



Accelerate your digital transformation through location intelligence

Understanding data has never been more important for government departments, yet for many, location data remains something of an untapped reservoir.

Abley is a specialist New Zealand owned location intelligence and transport consultancy.

Our location and data technology professionals help government to gain insights from data, to improve efficiency, save money and make smarter decisions.

Our experts develop and deliver strategies that support safer roads, sustainable travel and better outcomes for communities.

We work with a broad range of public and private sector organisations. Some of our government clients include:



How location and data technology can transform the way government works for the benefit of New Zealanders:

- Improve efficiency
- Derive new insights
- Increase data security
- Improve customer experience
- Manage risks such as fraud
- Identify new customers
- Accelerate software development
- Optimise supply chain
- Audience segmentation and attribution
- Insurance intelligence and operation

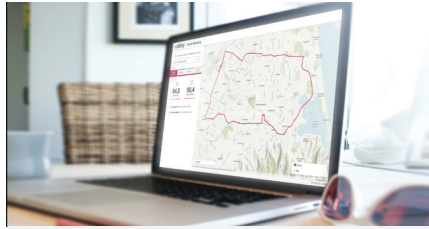
Our expertise

Our spatial and technology team are experts in location intelligence and digital solutions. We help government organisations extract insights and business value from location data and systems. Able do not sell software which means we can work flexibly with clients to solve their problems. We are experienced and accredited Esri partners.



Location Solutions

Our team are experts in gaining insights from raw data. We collect, analyse and manipulate spatial data to provide clarity for decision-making. Our experience includes working with analytics tools and satellite imagery.



Software Development

We build bespoke solutions to solve a wide array of complex problems that involve data and user/process flows. Able uses Esri platforms and tools with core web development languages and build map-centric websites that involve complex data input, output and visualisation.



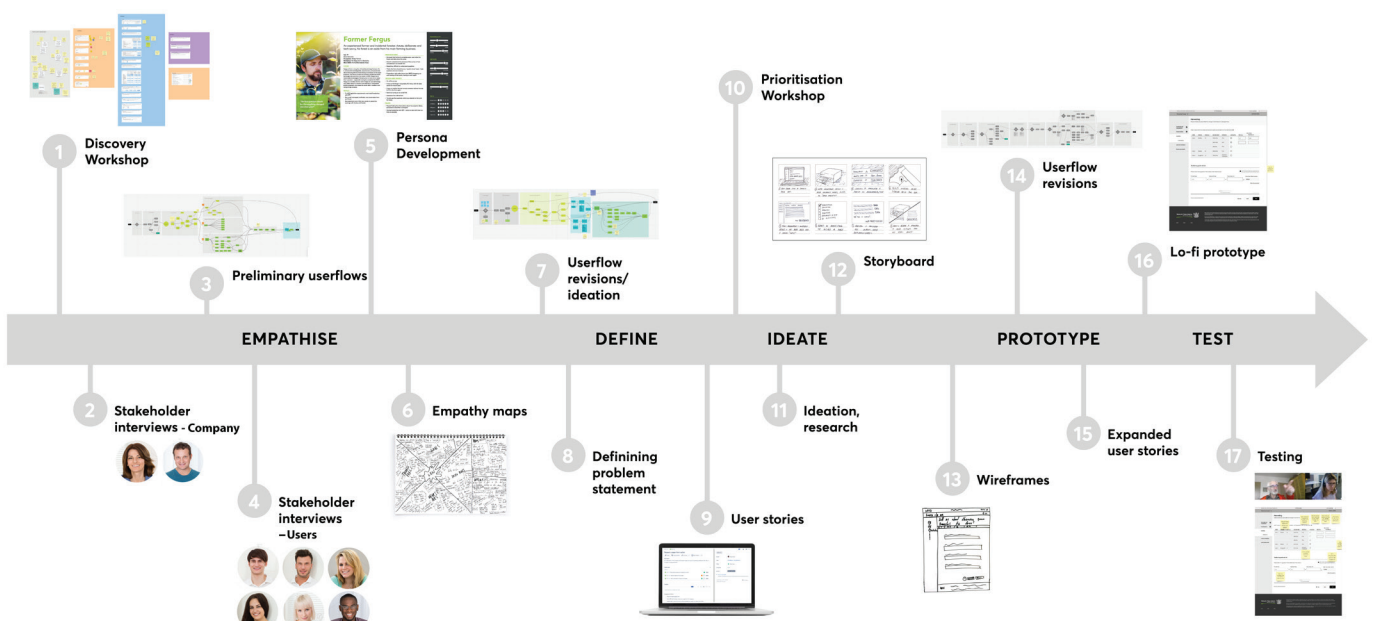
Digital Engineering

Our team specialises in architecting Esri solutions and integrating systems with Feature Manipulation Engine (FME). We are one of New Zealand's authorised partners of Safe Software, with highly experienced certified FME Professionals and certified FME Server Professionals.

Our approach

Creating effective, lean solutions by collaborating through design-led Agile processes

We solve complex problems using a design-led approach, through ethnographic research, reframing of problems, collaboration and experimentation. Our experienced team of analysts, UX/UI designers and developers engage an Agile approach to projects. By working in these diverse teams in this iterative way, we remove biases and create relevant, innovative, customer-centred and business aligned solutions ensuring minimal risk and reduced costs.

