DL. DIGITAL LAB

THE END GAME

The role of road authorities in 20 years & Digital Lab as a catalyst

Kamran Ashraf
Head of Digital Lab
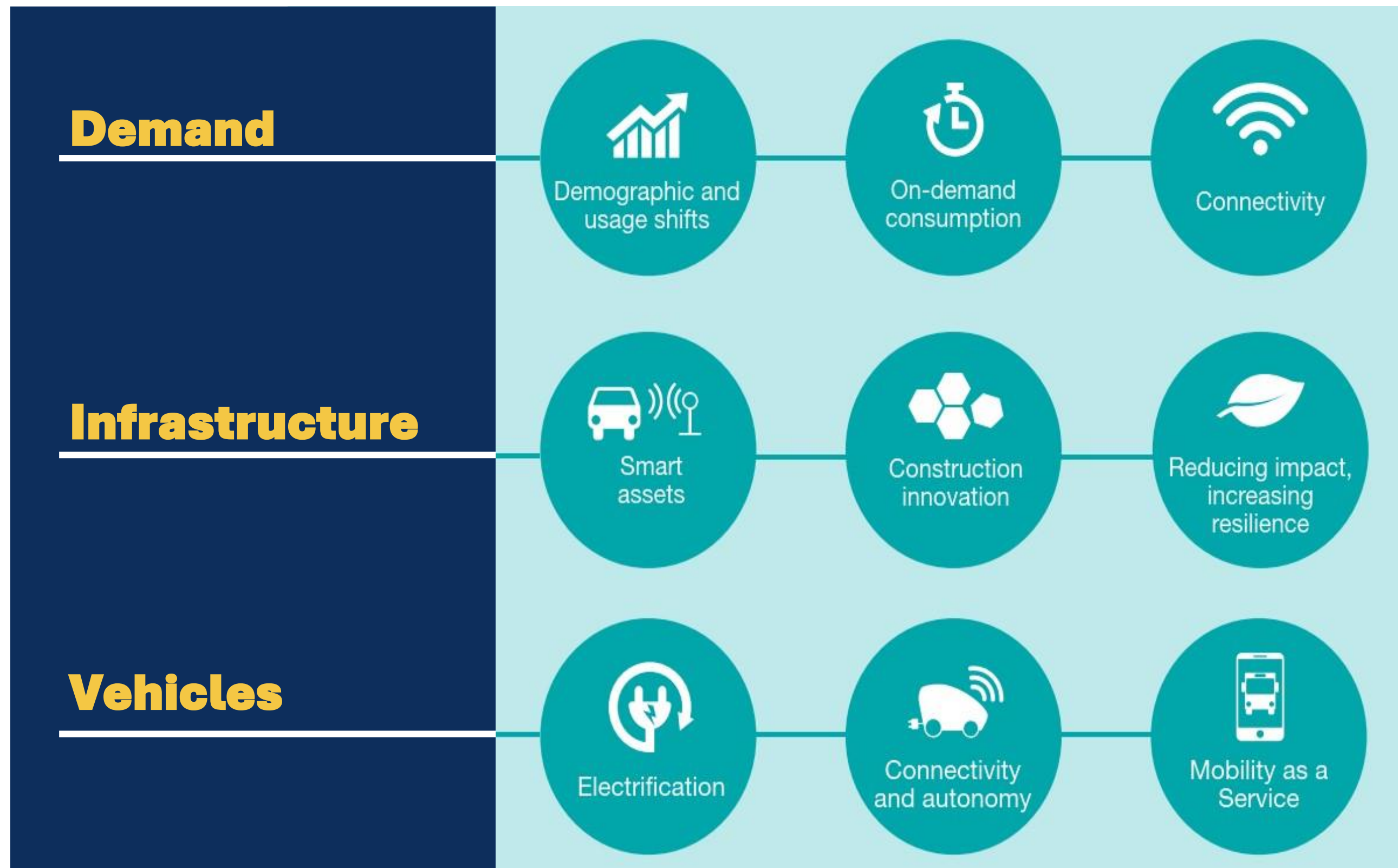Chief Data Office, National Highways, UK

