



Why you need an ITS Architecture



Planning a Modern Transport System

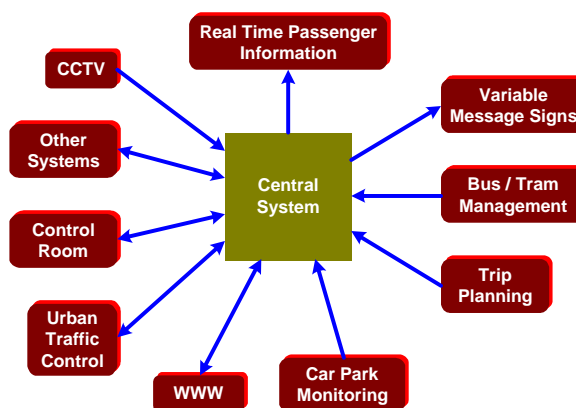
A modern transport system is likely to include a number of ITS (or telematic) components, e.g. automated systems for urban traffic control, public transport management and road pricing. The maximum benefit can be gained from these systems if they are fully integrated. Integration is also needed if you wish to provide services such as travel information, traffic management, through ticketing etc.

An ITS Architecture provides a systematic mechanism for achieving this. It also ensures that the system meets the needs and objectives of all those involved – public authorities, transport operators, ITS producers, and final users. It facilitates clear discussion and gives *valuable support to decision makers and stakeholders.*

With an ITS architecture, the components:

- can be specified and deployed in a logical manner;
- will be easy to manage
- will be easy to maintain and extend.

It also enables issues of integration, risk and organisational relationships to be resolved at low cost.



Commercial Benefits



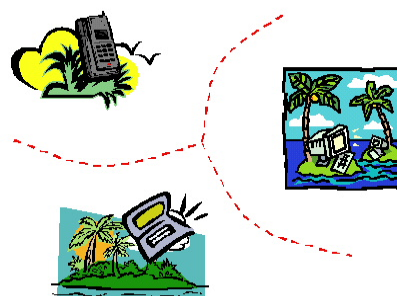
The use of an ITS Architecture:

- ensures an open market;
- permits economies of scale;
- ensures consistency of information;
- encourages investment;
- ensures inter-operability.

Compliance with the European ITS Framework Architecture ensures international inter-operability.

The risks you run with no ITS Architecture

- Lack of coherent component integration;
- Higher costs for updates and changes;
- Difficulty in extending the range of services;
- Difficulty in adapting to new technologies without large scale replacements;
- Difficulty in evaluating the risks in the proposed ITS deployment.



You may end up with incompatible “technology islands” and fail to develop the full potential of your ITS deployment.