



TOLLING. MOVING SMARTER.

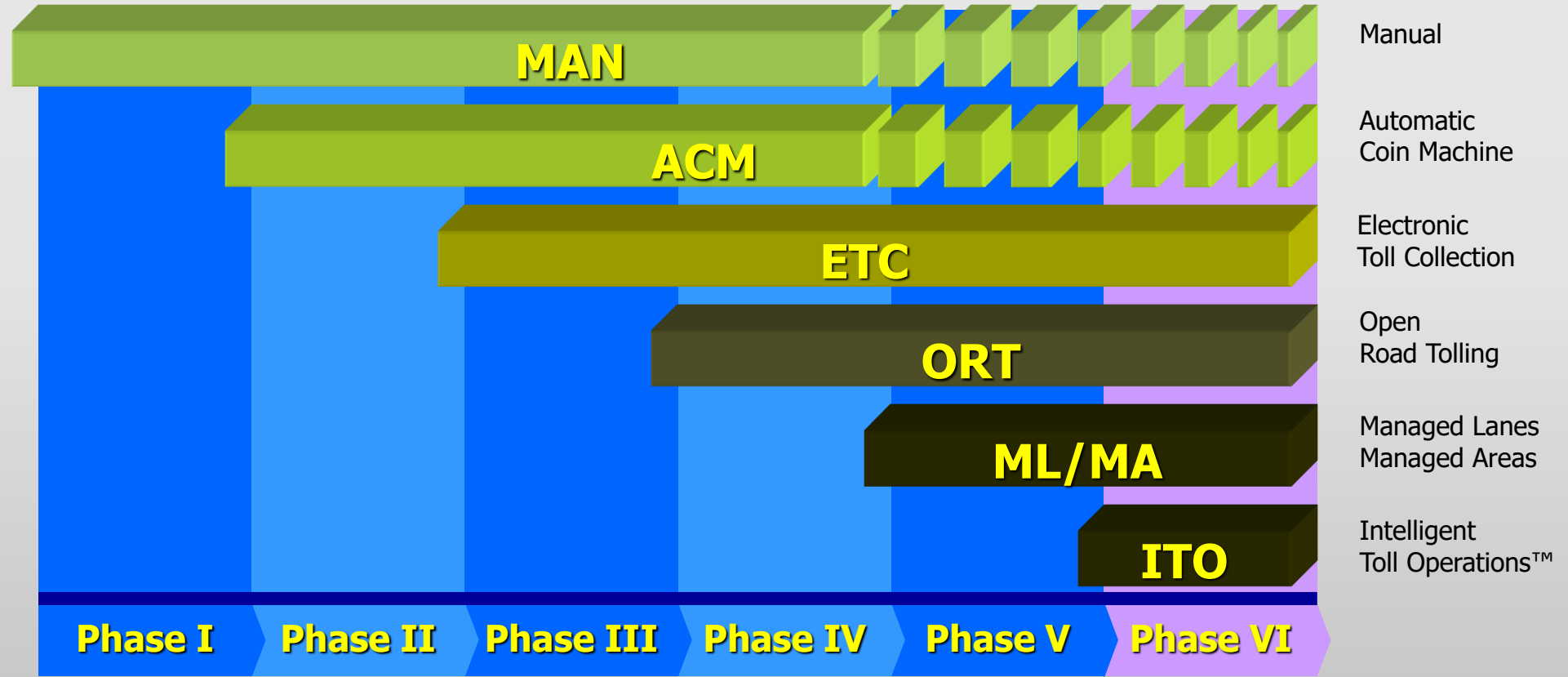
ANNUAL TECHNOLOGY SUMMIT | ORLANDO, FL | MARCH 31-APRIL 2, 2019



# Intelligent Toll Operations™

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# Recent Evolution of Tolling



# Toll Industry's Logical Next Step

- Tolling modernization's focus has been mostly at the lane level
- Impact of modernization felt, and adapted to, in above-the-lane systems and processes
- It is time to modernize the above-the-lane systems and processes
- It is time for the toll industry's logical next step
- It is time for **Intelligent Toll Operations™**

# What is ITO™?

- A set of management tools designed to
  - Align the organization around strategic objectives with a focus on high performance
  - Integrate analytics into systems and processes
  - Use real-time data to enable right-time decisions
  - Alert decision-makers to take action
- Outcome:
  - Increased speed, ease, and accuracy of decision-making
  - Improved operational efficiency

# How ITO Works

- ITO provides real-time access to enterprise data
- Continuous analytics transform data into information by detecting patterns and trends
- Real-time dashboards and other visualization tools enable right-time decisions
- Outcome:
  - Increased situational awareness
  - Efficient decision making

