

SONOBEACON

PRESS RELEASE

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Data-driven transport planning: ioki and SonoBeacon cooperate for efficient public transport

Joint press release by SonoBeacon and ioki

Attractive public transport through data availability · Data-based transport planning for increased efficiency in public transport · Customer satisfaction despite cost pressure

FRANKFURT / WISMAR – ioki, a pioneer in digital mobility, and SonoBeacon, a specialist in motion data intelligence, are strengthening their cooperation. Together, the two companies aim to make public transport more attractive and efficient. By combining SonoBeacon's real-time occupancy data with ioki's mobility analyses and simulations, an optimized representation of mobility emerges for integrated transport solutions at a new level of quality.

Shared vision of data-driven transport planning

The joint goal is to provide transport authorities and operators with comprehensive data availability on their route services through cost-effective and flexibly deployable sensor technology. This enables informed transport planning and investment decisions. Even under increasing cost pressure, these decisions enhance customer satisfaction and sustainably optimize mobility services.

“The cooperation between SonoBeacon and ioki unites technical product compatibility and innovative visions to jointly shape new paths in mobility. Through closer collaboration, we can optimally complement our experiences and competencies, creating even greater value for public transport customers,” says Olaf Stepputat, Chief Executive Officer of SonoBeacon.

“By partnering with SonoBeacon, we take another step towards a data-driven and thus more attractive public transport offering. The data availability we already observe in our on-demand services also enhances efficiency in scheduled services,” explains Benjamin Pfeifer, Chief Commercial Officer of ioki.

Data availability: Increasing efficiency and reducing operational costs

By analyzing route congestion, transport operators gain valuable insights to strategically manage their public transport services. They can identify bottlenecks, optimize routes, precisely align timetables with demand and detect delay-prone sections. Additionally, analyzing first and last-mile connections enables the development of integrated mobility solutions. This data-driven management allows transport operators to increase efficiency, reduce operational costs and enhance passenger satisfaction.

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About ioki

ioki is Europe's leading technology company for digital mobility and a pioneer in autonomous driving public transport. Since its founding in 2018, companies, cities and municipalities in 11 countries have relied on ioki's expertise. With more than 150 flexible demand-responsive transport services and over 7 million passengers, ioki is the market leader for on-demand mobility in the DACH region. Through its software-as-a-service and consulting services, ioki enables digital-supported solutions for a sustainable mobility transition. www.ioki.com

About SonoBeacon

SonoBeacon is a leading technology company specializing in the digital analysis of pedestrian flows. Through motion data intelligence, customers gain valuable insights to optimize business processes and make informed investment decisions. Representative and GDPR-compliant analyses, such as those of transfer relationships in public transport or movement and conversion rates in retail and events, provide a unique added value. SonoBeacon supports companies and public institutions in operating infrastructures efficiently and sustainably while simultaneously increasing customer satisfaction. www.sonobeacon.com