

INTERLINK FOR TRANSPORTATION

Rising traffic congestion and increased vulnerable road user injuries and fatalities are placing unprecedented strain on state transportation agencies. To help address this, Deloitte, in collaboration with Google, developed Interlink – a GenAI-powered geospatial platform integrated with Google Cloud Vertex AI, Google Maps, Waze, and other third-party data sources. This scalable platform democratizes data insights and offers advanced AI/ML tools, providing traffic engineers and urban planners with a solution to help enhance safety, prioritize infrastructure improvements, and optimize traffic operations.

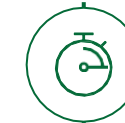
KEY FEATURES

Designed with the user in mind, these key features of the Interlink platform simplify transportation management:

- 1 Conversational Data Access**
Get instant answers to your questions.
The Natural Language Panel provides a chat-based interface for querying custom data and information, simplifying data retrieval.
- 2 Advanced Geospatial Visualization**
Gain a comprehensive view of your transportation network.
The Map Interface leverages sophisticated layering and filtering capabilities to provide powerful visualizations, enabling users to explore live and historical data with ease.
- 3 Integrated Analytics Dashboard**
Make data-driven decisions faster.
The Insights Panel combines map data with GenAI-powered insights and data visualizations, enabling users to easily analyze information and export findings for further investigation.

ANTICIPATED ADVANTAGES

Interlink can deliver tangible results by enabling transportation agencies to:



Reduce Disruptions and Improve Response Times: Develop real-time situational awareness by detecting, analyzing, and prioritizing locations of incident hotspots and bottlenecks to proactively address them before they escalate.



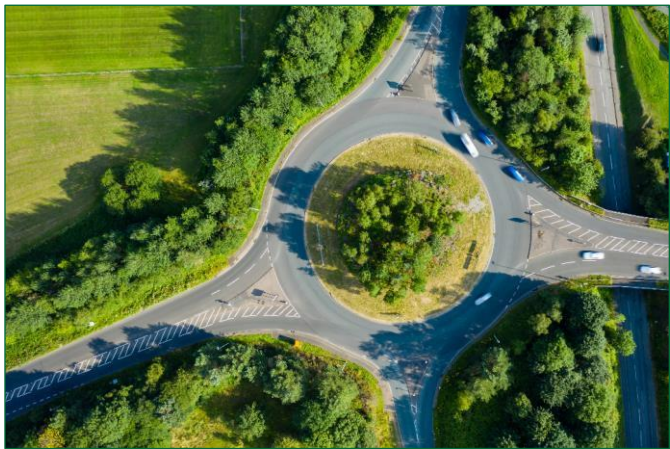
Improve Decision-Making and Prioritize Infrastructure Investment: Recommend, predict, and prioritize infrastructure improvements, proactive safety efforts, and traffic operations and congestion management solutions.



Increase Efficiency and Optimize Resource Allocation: Automate time-consuming processes such as report generation for incident management to increase productivity and free up staff to focus on strategic planning, analysis, and other critical initiatives.

SOLVING TRANSPORTATION CHALLENGES: REAL-WORLD USE CASES

Interlink’s leading AI models help monitor real-time traffic conditions, detect incidents, generate alerts, and understand impacts of planned events to implement traffic management strategies and inform future planning needs. Explore these real-world use cases:



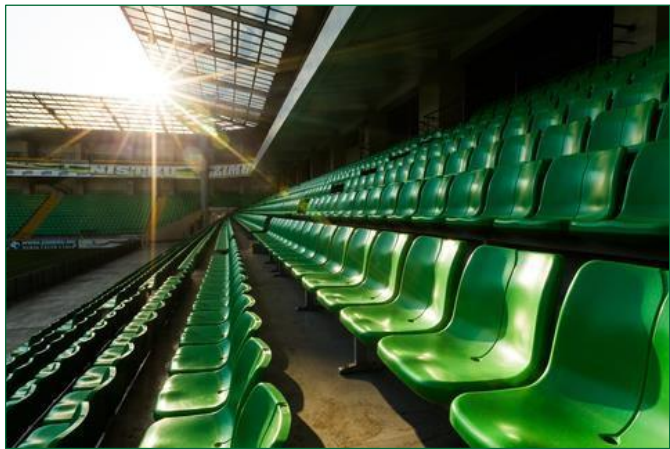
Real-time Traffic Monitoring and Incident Management
Minimize traffic disruptions and improve emergency response times

Gain real-time awareness of incidents, bottlenecks, and other traffic abnormalities. Interlink alerts you when and where conditions are dangerous or deteriorating so you can proactively respond, which can lead to smoother traffic flow, reduced congestion, and improved safety for constituents.



Recurring Congestion Mitigation
Proactively address recurring congestion hotspots

Analyze historical and real-time traffic data to identify recurring congestion patterns and pinpoint their root causes. Interlink empowers you to quickly generate actionable intelligence and data-driven mitigation strategies, including infrastructure improvements, signal timing adjustments, and alternative route planning.



Event Traffic Planning and Management
Ensure smooth traffic flow during large-scale events

Assess the anticipated traffic impacts of planned events, from concerts to sporting events, to implement traffic management strategies and enable inter-agency coordination. Interlink enables you to simulate scenarios, predict traffic conditions, and recommend solutions for effective post-event dissipation, minimizing delays and maximizing safety.

LEARN MORE



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