INTERTRAFFIC
29 MAR - 1 APR 2022 AMSTERDAM

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The End Game

Connecting the Country; Our long-term strategic plan to 2050

https://nationalhighways.co.uk/our-roads/future-roads/connecting-the-country/

Continuous Transformation Journey

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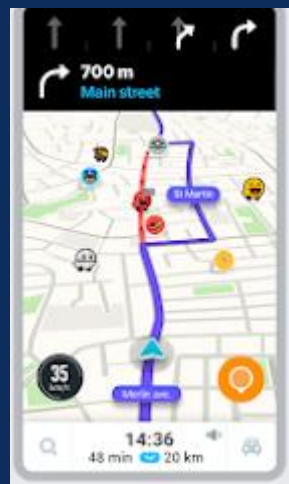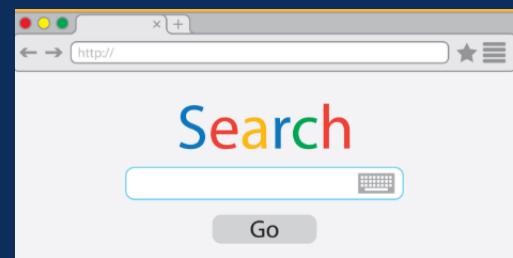
were - **Builder** → are - **Operator** → be – customer service **Provider**

Our customers will be better informed and have trust in the journey information they access, ensuring that they feel safe and in control of their journey
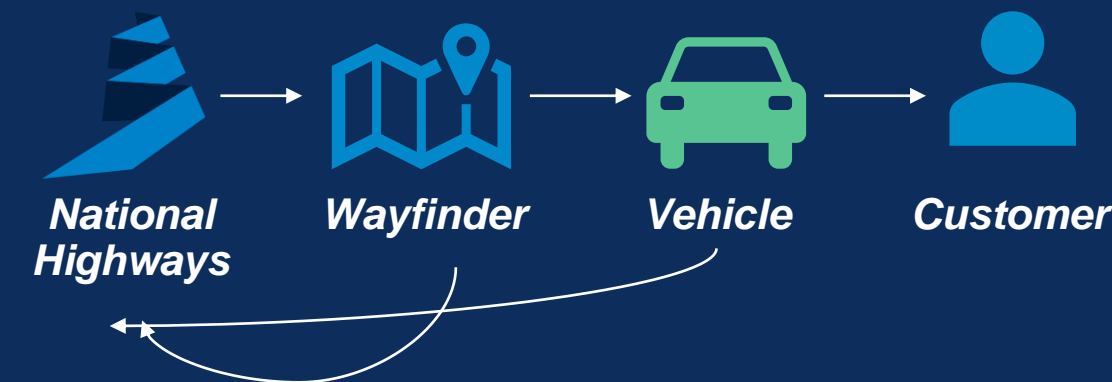
From B2C

To B2B2C

X – High quality information in one place

X – All Information in their app or channel of choice

National Highways → Wayfinder → Vehicle → Customer

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3

Purpose & Proposition

We are the National Highways **Digital Lab**, an **open platform** for data-led insights & innovation to **better connect the country**

Our commitment is to improve the journey of our customers and impact on our communities. We're opening up our data and expertise as a platform for innovation across the connected services ecosystem

Data Lab
- Data services
- Data standards
- Developer community

Insights Lab
- Market trends and research
- Voice of road communities
- Thought leadership

Innovation Lab
- New technology pilots and centre of excellence
- SMEs and start-ups accelerators
- Innovation hub

Immersion Lab
- Customer experience immersion
- Employer experience immersion
- Industry events

CoLab
- Learning and development
- Experts network
- Talent management

Data & Digital Starting Point

DIGITAL LAB

10 **Digital Lab** *"I see value in how we work with National Highways in partnership to deliver improved customer outcomes by creating connected services."*

