

2017



Geo Business Seminar



WELCOME



Using multimodal accessibility analysis for optimal site location: how does CBRE achieve its goal?

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Multimodal accessibility analysis for site location

Using multimodal accessibility analysis for optimal site location: how does CBRE achieve its goal?



What MobiAnalyst has to Offer



Powerful decision-making tool for Territorial GeoAnalysis and Improving Mobility

MobiAnalyst©



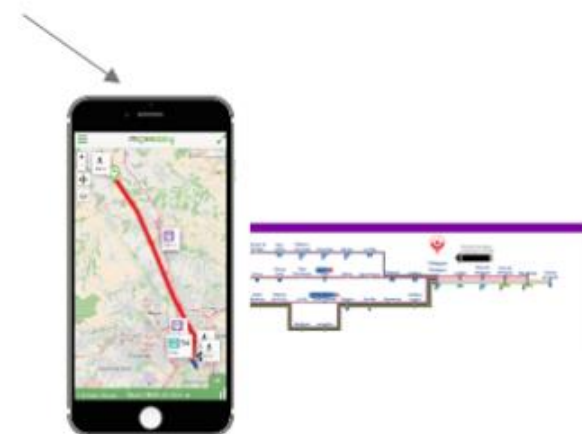
MULTIMODAL STUDIES

- Territory/demographics analysis
- Optimize transport performances
- Site/store locations



MOBILITY BIG DATA ANALYSIS

- Where do they come from?
- Where do people go?
- What is the profile of people traveling?



MOBILITY SERVICES

- Facilitate transport-mobility of travelers
- Innovative real-time multimodal app.
- New generation of schematic transport maps

MobiAnalyst, a Comprehensive Decision Support Platform by **MobiGIS**

Your GIS partner

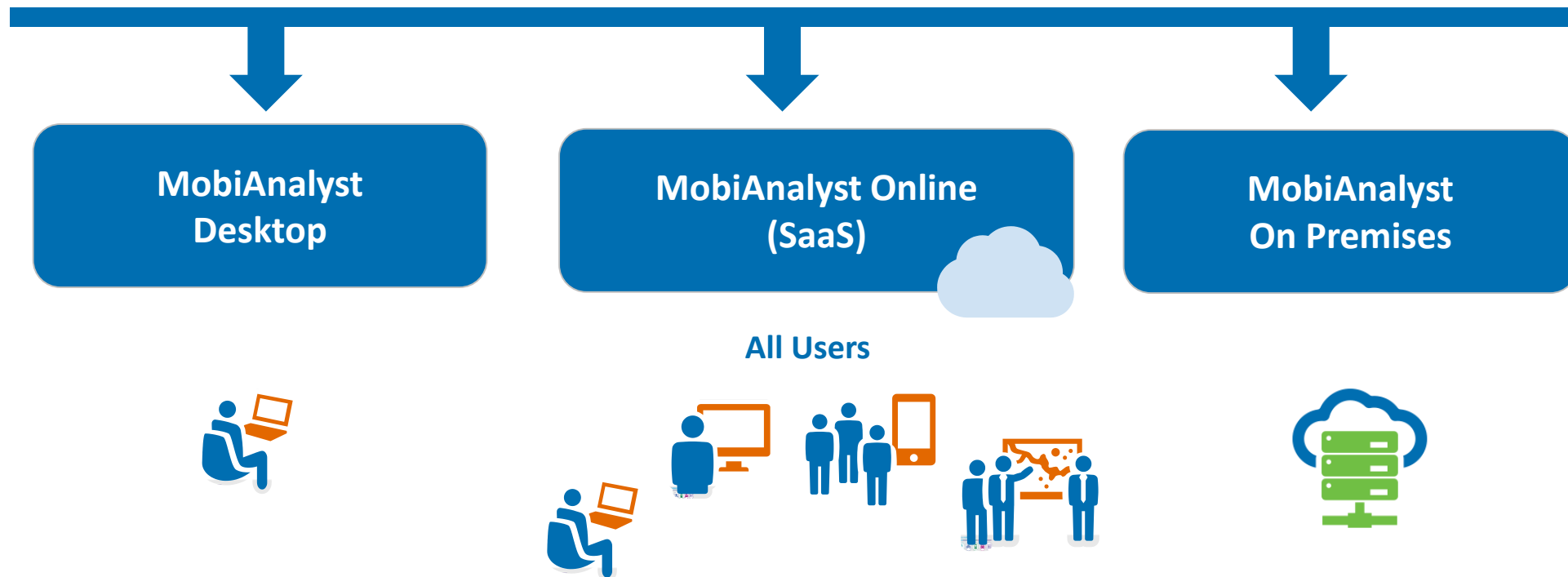


Esri Partner Conference
2014 Award Winner
ArcGIS for Desktop Based Application

MobiAnalyst©



ArcGIS Marketplace
Provider



ALIGNED &
LEVERAGING



Desktop, Online, Enterprise
Network Analyst
Business Analyst

ESRI CONFIDENTIAL _ DO NOT REDISTRIBUTE

What does CBRE Want?

CBRE Key Fact

Commercial property and real estate services adviser

Make Decisions

Invest in prime locations

Identify accessible sites

Analyze, Explain and Convince

Offer the best office locations to its clients, taking into account employee commuting times

Promote sustainable commuting: public transit, cycling, walking...

