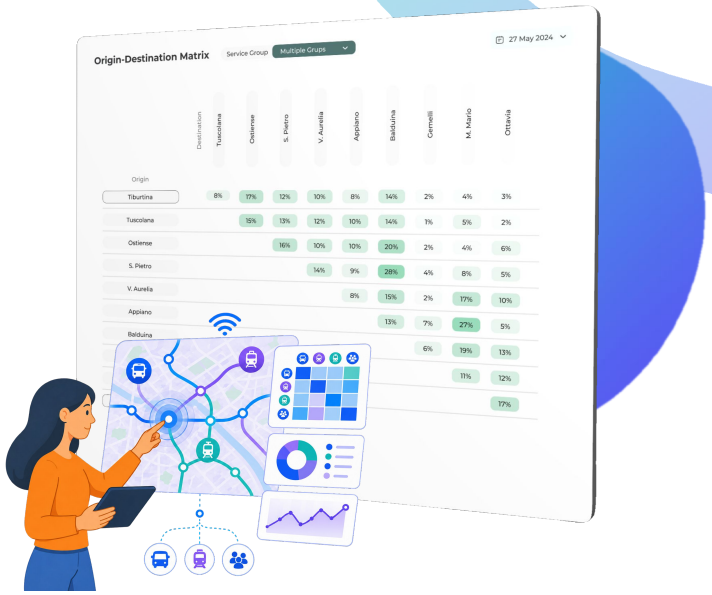
Flowy

Counts show how many. Flowy shows where they travel.

Origin–destination matrices, beyond passenger counts.

Passenger counting measures volumes. Flowy adds the missing layer: **it reconstructs anonymous O-D flows between stops, districts and cities, linking boardings, alightings and onboard loads to the correct service.**



Value beyond counting | Privacy by design

O → D	24/7	1 view
Anonymous analysis of passenger O-D journeys	Always-on data, ready to integrate with third-party tools	Analyse journeys between stops, districts and cities

The economic value of Flowy data

Optimise services and revenue

Identify underserved links, improve interchanges and align services with actual transport demand.

Lower installation time and costs

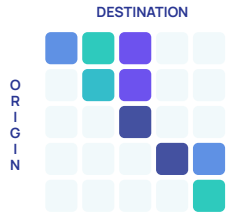
Flowy cuts installation time and costs with innovative technology requiring just one sensor per carriage or bus, reducing retrofit costs by up to 90%.

Accurate, interoperable data

Flowy combines service data and real-time passenger flows using GTFS-RT, sensors and proprietary algorithms to optimise operations and services, with full respect for privacy.

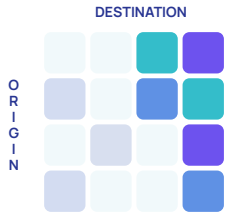
3 use cases: from the O-D matrix to action

Route split opportunity



ACTION → split the route at the interchange: fewer unproductive kilometres

High-attraction terminal stops



ACTION → run express services to key destinations: shorter journey times.

Weekdays vs weekends



ACTION → adjust frequency and capacity to weekday and weekend patterns.

Reconstruct the full journey. Discover the value of Origin–Destination analysis.

Validate the O-D matrix with a POC on your transport network, then scale it across routes and fleet. **Trusted by more than 15 public transport operators in Italy.**

ASF · SAD · TUA · ATV · TRENORD · TRENITALIA · BUSITALIA · COTRAL · GTT

Request a demo →

Marco Musumeci
+39 334 181 2610
m.musumeci@flowy.biz

Flowy