



GoodData

Making Mass Transit More Successful



Customer Story:

GMV Syncromatics is the leader in building dispatch and reporting solutions for transit agencies. It takes the mountain of data that buses generate and makes it immediately available to help agencies better track ridership, bus and route performance to make sure they devote resources in the most optimal manner.

Learn how GMV Syncromatics:

- ▶ Enables transit agencies to better track data to inform smart decision making
- ▶ Provides dashboards built to quickly display information regarding performance, ridership and team performance
- ▶ Filters for certain metrics and delivers that information on a regular basis to those who need it
- ▶ Controls the user experience and the user interface so it is top notch

Customer Since:
2020

Solution:
Powered by GoodData

Use Case:
Data analytics to enhance performance, system efficiency

Favorite Metric:
How often transit agencies access Sync Insights, which indicates it's being used.

Best Feature:
Dashboards that quickly display key metrics regarding performance and ridership

Results:
By more accurately gathering and analyzing data, transit agencies can more optimally deploy resources and hold operating contractors more accountable for good service.

What they're saying:
By more accurately gathering and analyzing data, transit agencies can more optimally deploy resources and hold operating contractors more accountable for good service.

The success of any transit system requires live dispatch and performance feedback. Together, they improve operational consistency, predictability for riders, and better performance.

To better track ridership, bus and route performance and to make sure agencies devote transit resources to the right places, data and more data is needed.

GMV Syncromatics is the leader in building dispatch and reporting solutions for transit agencies-kind of like air traffic control for buses. It recently launched tools, powered by GoodData, to further transform the transit landscape.

The product, Sync Insights, takes the mountains of information captured by GMV Syncromatics' system and makes it immediately accessible and explorable, allowing transit managers to track changes in key performance indicators like never before.

Given GMV Syncromatics' big footprint-including 20 million data points generated daily by 2,500 buses across 75 American cities-that's a lot of insight into transit systems.

With Sync Insights powered by GoodData, GMV Syncromatics provides dashboards built to quickly display information regarding:

“With GoodData, “we’re contributing to the ability for transit agencies to be more efficient.”

Steve White

Chief Product Officer,
GMV Syncromatics



- ▶ **Performance**, showing where buses are on time, early, late, performing by route and whether service is frequent enough, or too much.
- ▶ **Ridership**, enabling transit authorities to explore patterns of boardings throughout geography and time.
- ▶ **Team**, to monitor and compare driver performance on similar routes.

Every report on the Sync Insights’ dashboards can be drilled into for further detail, filtered to specific information or time periods, and exported to PDF or Excel formats for further analysis.

“What’s really exciting about this data is that it enables you to run your transit system better,” says Steve White, GMV Syncromatics’ Chief Product Officer. “It’s not about looking at cool charts. The faster you get to the data you need, the faster you get the insight out of the data to make better decisions.”

Transit Under Pressure

Mass transit is coming under pressure from rideshare services, such as Uber and Lyft and micro-mobility, via scooters and bikes.

Syncromatics, founded in 2006, was the first cloud-based provider of transit-tracking tools, pulling data from GPS trackers on buses. The technology was “wildly impressive,” at the time, White says, and enabled transit authorities to know whether buses were on time, late, how many passengers got on board, where and when they boarded and departed.

But as GMV Syncromatics grew, along with demands on transit agencies, it innovated to enable more exploring of data to enable better transit management.

In March, it launched Sync Insights to allow customers to better explore and analyze data. Rather than just get “reports” of what happened, transit authorities can now more easily discover things in data that they weren’t specifically looking for.

For instance, some transit authorities have already benefited from Sync Insights by more accurately gathering and analyzing performance of operating contractors, companies that run the bus service. If they don’t meet performance goals, transit authorities can collect damages. In the past, some transit agencies simply sent people to randomly ride buses and tabulate performance. Now, that information is automatically collected, gathered and tabulated.

Also, transit officials can use Sync Insights to filter for certain metrics-on time performance, ridership, early departures-and then deliver that information on a regular basis to those who need it so they don’t have to dig for the information themselves.

“This way, officials will spend less time wrangling with data and software, and have more time to analyze data and respond,” White says. All of the same data existed before, but people “had to dig for it,” and maybe “find someone to help them understand it.”

Better Data for Better Service

Most of GMV Syncromatics’ customers are government transit authorities. They get local and federal funding, largely based on ridership. Having accurate information is important to ascertain funding, White says. Also, transit agencies need data to assess optimal service levels that enhance the experience so that more people choose mass transit.

“You can’t really improve your on time performance if you don’t know what it is,” White says. Or, the data might inform a shifting of resources to routes that really work from those that don’t.

“For transit planners, it gets very political about where to send a bus route, whether they spread out over a large physical area so everybody has a bus that comes by, or whether they concentrate resources where there’s more people. With good data, authorities can make more informed decisions,” White says.

For instance, one of GMV Syncromatics' customers had a grant to pay for evening bus service. When the grant ended, the authority faced a decision to pay for the service itself or let it expire. Local officials advocated for the service to appease constituents. But the data showed ridership that was too low to justify the service. Also, ridership data helps to inform decisions about where to construct shelters at bus stops.

Choosing GoodData

GMV Syncromatics' target market is mid-sized cities that run between 50 and 300 buses. That is a huge market given that 65% of the nation's mass transit authorities are about that size.

GMV Syncromatics was drawn to GoodData because of the strength of its embedded analytics, White says, and also because it enabled GMV Syncromatics to still control the user experience and the user interface.

Typically, government software lacks the ease-of-use and feel that people have come to expect from technology, White says. "Our users, frankly, don't even know they're using GoodData. It was important to us that customers use our software design, which we consider a key differentiator because it enables an enjoyable and positive user experience."

In the Future

GMV Syncromatics is already planning enhancements to Sync Insights. Later this year, it'll give transit authorities the power to develop their own reports and go beyond standard dashboards.

"We're really excited about this because it shows that this is a platform that will enable us to continue to provide new value. It's not something that's done today and set in stone," White says.

Also, GMV Syncromatics expects to increase capabilities for transit authorities to more robustly track data in real time and be able to more quickly respond to situations, such as adding buses if routes are especially heavy or if buses are running too far apart.

"We'll have data embedded throughout the website in areas that don't look like the reporting section or the data section," White says.

The improvements, GMV Syncromatics says, are all intended to make mass transit more efficient, more helpful to the communities and citizens it serves, and more cost effective.

"This is part of a trend. We're contributing to the ability for transit agencies to be more efficient," White says.