Analyze catchment area potential

The CBRE logo is displayed in a large, bold, white font. The 'C' is a dark blue-grey color, while the letters 'B', 'R', and 'E' are white. The logo is centered horizontally and partially overlaps the dark text box on the left and the background image of a city street.

How does CBRE Achieve its Goals?

How does CBRE reach this goal?

Input Data Preparation and Update

10 networks across France, including the Paris Region

MobiAnalyst© software for ArcGIS Desktop

MobiAnalyst© batch mode

- > Build a grid covering the territory of analysis
- > Multimodal O/D Matrix Solvers
- > ~1,000 Origins and ~1,500 Destinations
- > 1.5 million itineraries

Outcome

CBRE knows where to invest

CBRE can adapt its commercial offer to its clients' needs

CBRE

CBRE Testimonial

“Thanks to MobiAnalyst©, CBRE France is now able to produce its own analyses which [increase its productivity](#) and reactivity. Furthermore, the overall quality of its work is [regularly praised by its customers](#).”

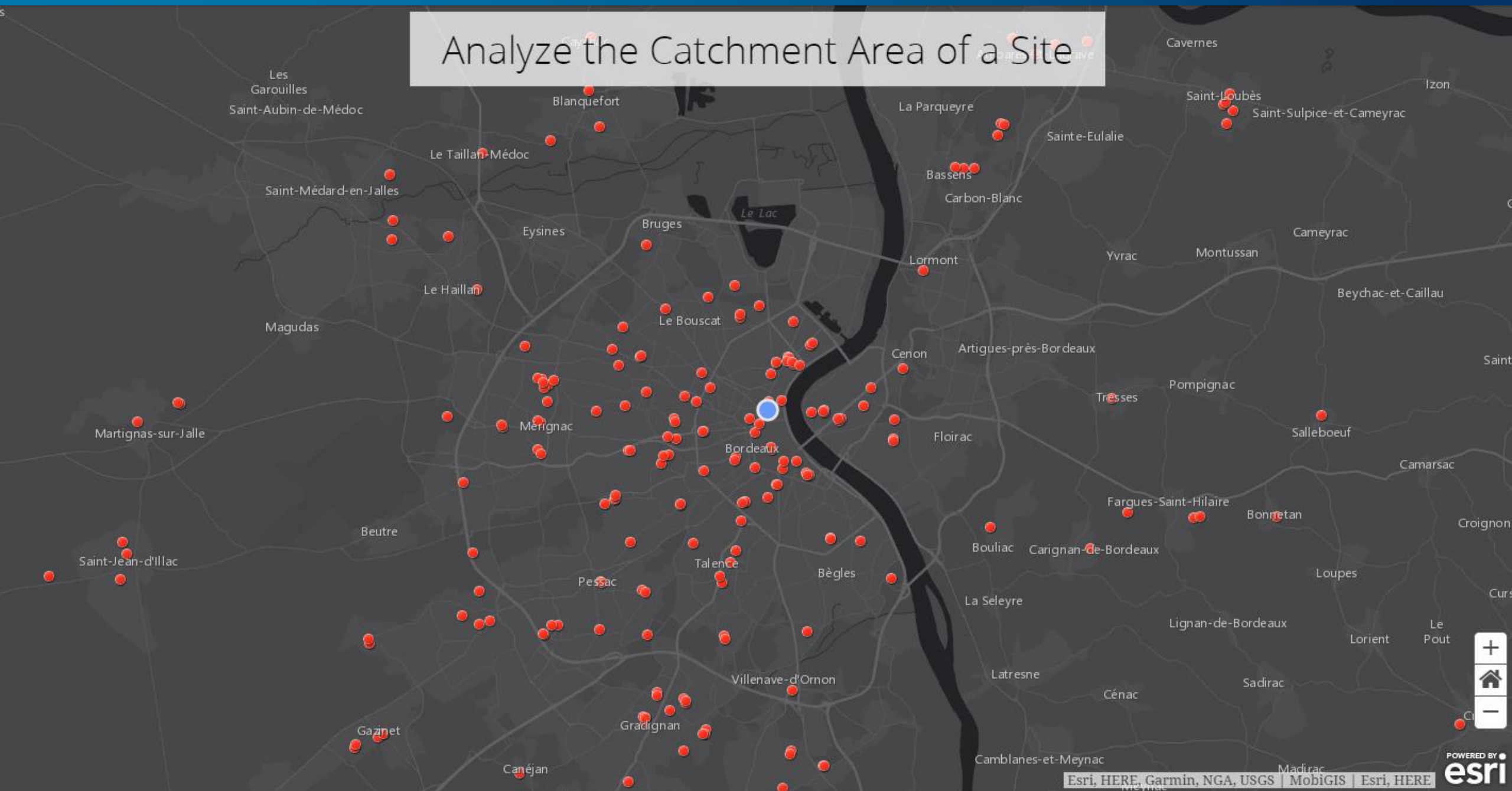
Return-On-Investment is a key factor for client satisfaction, as MobiAnalyst© allows to [gain 75% productivity](#) on multimodal isochronous analysis and [up to 3 days](#) for large transit networks modeling.”

