DIGITIZING TRAFFIC MANAGEMENT TO SAVE LIVES

Altus and Nearmap

ALTUS GROUP

Since its inception in 2002, Altus Group has grown to become Australia's largest provider of professional traffic control services. With an immense resource of people, fleet and infrastructure across Australia, and multiple work sites to manage, Altus is exploring how innovative technology and data can transform safety in the industry.

CHALLENGE

"At its core, Altus Group is all about safety", says CEO Ben Marsonet. In an industry that hasn't changed fundamentally in the last two decades, Ben and his team are looking at every decision through the lens of safety: challenging the status quo to leverage technology and apply data-derived insights to improve safety for road workers.

SOLUTION

Altus Group saw the opportunity to digitize the traffic control sector, to turn thousands of existing 'dumb' assets into smart sensors. Partnering with technology providers like Nearmap, and UK-based HRS, Altus is creating digital twins that will transform traffic control. Extracting data from sensors aims to tell a real-time story of the situation on the ground.

BUSINESS IMPACT

In an industry where seconds can mean the difference between life and death, Altus Group is applying technology and data – including Nearmap high-resolution aerial imagery – to digitize traffic management, shifting a traditional 20th century industry into the digital age. This aims to impact safety for road workers, ultimately impacting lives and communities.

> "The reason that Nearmap matters to us in this journey and as we go along is that all of this starts with their product."
>
> Ben Marsonet, Chief Executive Officer, Altus Group

HIGH-RESOLUTION VIEW
ACCURATE SITE PLANNING

DIGITAL TRANSFORMATION
MAKING ASSETS SMART

PROACTIVE SAFETY
DATA-DRIVEN DECISIONS

Nearmap Vertical

TRANSFORM YOUR BUSINESS:
To learn more about Nearmap for your business, watch Ben Marsonet's presentation on Altus Traffic from **Nearmap NAVIG8 2022** or **book a demo today**.

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