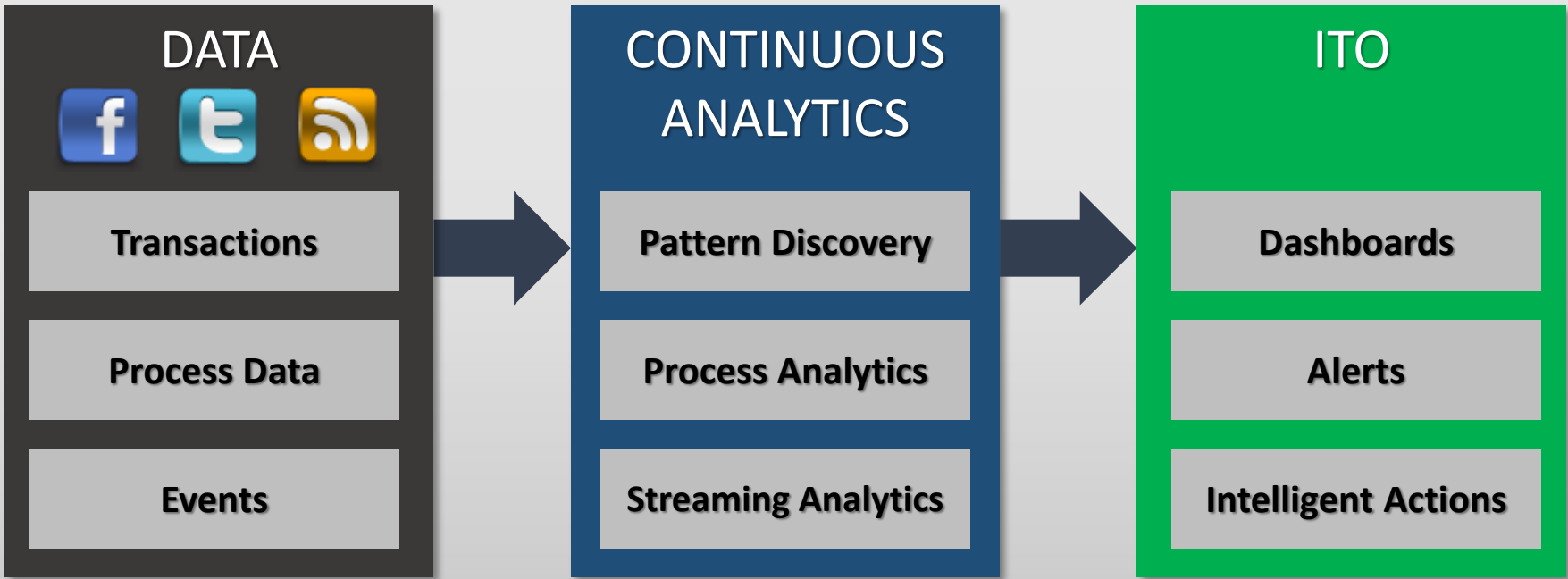
# What ITO Can Do for Toll Agencies

- Combine data from multiple sources
  - Merge transactions, process data and events into actionable information by creating KPIs
- Provide context for intelligent action
  - Continuously monitor the rapidly-changing environment to identify opportunities and threats
- Automate processes to take best next step
  - Use learned information to improve operational efficiency in an automated way