Best Location for Employees

Employee accessibility

- **ODM & Access Areas**
 - **Good for Company Mobility Plans**
 - **Comparison between different modes**
 - **Production of a Statistical Report – a Dash Board for quick analysis, decision-making and sharing**
- **How might they commute? The National Commuting Survey can give an idea**
 - **How do people commute to these neighbourhoods?**
 - **How do people leave your employee's neighbourhoods to go to work?**

Analyze the Catchment Area of a Site



Analyze the Catchment Area of a Site

MA Analysis powered by MobigIS

Route Accessibility

Location parameters

Base parameters

Modes

☐ Vehicle

☒ Pedestrian

☒ Ferry

☒ Train

☒ Tramway

☒ Bus

Reference day

25/06/2015

Arrive at

9:00 AM

Max. walking time (in minutes)

40

Max. connections

3

Impedance

Time

Cutoffs (minutes)

20 40 60

Additional parameters

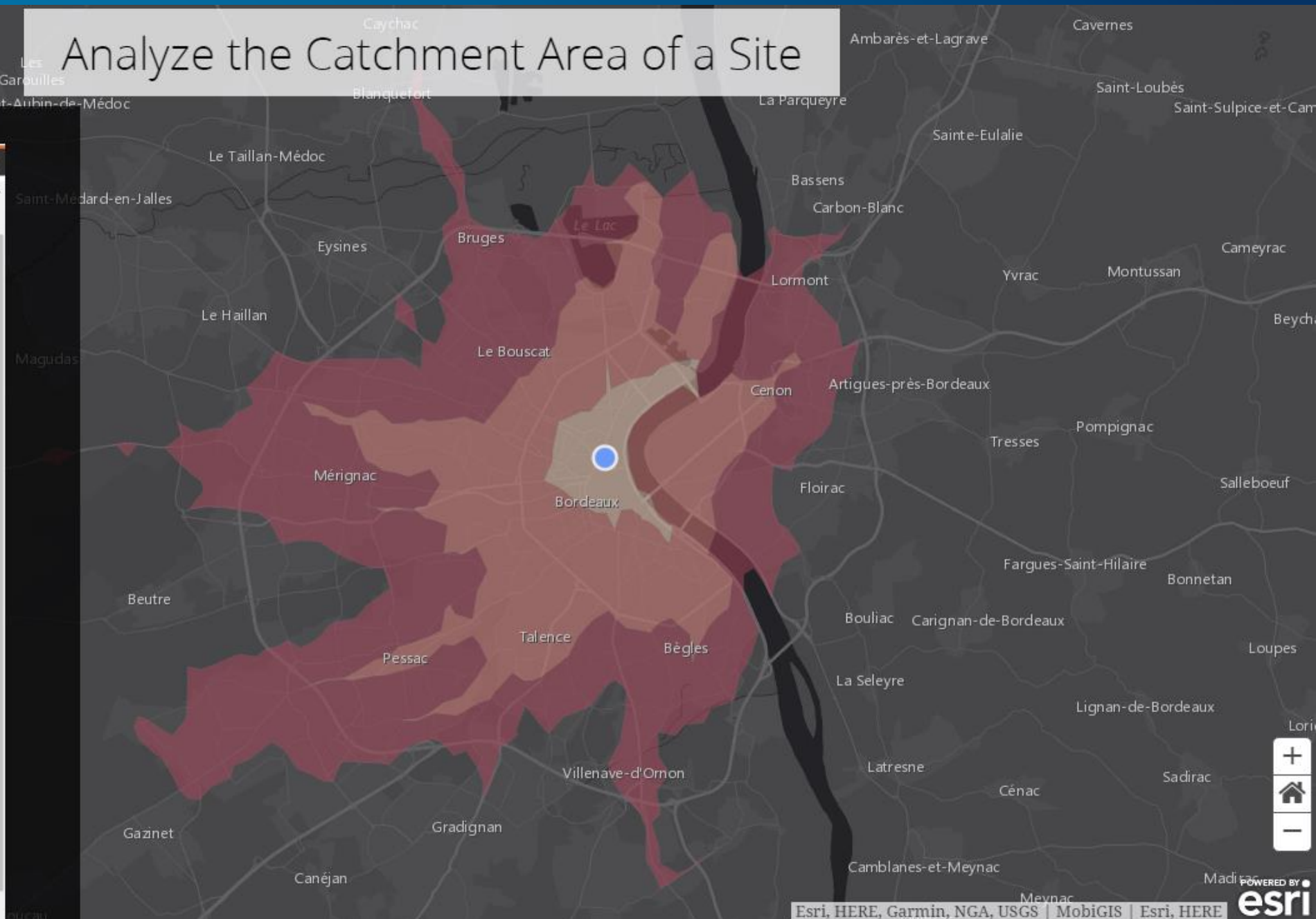
Advanced parameters

☐ Save the result to ArcGIS Online

☐ Save query

★ Load favorite queries

⌚ Load the latest queries



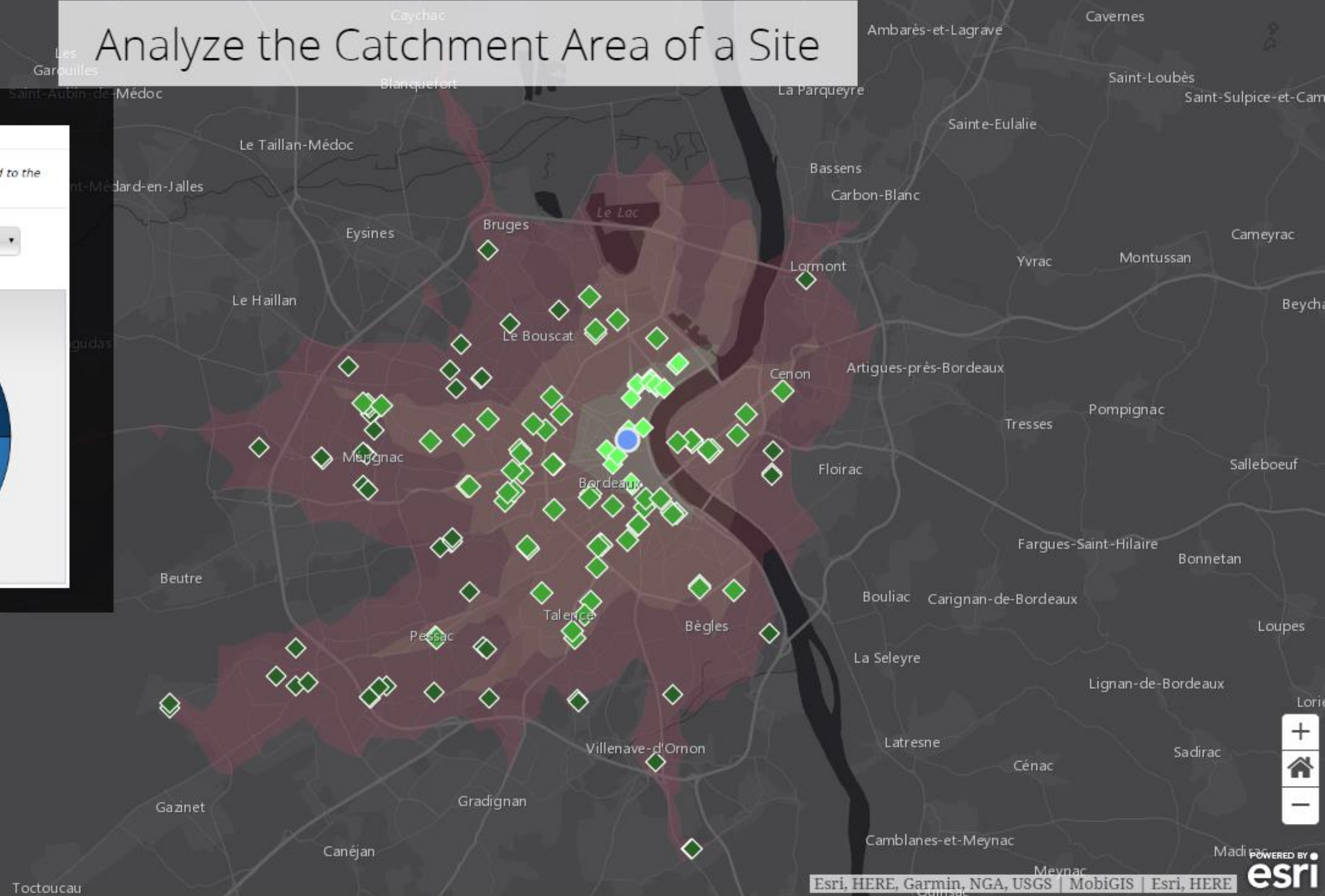
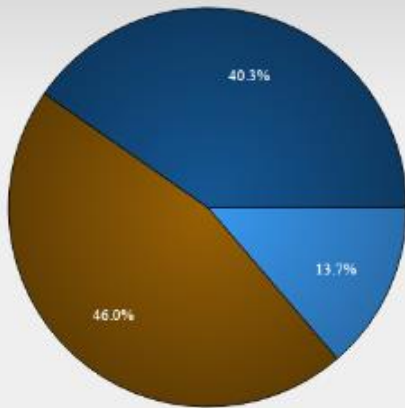
Analyze the Catchment Area of a Site

