

Introducing DataWharf

Why buy our API's?

DataWharf can revolutionise how your business accesses and utilises transport data. By building relationships between its unique datasets, we can provide your business with comprehensive, journey insights that enhance user experiences and the efficiency of your business. Partnering with DataWharf can offer.

Comprehensive and Integrated Data

Challenge: Your company requires data from multiple, disparate sources to offer seamless and personalised travel experiences. Integrating these diverse datasets can be complex.

Solution: DataWharf builds relationships between all its datasets, providing integrated data solutions that cover various aspects of the travel ecosystem, from station facilities to on-board experience.

Benefit: This integration will enable you to offer comprehensive services without the hassle of sourcing and managing multiple data sources, resulting in enhanced user experiences, a lower cost consumer offer and the associated business efficiencies.

Focus on Innovation

Challenge: To maintain leadership, mobility providers must continuously innovate their service offer, which requires a focus on new service development rather than on supporting and maintaining an underlying data infrastructure.

Solution: By using DataWharf's APIs, you can offload the complexity of data management and concentrate on developing innovative services and enhancing your customers' experience.

Benefit: This strategic focus on innovation will help your business stay competitive and responsive to market trends and customer needs.

Speed to the Market

Challenge: Developing robust datasets in-house can delay the launch of new features and services, which can put you at a competitive disadvantage.

Solution: DataWharf's APIs are ready-to-use, allowing you to quickly integrate advanced data features into your existing systems.

Benefit: By adopting our APIs, you can rapidly deploy new services, stay ahead of the competition, and meet customer demands more effectively.

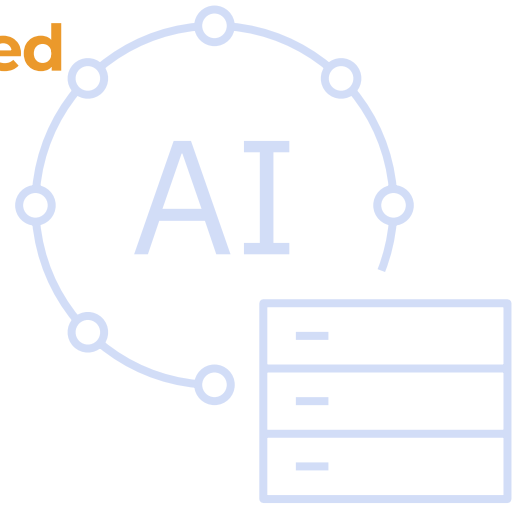
Access to Specialised Mobility Data Expertise

Challenge: Developing transport datasets is challenging because much of the information about mobility operations and the journey is either unpublished or requires substantial intuitive knowledge about the industry to compile and curate.

Solution: DataWharf specialises in blending acquired knowledge with published transport data, offering APIs that have been meticulously developed and optimised for specific use cases, such as carbon calculations, detailed station information, and accessibility features.

Benefit: By purchasing APIs from DataWharf, your business can leverage advanced, ready-made solutions without the need for extensive internal development, allowing you to focus on their core services. You can also use these API's to develop your own machine learning capabilities or feed directly into your AI platform.

Case Study: Enhanced AI-based travel management



A nationally recognised travel management company was looking to differentiate its travel planning offer by providing enhanced insights on the quality of journeys offered. The company has integrated DataWharf's comprehensive suite of APIs, leveraging high-quality transport data to support its AI-driven journey planning platform.

The Challenge

Predicting Journey Quality

Meeting customer requirements for journey quality, understanding what quality metrics will be available on journey segments.

Disruption Management

Anticipating service disruptions and mitigating the impacts on the traveller.

Customer Personalisation

Delivering journey offers based on customer requirements and preferences.

Sustainability Tracking

Promoting and tracking sustainable travel practices.

Security and Safety

Meeting internal staff safety requirements on public transport networks.

The Solution: DataWharf's APIs

The travel management company subscribed to the DataWharf Enterprise Suite to enhance its capabilities, drawing on the data available from:

GB Rail Stations

Provides detailed information about station facilities, passenger numbers, and real-time updates.

GB Rail Operator Details

Offers data on rail operators, schedules, and service disruptions.

GB Rail Carbon Calculator

Estimates carbon emissions for rail journeys.

GB Rail Rolling Stock

Provides a comprehensive dataset on the train, including most passenger features and seating layout.

GB Rail Carbon Calculator

Provides the average carbon quantity generated and monetary offset value of an average journey between any two stations.

Overall Benefits

Improved Journey Quality Predictions

By leveraging detailed data on station facilities, passenger numbers, and real-time updates, the company can now accurately predict journey quality.

Personalised Customer Experiences

Using its AI platform the company has developed unique recommendations based on individual preference, providing on-the-journey push notifications to support travellers along the way and periodic reports of journeys undertaken.

Effective Disruption Management

Access to comprehensive rail operator data allows the company to anticipate service disruptions and proactively manage their impact, ensuring a smoother travel experience for customers.

Sustainability Tracking and Reporting

The company is able to estimate and report on carbon emissions for rail journeys, promoting sustainable travel practices.

Increased Safety and Security

By providing comprehensive data on train features and public transport networks, internal staff safety requirements are met which have fostered a secure travel environment.