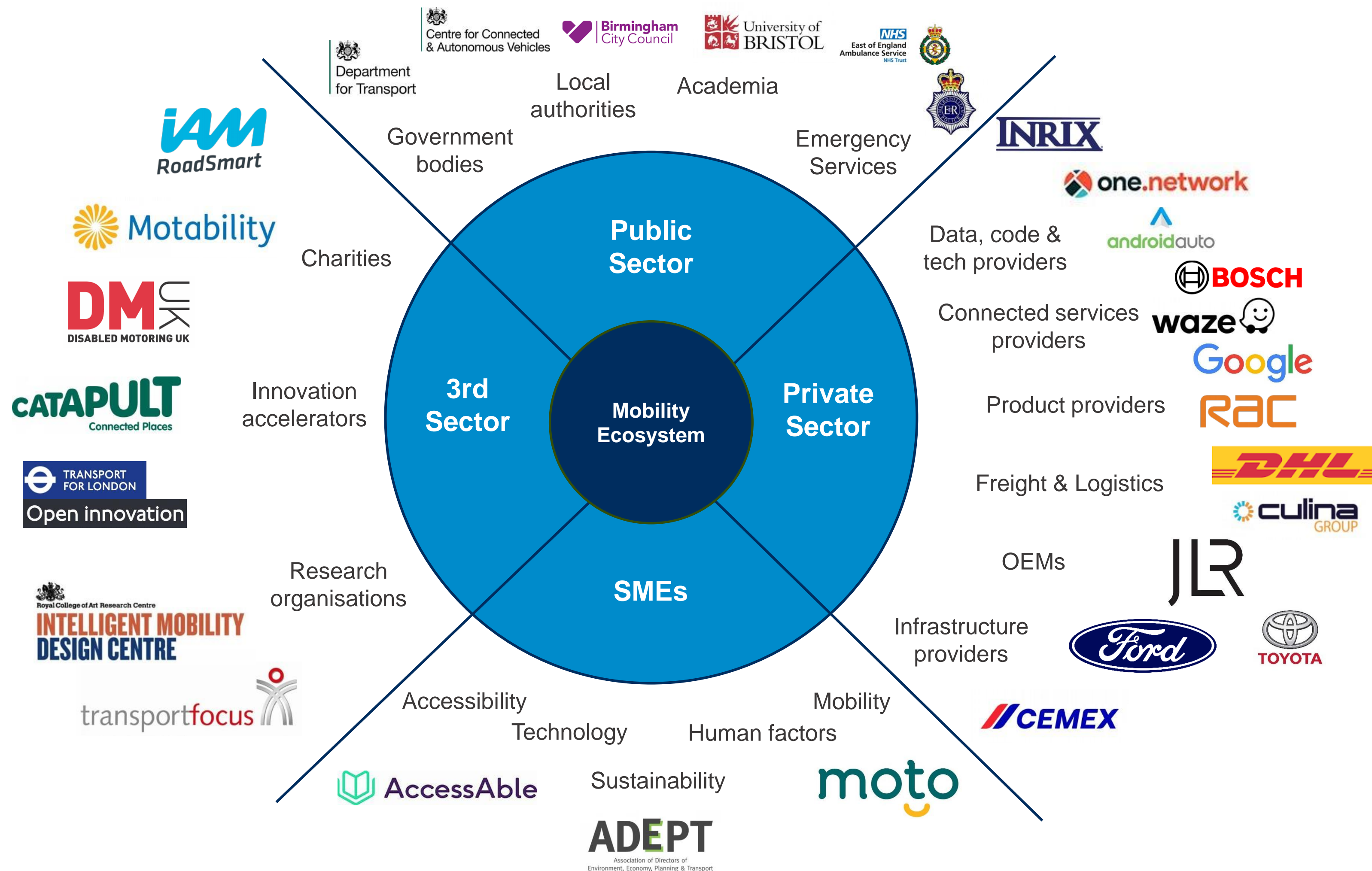| EXTERNAL FOR PARTNERS Data Service APIs					INTERNAL FOR NATIONAL HIGHWAYS Decision Support Tools		
1 **Road and Lane Closures**	**2** **Digital Variable Message Signs**	**3** **Speed Managed Areas**	**4** **Diversion Routes**	**5** **Road Limits and Features**	**6** **Diversion Route Manager and Status Checker**	**7** **Roadworks Status Checker**	**8** **Connected Open Road Data**
"My apps automatically know what roads are closed and redirects me"	*"I know what dangers and obstructions are ahead and feel prepared."*	*"My apps and car always say the right speed. I feel in control."*	*"When the roads are closed, I know which alternative route to take and if it's right for me."*	*"The planners at base always know the right roads to direct me to for my vehicle."*	*"I will know which diversion routes are feasible and when it was last checked and agreed with local parties."*	*"I see a list of planned roadworks and if our data doesn't match the live vehicle data, I know how to resolve it."*	*"I can use our data to identify incidents and be proactive in our response, including sharing resolution time and traffic management plans with others."*
Expected Mar 2024	Expected May 2024	Expected Nov 2024	Expected Oct 2024	Expected Oct 2024	Expected Sep 2024	Expected Oct 2024	Expected Nov 2024

9 **Customer Feedback** Expected Nov 2024 *"It's easy to voice my concerns and I feel heard as I can see the impact of my feedback."*

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Mobility Ecosystem Partnerships

Digital Partnerships Plan

Capability

| Partner Management | Partner Experience | Partner Engagement |

Market Segment Level

1	2	3	4	5	6
Wayfinders	Data Aggregators	Domain Specific Apps	OEMs & Tier 1 Suppliers	Public (Local Authorities, Charities & Academia)	Freight, Fleet & Logistics
E.g.: Google, waze	E.g.: here, swarco	E.g.: vodafone, CIVICA	E.g.: Land Rover, Ford	E.g.: Transport for West Midlands, Birmingham City Council	E.g.: Eddie Stobart, DHL

Persona Level

| Digital Products Data Partner | Digital Strategy Innovation Partner |

Archetype Level

| Business Explorer | Technical Explorer | Integrator | Maintainer | Head of Partnerships | Digital Strategist | Product Owner |

Thank you, any questions?

