VIA Software
Ideal technological supports for improving road safety in emerging economies
Erik Donkers

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VIA Software, 35 years in evolution

- Started 1984 as a consultancy specializing in road safety
- With the introduction of the PC started to develop software for internal use
- To gain insight the road authorities and police started using the software themselves
- Growing user group asked for more support and new features made us to update the software more often: Software as a Service
- Society demanding a real time insight encouraged us to complete our service: Data Management
- Starting with the Digital Colleague we provide proactive support for multiple user groups
Data Management

- PPP: Smart Traffic Accident Reporting
  - App crash reporting
  - Data validation
  - Making the data accessible

- Speed information
  - Navigation specialist HERE
  - Floating Car Data

- Road characteristics
  - Journey Risk Management in India
  - EuroRAP
Road safety came under pressure in The Netherlands
New approach was needed

STAR
Smart Traffic Accident Reporting

STAR an initiative of:

National Police
Association of Insurers
Private company
Smart Traffic Accident Reporting

Severe accidents

Minor accidents

Police

Traffic Solutions Software

VERBOND VAN VERZEKERAARS
Association of Insurers

www.star-traffic-accidents.eu
The STAR initiative

- **Goals**
  - Innovative cooperation between stakeholders (Public Private Partnerships)
  - Effective accident reporting system
  - All (local) stakeholders have access to the same data

- **Self supporting financial structure**
  - Police: VIA offers a ‘service for data’ model
  - Insurers: offers ‘app for promotion’ model, an public app to report accidents at insurers and collect data for road safety
  - VIA: developed the Digital Colleague
‘Service for data’ agreement

- Process the police report in to the actual accident database
- Developed of a feed back loop
  - Quality check of the accident data
  - Request police to complete the report
  - Management report of the reporting status different police regions
- Design of the smartphone app for crash reporting by the police and insurers
- Developed the **Digital Colleague** for
  - Policy makers
  - Police
  - Road authorities
  - ..........
Digital Colleague:
Attention of citizens for road safety

Real time accidents map on public website: www.via.software/map
Informing council members and stakeholders
Digital Colleague: Supporting policy makers with essential safety data
Digital Colleague: Integral approach by involving traffic related departments
Digital Colleague:
Easy to use tools for experts

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The data table above shows the status and mode of the system for April 2023, with a consistent count of 2,500 for each day.
What we are developing

- Standard software for setting up a national approach to road safety within reach of all countries
  - Started in Senegal
- Easy to use
- Unlimited number of users
- Collaboration with multiple user groups
- Affordable and accessible
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