Statistic graphics

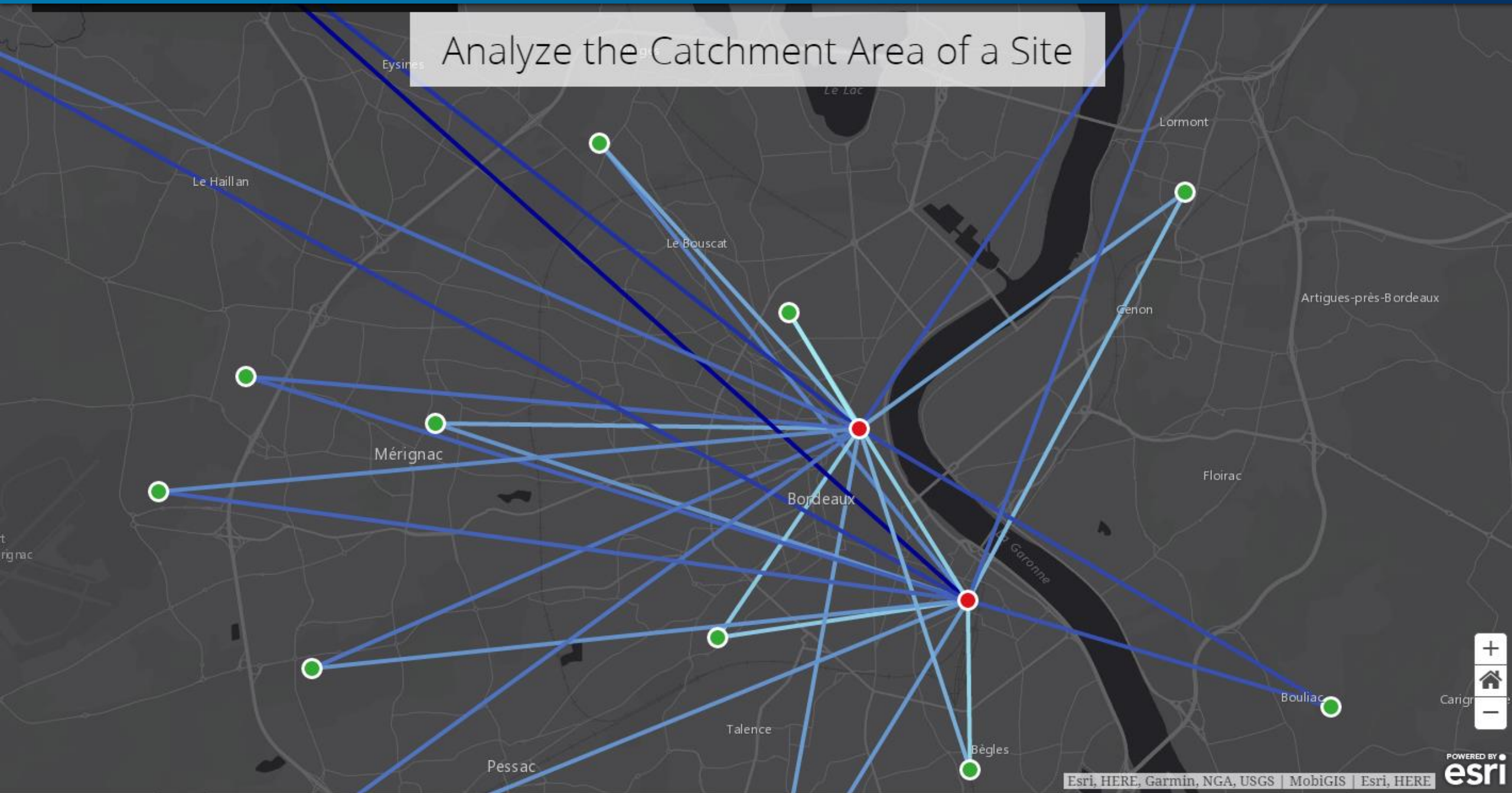
Typology distribution of points of interest compared to the thresholds of the isochrones

Select a type of point of interest : school

20 min 40 min 60 min



Analyze the Catchment Area of a Site

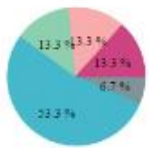


Analyze the Catchment Area of a Site

Statistical results of cumulated cost matrix

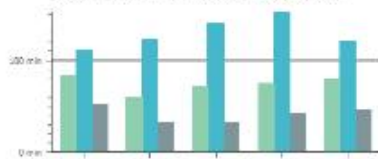
Statistics by : Destination ▼

Distribution of origins according to the local access time to destinations



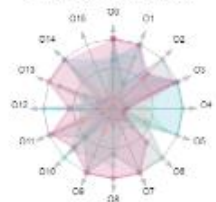
Legend: Destination 0, Destination 1, Destination 2, Destination 3, Destination 4

Average time, minimum and maximum of routes by destination



Legend: Average time, Maximum time, Minimum time

Profile of accessibility by destination



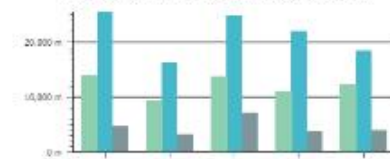
Legend: Destination 0, Destination 1, Destination 2, Destination 3, Destination 4

Rate of result by destination



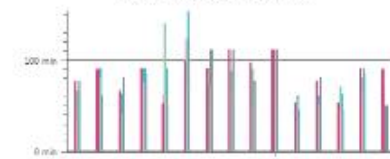
Legend: Resolved routes, No solution

Average distance, minimum and maximum of routes by destination



Legend: Average distance, Maximum distance, Minimum distance

Access time by origin for each destination



Legend: Destination 0, Destination 1, Destination 2, Destination 3, Destination 4

Export

Close

Catchment Area Analysis & Potential for Growth

Catchment Area Analysis

- **Customer Proximity**

- Limited travel times
- Various travel modes
 - Depending on service provided: local retail vs major centre