Start your engines

The Road & Lane Closures API is now live!

One down. Four to go.

The Road and Lane Closures API is just the beginning.
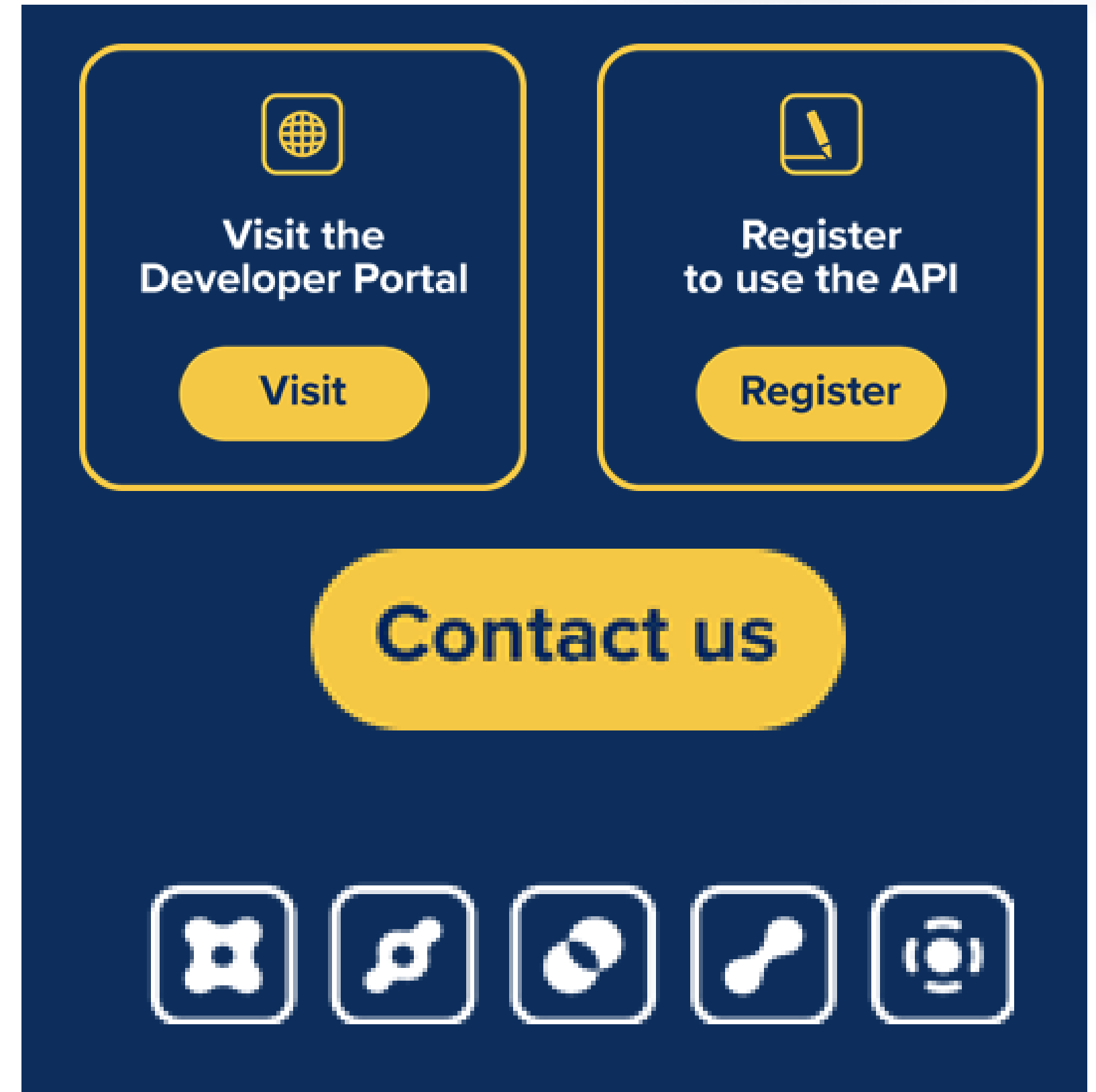
Road & Lane Closures

Digital Variable Message Signs

Speed Managed Areas

Diversion Routes

Road Limits & Features

Visit the Developer Portal

Visit

Register to use the API

Register

Contact us

https://developer.data.nationalhighways.co.uk/
mailto:digitallaboperations@nationalhighways.co.uk

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