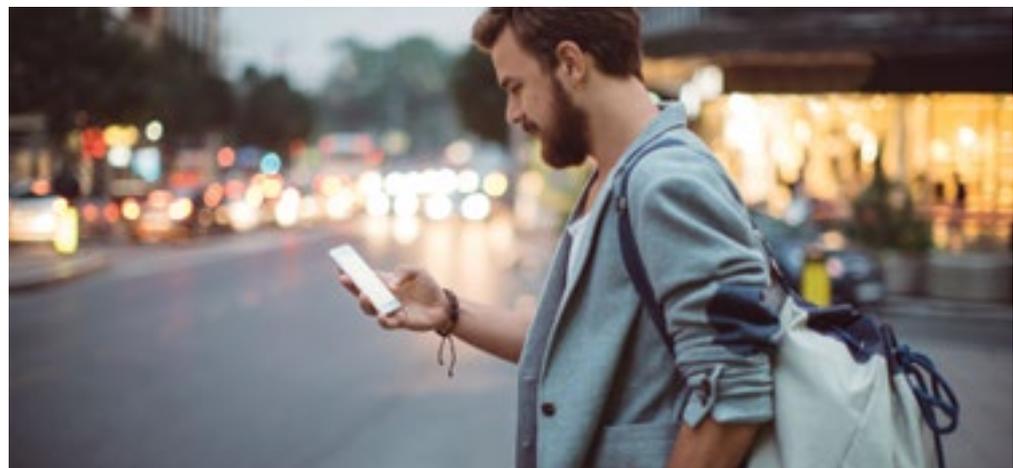


# VODAFONE OFFERS REVEALING INSIGHT INTO HUMAN GEOSPATIAL MOVEMENT

[Vodafone](#) is harnessing its anonymised geospatial movement data to give organisations an unparalleled understanding of how millions of people move in time and space. Delivered using [Esri's ArcGIS platform](#), this data enables organisations to make better decisions about public and commercial infrastructure investment.

With millions of mobile customers in the UK, Vodafone can analyse vast amounts of time-sequenced geospatial data, indicating how groups of people move around a wide geographical area right across the entire country. Realising that it could use this immense data asset of anonymised and aggregated movement data to help organisations better understand their customer environment, Vodafone has been using the ArcGIS platform to enrich its own data and build up unique and comprehensive patterns of movement in real time. ArcGIS enables Vodafone to interrogate its big data assets, answer complex questions and present the results of analysis in a format that its customers can readily understand.

Vodafone's aggregated and anonymised movement data can be useful to a number of public and private sector organisations, who can use it to make well informed business, planning and infrastructure decisions. It replaces the need for one-off,



on-the-ground surveys that are not only costly, but also give just a brief snapshot of what is really happening 24/7. Already, the Welsh Government is taking advantage of this movement data to help it understand traffic patterns in South Wales and ensure that its multimillion pound budget is well invested to deliver the greatest improvement in public facilities for citizens.

It is anticipated that this emerging data source will be particularly valuable to existing users of Esri software, as they will be able to easily integrate analysis of Vodafone's anonymised and aggregated movement data with their own business information to gain an incredible insight into millions of journeys that previously just would not have been possible.

“ ArcGIS is a wonderful canvas for visualising and revealing insight into the relationship between Vodafone's population movement data and the spatial environment. ”

Fraser King Senior Commercial Manager, Vodafone Location Insight