- **Population Catchment Area**

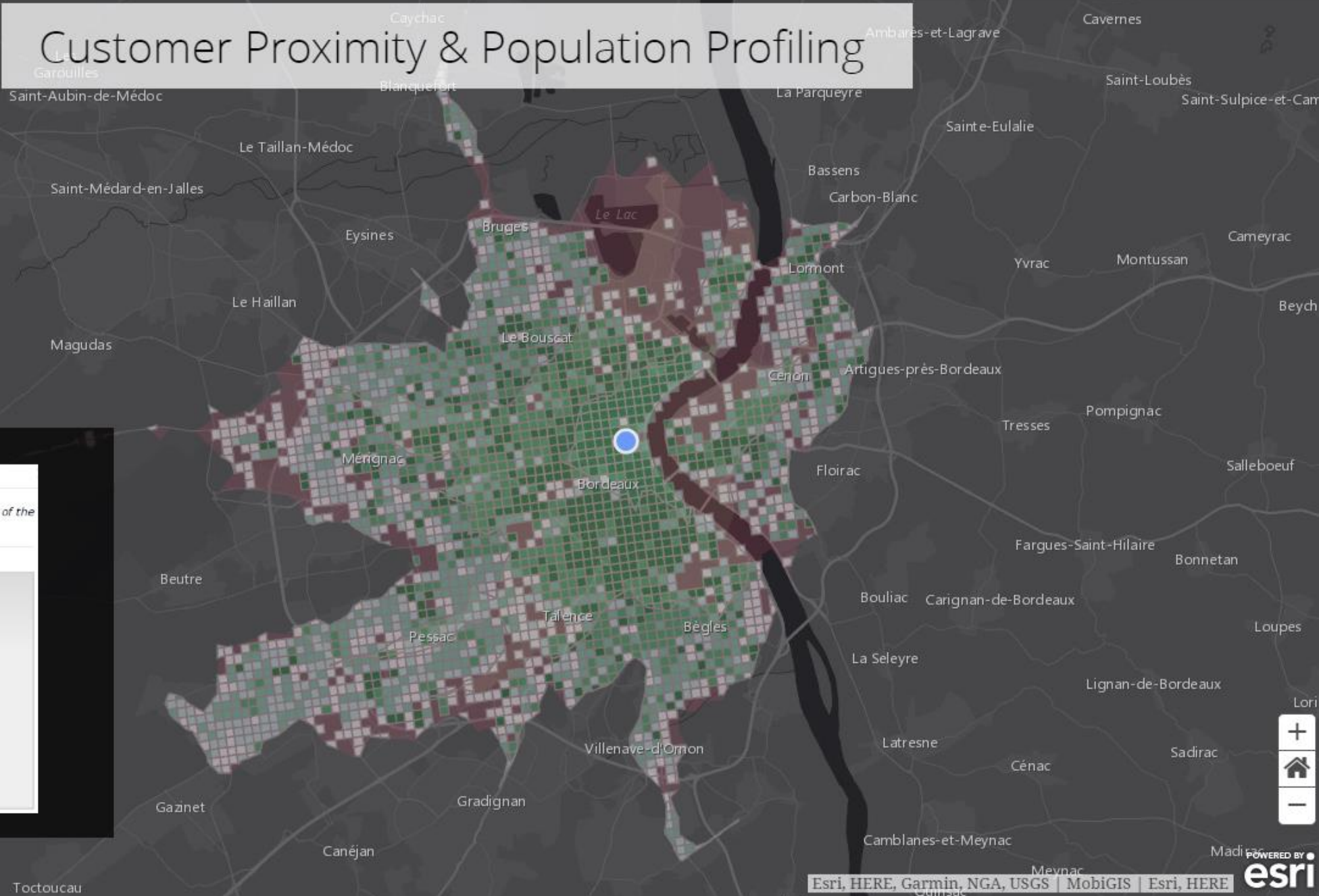
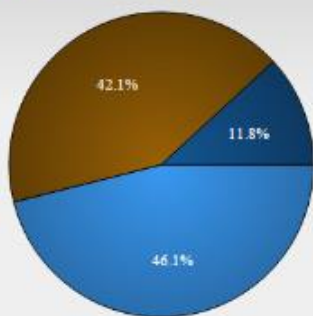
- Total population
- Population depending on times of day / types of days
 - cross-analysis with the catchment area
- Where do the people come from? How big are the mobility flows? Mobile Data answers this question
 - Is my new location too close from another site? Or too far?
 - Do I have another site where the flow comes from?
 - Socio-economic background of my catchment area
 - Socio-economic background of the mobility flows to my proposed location

Customer Proximity & Population Profiling


Statistic graphics


Population settlement compared to the thresholds of the isochrones

60 min 40 min 20 min



Customer Proximity & Population Profiling

 MA Flow

 Visualize and compare mobility flows

BOUYGUES TELECOM

3 Narrow Mobility Parameters

Select a day

☐ Select a day ?

☒ Select a period ?

From: 9/1/2015

To: 9/30/2015

☒ Select a type of day ?

☒ Monday ☐ Tuesday ☐ Wednesday

☐ Thursday ☐ Friday ☐ Saturday

☐ Sunday

Select a schedule

☒ Select a schedule ?