# ITO Benefits

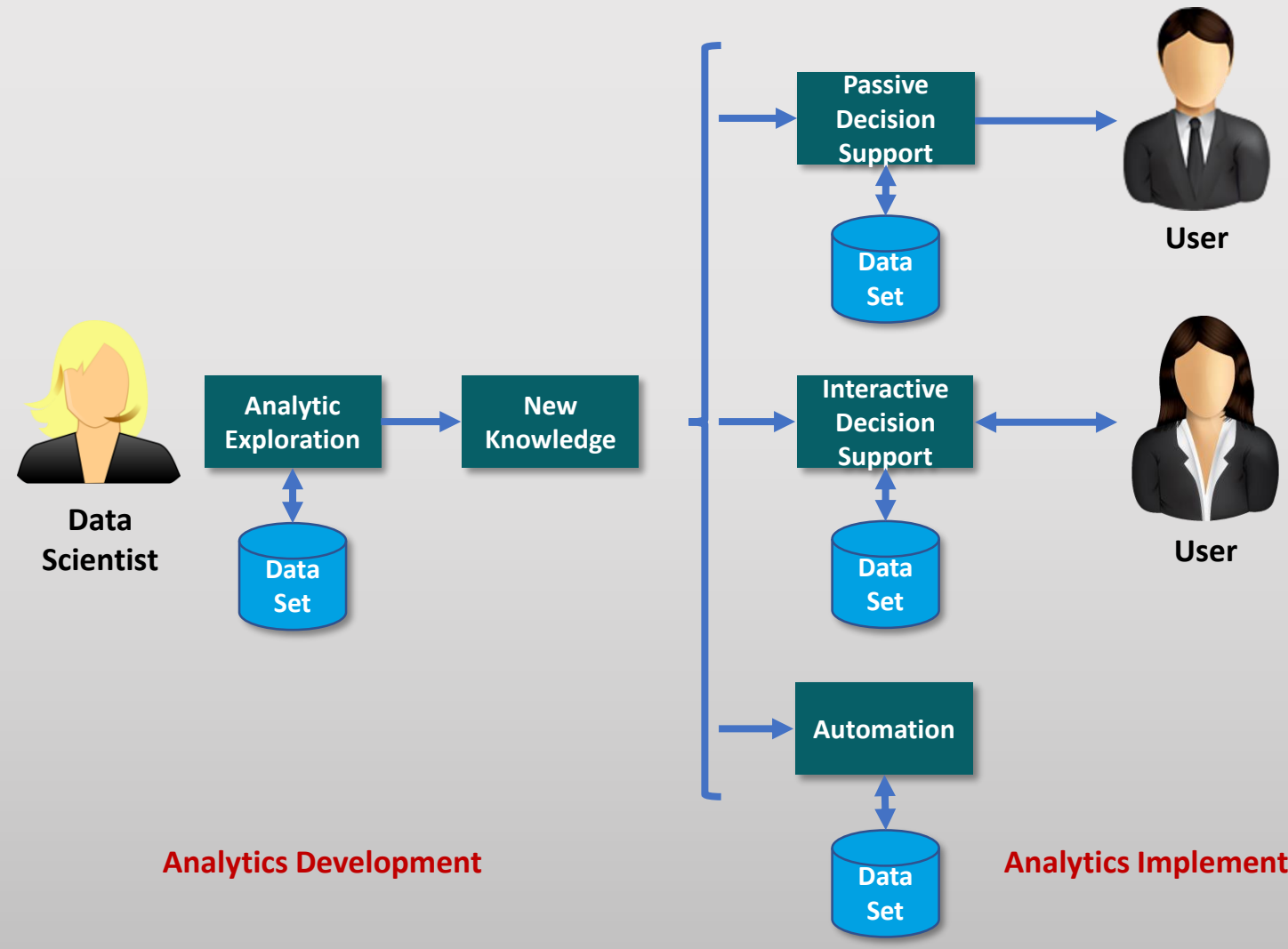
- ITO can help improve performance in the following areas
  - Service value
  - Customer satisfaction
  - Employee satisfaction
  - Process efficiency (e.g., transaction cost)
  - Strategy (planning and execution)

# ITO Framework





# ITO Environment



Analytics Development

Analytics Implementation

# Use Cases for Toll Agencies

- Risk management
  - Fraud detection and prevention
- Customer behavior
  - Traffic and revenue forecasting
  - Targeted customer notifications
  - Image-based transaction processing
- Disruptive forces
  - Autonomous vehicles
  - MaaS

# Data Sources

- Internal data sources
- Third-party data sources
  - Traffic growth-rate patterns
  - Demographics
  - Economic activity
  - Unemployment rate
  - Income growth
  - Auto sales
  - Home sales

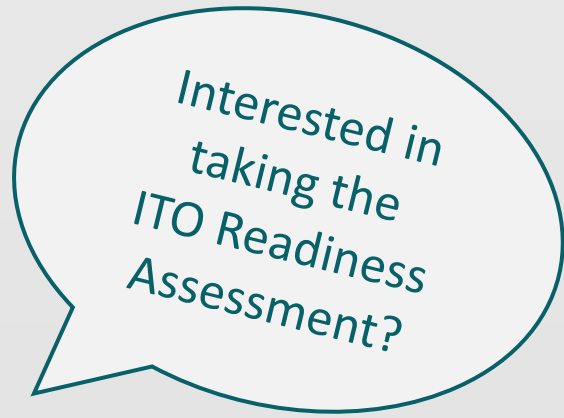
# ITO Service Offering

- Administer ITO-Ready™ (ITO Readiness Assessment)
- Perform business analysis
- Map operational processes
- Identify critical metrics and define KPIs using scientific methods
- Develop executive and operational dashboards
- Select implementation strategy
- Support deployment
- Integrate ITO into daily operations

# Contact Us



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**About TollPlus LLC**

TollPlus LLC was founded by IT professionals with backgrounds in high-volume enterprise technology solutions in the credit card, telecommunications, and insurance industries. We apply our enterprise technology experience to develop sophisticated end-to-end toll road management solutions to address the challenges facing the tolling industry.

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