

Profile

PTV Group offers software and consulting services for transport, transport logistics and geomarketing. Be it transport routes, distribution structures or private and public transport – PTV Group plans and optimises everything that moves people and goods worldwide. Its portfolio covers software and services, research, consulting as well as data and content. Customers in over 120 countries rely on PTV solutions which enable public and private sector clients to accomplish their daily tasks fast and efficiently. At the forefront: the market-leading product lines PTV Map & Guide for transport route planning, the PTV xServer software components and the PTV Traffic Suite for transport planning and traffic simulation.

Scientific expertise is one of our greatest strengths. All our projects are based on a practical and goal-oriented approach. Currently, we have over 700 employees worldwide crafting powerful and innovative solutions. Located in the heart of the Karlsruhe technology region, PTV's head office has been the company's centre of development and innovation since its foundation in 1979.

Core competencies

The Traffic Software division develops, markets and distributes numerous software products for transport planning and optimization. This includes its world-leading software suite with PTV Visum for transport planning and PTV Vissim for the simulation of traffic and pedestrian flows. One of the main objectives is to plan and use transport infrastructure in a sustainable and resource-saving manner. Our traffic management and traffic engineering solutions are designed to improve transport processes relevant to the physical traffic infrastructure.

The products and solutions provided by the Logistics Software division help customers in industry and trade manage and execute their transport logistics operations fast and efficiently. PTV's in-depth expertise in this field assists users in optimizing their logistics processes, their freight transports and routes – from medium- and long-term strategic planning to day-to-day business and from centralised dispatcher solutions to navigation in the individual vehicle. Market-leading products in this segment include the transport route planner PTV Map&Guide and the PTV xServer family of developer products for any application with a spatial reference.

Transport Consulting focuses on the analysis of transport systems and the development of new traffic management concepts. The division offers comprehensive consulting services for planning, optimization and control of public and private transport. Thanks to PTV's unique expertise that covers all modes of transport, our consultants are involved in ambitious transport development projects, such as the creation of transport master plans.

Online meets offline

Online simulation provides the ideal basis for improving traffic conditions throughout the road network. With PTV Optima, PTV has developed a tool for dynamic traffic predictions that are ahead of 'real' time. Experienced traffic managers usually know what kind of incidents occur within their road networks. But how can they respond to unforeseen, critical incidents?

An increasing number of cities and regions such as Piedmont in Italy, London or Hong Kong now use online simulations that help them make informed decisions on measures designed to improve their specific traffic situation. PTV Optima helps traffic managers achieve their goals. The model-based solution combines proven offline transport modelling with real-time data and algorithms.

Offline data, such as strategies developed in PTV Visum, can be applied to PTV Optima's online environment. This is where they are assessed, compared and weighted before being transmitted to the road. The tool is able to compute multiple combinations of strategies within a few minutes so that the best strategy can be implemented as quickly as possible. Thanks to this approach traffic managers are provided with reliable information on unforeseen events and are thus more confident when they turn scenarios into operative measures. They can opt for the most appropriate measure recommended by PTV Optima in order to quickly return traffic to normal levels within the road network.

New since 2017: Mobility as a Service (MaaS)

PTV's Mobility as a Service (MaaS) Accelerator Program offers a complete portfolio of component technologies for planning MaaS operations, including operation and control of MaaS in any city of the world. The program is aimed at both automotive OEMs and city administrations. The development of the MaaS program is based on ongoing cooperation with customers and partners. It will take them all the way from modelling and evaluating MaaS operations, through to simulating, optimizing actual operations, controlling, and

where necessary, integrating with a city's or state's overall mobility platform, or a city's mobility mix operating system.