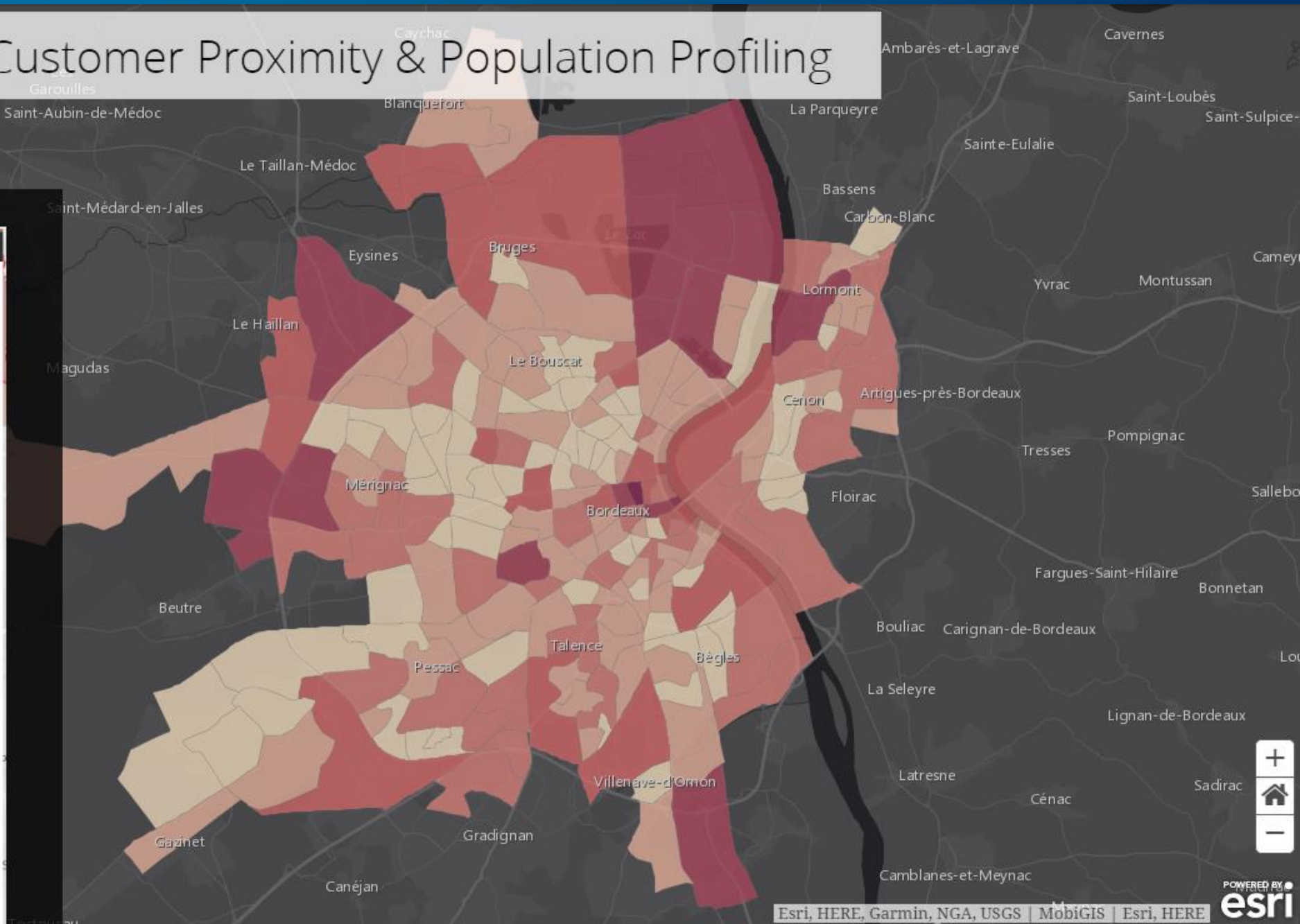
☒ Schedules ?

☐ 00h-06h ☒ 06h-10h


☐ 10h-16h ☐ 16h-20h

☐ 20h-00h

☐ Departure and arrival time ?



Customer Proximity & Population Profiling

 MA Flow

Visualize and compare mobility flows

INSEE

3 Narrow Mobility Parameters

Select a mode of transport

☒ Activate a filter ?

Marche à pied

Current selection

Transports en commun

Select a traveller profile

☒ Gender ? Hommes

☒ Age ?

Comprised between 18 and 65 years

☒ Occupational Categories ?

