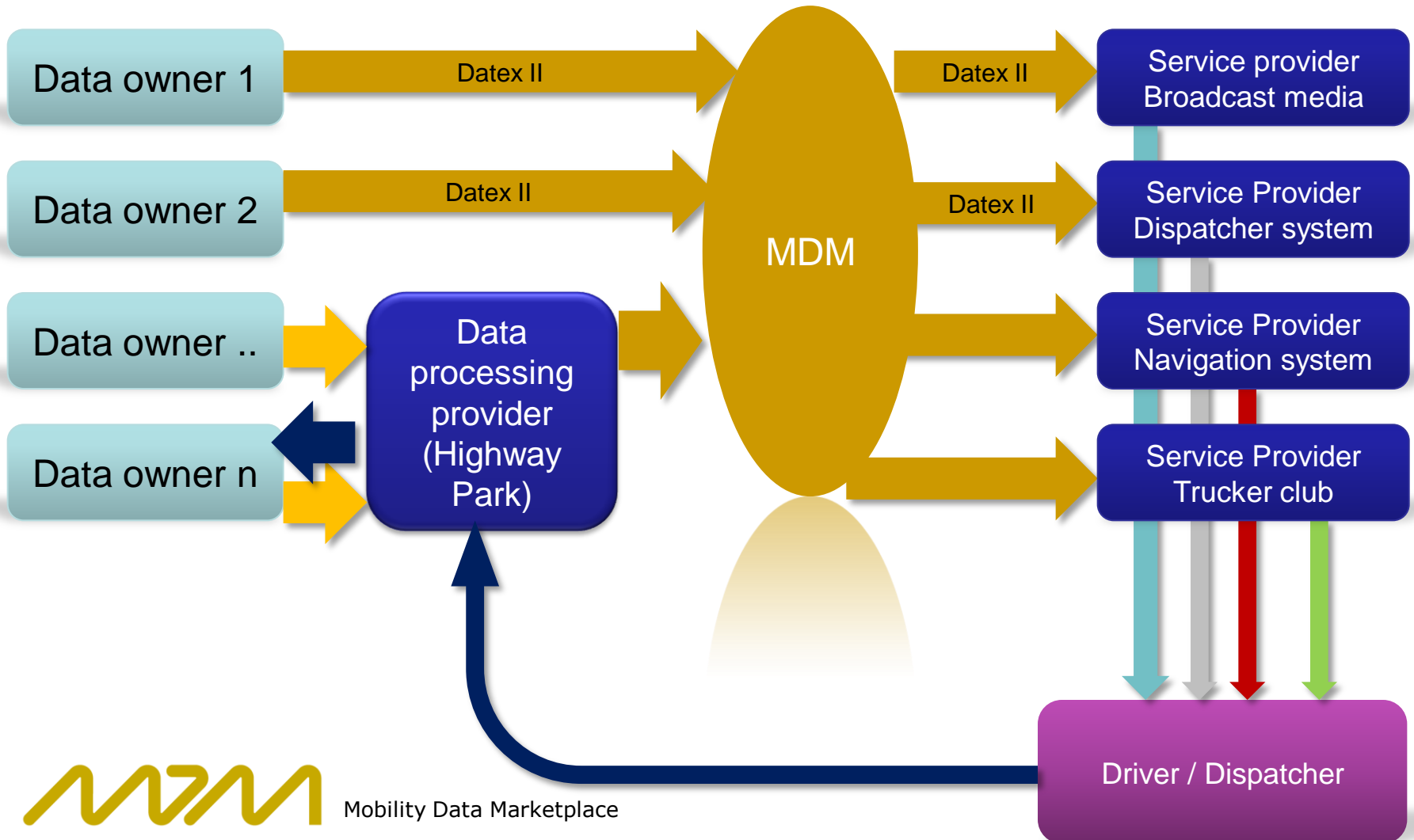
This concept will boost establishing various service providers



## Pilot Service „Truck Parking“

- Situation already known:
  - Far to little parking spaces
  - Driving times regulation
  - Faster Increasing truck traffic than increasing new build parking areas
  - Truck drivers and dispatcher needs actual data of availability of parking spaces,
  - if possible including pre-booking

## Pilot Service „Truck Parking“





## Data

### Static Data

- Location, directions
- Infrastructure
- Services

### Dynamic service Data

- Gasoline prices
- Menu of restaurant
- Special events

### Realtime parking data

- Parking space free / occupied
- Forecast
- Reservation (if possible)





## Summary



### Unique Approach

- Connect data supplier with service providers
- Standardize format, technology and operation
- Data broker, no database



### Pilot Service „Truck Parking“

- First time broad data collection
- Distribute information through various channels
- Including pre-booking



## More information available:

MDM Homepage:  
[www.mdm-portal.de](http://www.mdm-portal.de)

MDM presentation held in the DATEX II User Forum:  
[www.datex2.eu/content/berlin-2010](http://www.datex2.eu/content/berlin-2010)

Highway Park: Truck Parking reservation  
[www.highway-park.de](http://www.highway-park.de)

[info@highway-park.de](mailto:info@highway-park.de)

a project funded by



Federal Ministry  
of Transport, Building  
and Urban Affairs

project management

**bast**

Truck parking reservation