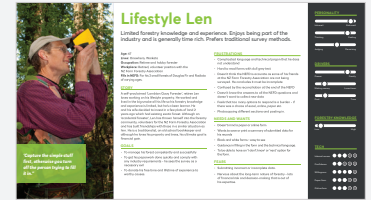


Case studies

National Exotic Forest Description Survey Ministry for Primary Industries

On an annual basis, forestry owners report the status of their blocks to MPI. This was previously completed through a convoluted and confusing paper-based survey form, which resulted in low survey participation and a high administrative effort by the MPI Forestry team. Abley were engaged to design and prototype a map centric electronic form. Working iteratively under an Agile methodology, we engaged MPI and forestry owners by leading them through a design thinking process to develop clear user stories, personas, userflows, storyboards, wireframes and final design. This ensured the solution was relevant and effective, which ultimately saves time and money for MPI.

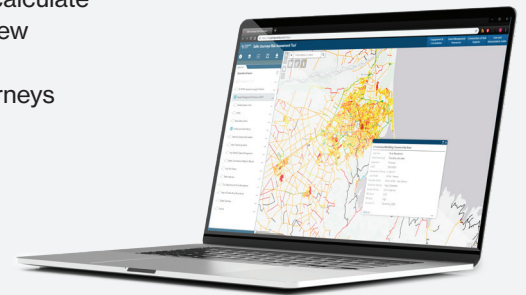
Ministry for Primary Industries
Manatū Ahu Matua



Safer Journeys Risk Assessment Tool Waka Kotahi NZ Transport Agency

To support Regional Council Authorities (RCAs), Abley developed a process to calculate Infrastructure Risk Ratings and safe and appropriate speeds for every road in New Zealand. Input attributes were derived from existing datasets using advanced geospatial analytics. The outputs were released to RCAs through the Safer Journeys Risk Assessment Tool (“Mega Maps”), allowing them to identify where safety interventions, such as speed limit reductions, should be prioritised.

This project supports RCAs by identifying and prioritising roads where speed management will reduce deaths and serious injuries. Mega Maps provides a standardised view of road risk and opportunity, prioritised nationally and regionally.



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Mega Maps is an excellent tool for quickly visualising our network hierarchy and high-level network assessment data. Mega Maps gives Council the ability to review and communicate the details of complex data analysis and safe and appropriate speed outputs instantly. Recommendations taken forward into the speed limit reviews can now be seen at an individual road, township or district level with a few clicks.

*Andy Bartlett – Asset Engineer,
Central Otago District Council*

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My team has engaged Abley extensively over many years. The delivery of the Speed Management Framework and associated mapping tool, has not only received praise from road controlling authorities across New Zealand, but has also been the basis of recognition at international conferences and has been adopted wholly or in part by Australian states.

*Glenn Bunting – Manager Network Safety,
Waka Kotahi NZ Transport Agency*

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National Accessibility Indicators 2019/20 Waka Kotahi NZ Transport Agency

Waka Kotahi has a responsibility for measuring the benefits of land transport investment. One key measure is the access of residents to social and economic opportunities by different transport modes. This measure looks to answer the question “how many people can access major areas of activity within a reasonable timeframe?”

Abley generated a national dataset to estimate the journey time for walking, cycling, public transport and driving to town centers, education facilities, health facilities and supermarkets. Our team developed processes from various data, and built a driving network to enable journey times to be measured from historic traffic data. The key benefits for Waka Kotahi include a lower overall cost, greater control over data and processes, and the ability to regularly update the analysis.



Our data partners

We offer a comprehensive range of geospatial data products from technology partners. Our experienced team can manage installation, administration, security and notifications. We can customise products to help you get more insights from your data and ensure a strong return on your investment.

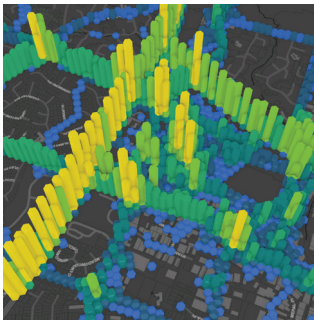


HERE Technologies

Transform your business with a location platform that moves people, goods and organisations safely and efficiently.

Abley is a member of HERE Technologies global network of partners, selling HERE's location data products. HERE products use real-time location data to help public sector organisations and businesses make smarter decisions.

By partnering with HERE, Abley provides the opportunity for New Zealand industries to access and apply the HERE datasets and solutions on a local scale, understanding the challenges and uniqueness of the New Zealand terrain.

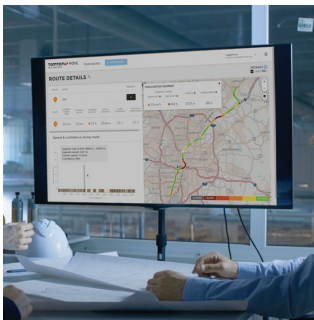


Human movement data

Cut through the noise with powerful insights into your target audience.

Abley's human movement dataset provides details about where people go and who they are. Using the detailed segmentation reporting through helix personas, we help to identify and engage at levels that were previously impractical. Through combining geolocation applications with detailed demographic datasets, we can provide profiles for targeted geographical areas. This dataset can help to identify:

- where target communities frequent
- the before and after travel patterns of different groups or from different activities
- where to target your information and engagement better



TomTom

For over 20 years, TomTom has been creating the world's most extensive digital mapping database. The pinnacle of this hard work is MultiNet, a road network database with detailed and rigorously tested data designed for application providers in highly developed countries.

MultiNet is suitable for the most demanding high-end applications including turn-by-turn navigation and traffic telematics. It is used in every market, from enterprise to automotive. You can be sure of the richest, freshest and most accurate mapping data. More than 50,000 global sources provide MultiNet with updates on a quarterly basis.

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