Agriculteurs exp

Artisans, comm

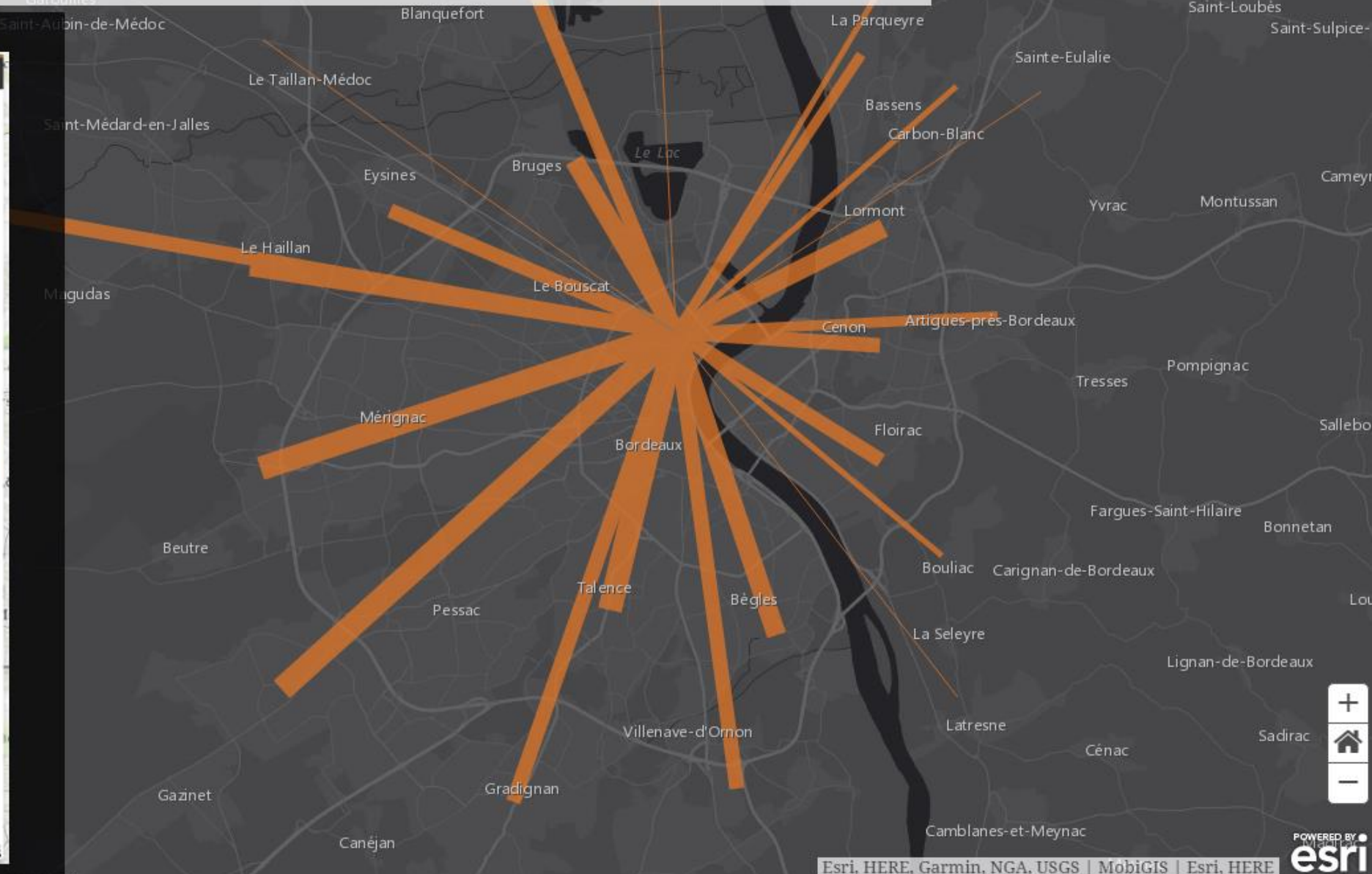
Autres person

Cadres et profe

Employés

Previous

Next



MobiAnalyst©

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Provider

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Marketplace

and


Send us your
ArcGIS User ID!



MobiAnalyst© ONLINE

GIS Cloud Solution

- Multimodal routing
- Multimodal service areas
- Multimodal networks catalog
- Cross-analysis of socio-demographic data
- Dedicated and secure web portal
- Share your results with ArcGIS Online



MobiAnalyst© Online ★★★★☆ (3)

par MobiGIS

[ACHETER](#) [ESSAI GRATUIT](#)

Tarification : Annual subscription from 2000 € HT

[Présentation](#) [Avis \(3\)](#) [Fournisseur](#)

MobiAnalyst© Online is a professional tool for geospatial analysis. Discover the easiest way to analyze mobility and increase your productivity!


Mighty features

MobiAnalyst Online is made for users who need to solve multimodal routes and service areas with a reliable software and a custom web application. They will be able to perform transit network analysis and geographic cross-analysis based by crossing multimodal calculation results with socio-demographic and economic data. Cross-analysis can also be performed with localized points of interest (POI) such as offices, clients, services, etc. Through these analyses, the users obtain key performance indicators (KPI) and a lot of precious statistical information.

MobiAnalyst© is especially designed for example Transport Authorities, Network Operators, Planning Agencies, Real Estate Companies, Fast Moving Consumer Goods, or Social and Health services.

Why do you need MobiAnalyst© Online ?

You can improve quickly your productivity and the reliability of your analysis by using the tool's extensive functionalities with multimodal transport networks. Share easily your results with your partners thanks to the MobiAnalyst© Desktop, Server platforms and ArcGIS Online. A lot of multimodal networks catalog available (urban and regional data) of France, USA, Canada, Australia, new networks are regularly added.



Date répertoriée :
novembre 2015

Version :
1.0.2

Plateforme :
Web

Configuration système requise :

Supported browsers :

- Chrome
- Firefox
- Safari 3+
- Edge
- Internet Explorer 9 and more

Prise en charge :
Pas de prise en charge

Langues :
Anglais, Français

Catégories :
Analyse, Planification, Visualisation des données

Secteurs :
Transports, Etudes, Entreprises

To find our page on
the **ArcGIS**
Marketplace,
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Stay in Touch!



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March 23rd

5 PM (CET)

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THE
SCIENCE
OF
WHERE