



Traffic Data Accuracy Tool™

"Trust but verify" - Russian proverb

Traffic Data Accuracy Tool™ (TDAT™) by Hermes Traffic Intelligence uses proven and transparent methods to analyze, validate and certify critical data purchased from services such as Garmin, TomTom, HERE, and Google/Waze.

Reduce the risk of using inaccurate data.

Bring legal and professional peace of mind by investigating for accuracy the data you use in critical decision making.

Traffic data and you

Competing providers of traffic related data claim to have the "best" data. You, the customer, have the difficult task of:

- Determining decisive factors when choosing a data provider
- Verifying that the data provided in fact are applicable for the intended use case
- Validating data are accurate

Using our proprietary tools, Hermes TDAT™ delivers extensive and detailed insights as to the value and applicability of any source of traffic data.

We understand data

We have extensive expertise and tools for data driven traffic decision support. At Hermes Traffic Intelligence we analyze, decipher and evaluate any data source.

Client problem:

- Need to compare multiple data streams
- Require visualization of critical points
- Desire outside expert opinion on the various available data sources

Hermes TDAT™ solution:

- Customize reports for each individual agency and department responsibility
- Visual examples showing essential characteristics/discrepancies of data
- Expert opinion on applicability of the data streams to the decision making process

RESULT: At a fraction of the data stream cost client receives experienced council and a clear view of how acquired data are best applied to the decision making process (i.e. in this case, budget allocation).



Actual example of RED supplier providing "guestimated" data at off-peak hours



Actual example of BLUE supplier smoothing estimates

