



Innovation Trail Finalist

Mobile Worker Plus – Stand A10

MWP Data Insights

Mobile Worker Plus (MWP), leaders in digital transformation software, have successfully implemented a wide range of solutions to multiple organisations in the parking sector such as APCOA and INDIGO.

MWP launched their Data Insights solution to help organisations take a proactive approach to business intelligence and decision making. Our solution empowers companies with data, offering actionable insights which assist with business decisions, back-office reconciliation and operational efficiency. The solution has been built by adopting a privacy by design approach and directly addresses key challenges concerning the management and interpretation of multiple streams of data.

Measuring and proving KPI compliance is necessary for driving business forward and without the right tools this can be difficult. Parking generates a vast amount of raw data, from multiple vendors and end-points, which companies cannot fully benefit from without an adequate aggregated approach.

MWP Data Insights solution helps organisations unlock the full potential of data streams in a cost effective and rapid way. Data is consumed, anonymised and stored for a configurable timeframe enabling real-time and historical analysis to take place. Different data streams can be layered together and configurable management dashboards created to allow users to gain the necessary insights required.

With GDPR, companies need to prioritise fulfilling the new rules regarding data collection and processing. The MWP Data Insights solution is fully GDPR compliant and may be deployed to replace and/or complement a company's existing big data strategy. By utilising the solution, organisations can feel confident they are exploiting their data while still complying with the latest regulations.

Data is changing the way companies and consumers engage in the parking sector. The MWP Data Insights solution is a next-generation tool enabling companies to move forward in today's fast changing digital world and seamlessly converge multiple data sets.