



## Client:

RTA, Dubai

**Date:** October 2017 - Present

*At Surface Mobility, we understand the power of data in transportation, from building predictive demand models, optimizing operations, understanding travel behavior, to data monetization. We understand the needs of transport & city authorities for timely answers and actionable insights to their most pressing issues.*

Transportation behaviour is changing rapidly with unprecedented amount of data generated at high speed and precision from **sensors, mobile phones, smart cards, devices, apps, and social media feeds**, most of which produce real-time data streams. This wealth of data, coupled with a boom of machine learning capabilities and cheap computing power will revolutionize the way we manage our transportation network and plan for future mobility & city challenges.

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Our Big Data team is made up of:

- Smart City / Smart Mobility Consultants
- Business & Data Analysts
- Data Scientists
- Data Engineers

The Big Data team work hand in hand with the technical team to make data more manageable and identify business use cases with measurable ROI. We believe that successful big data implementations happen when multi-disciplinary teams cover business, transportation, and IT aspects simultaneously.

Surface Mobility partners with top technology solution providers & system integrators to implement big data ecosystems. Our partners specialize in big data architecture design, platforms, data hub solutions, cloud services, visualization tools. We work collaboratively with our partners to address factors such as data volumes, speed of generation, frequency of access, and level of aggregation, to enable the most flexible interactive applications and real-time stream processing.