

# VIA Software

Your Digital partner  
for Road Safety





"I am the Digital partner of policymakers, road authorities and the police: I am always and everywhere available, have all relevant information and supports where necessary. I am a member of the team."

Always a step ahead. [www.via.software](http://www.via.software)



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## Preface

Road safety is a huge problem worldwide. For more than thirty years, we have, with VIA, been helping policymakers, road authorities and the police in the Netherlands to put road safety firmly on the agenda and to monitor and perform analyses regarding this issue to ultimately increase road safety. Since 2012, we have been doing this with a focus on software. We believe that we can achieve more with smart software.

Together with the National Police and the Dutch Association of Insurers, we are doing everything we can to optimise the process of data collection to obtain usable information within the STAR (Smart Traffic Accident Reporting) Initiative. This has led to a completely new software package, the VIA Software. The software offers proactive support on all fronts and assists parties as a Digital partner.

The VIA Software has already proven its success in the Netherlands and is now also available for every country, region or city. We work with accidents, driving speeds and road properties. Our ambition is to help as many countries as possible. This is also the reason why the software is offered as a standard package, that it is very easy to implement and that it is affordable. We want to engage in long-term partnerships and make a road safety approach based on facts possible everywhere.

Read how complete, reliable and user friendly the VIA Software is for both the beginner and the traffic expert in this brochure.



**Erik Donkers**

*VIA Traffic Solutions Software Director*



# Getting started with confidence

Analyse immediately using reliable data



"Standard package,  
immediately available  
and always up-to-date  
everywhere"



Current GIS map



Secure software environment



High software uptime



Big data connections in the cloud



Integrate existing accident data



Always real time data everywhere





"The service is great and the quality of products good. Great and user friendly developments."

**Hendrik Jellema**

*Traffic engineer for the Province of Friesland*

You do not have to worry about data management. VIA ensures the data is suitable for reports and analyses. It converts raw data into usable information, ensures maps are up-to-date and that the data is strongly secured (through, for example, firewalls, HTTPS and servers that are privately managed). It also safeguards the protection of personal data and it guarantees the highest service level

(99.8% online) in its Service Level Agreement (SLA).

The software is offered as Software as a Service (SaaS) so that the user does not have to install anything. You only need a computer, tablet or smartphone with an Internet connection to get started with the software. A smartphone or tablet with GPS can also be used to determine exact locations when reporting accidents.

# For the entire team

## Efficient teamwork with the VIA Software

"Share, discuss  
and work together"



For an integrated road safety policy, teamwork is essential: to deliver input, share knowledge and data (such as speed data, IRAP and hospital data) and to take measures or deploy campaigns from the perspective of different stakeholders (such as the police, road authority or policymaker). The VIA Software supports this collaboration in different ways. Easily manage accounts yourself with 'My VIA', put partners in contact with each other and determine who will work with the same figures. Consult current figures quickly using a tablet, smartphone or computer during a meeting. The chat function ensures that you can communicate with a co-worker or share the result of an analysis efficiently and easily.

The use of the software ensures that there will be no discussion about the figures but, instead, about the approach to road safety. You can also make considerable savings in terms of time and money because of the efficient collaboration.







Share results easily



Always up-to-date information



Unlimited number of login accounts



Knowledge sharing through the Message Box



Stimulates regional collaboration



Combine databases

“By using BLIQ reports, I support the dialogue with the local police and road authority with figures.”

**Henri van den Ouweland**

*Traffic operational specialist team Oost Brabant Police*





# Anybody can do it

Complex information simply displayed



User friendly software



Clear graphs



Ready-made reports



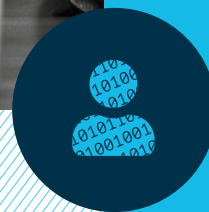
An analysis is performed in no time at all



Description per accident



Chat immediately with the Helpdesk



"Intuitive, low threshold and easy"

Log in and arrive immediately on the start page. See current conditions at a glance. No analysis is required to immediately recognise and monitor problems. The interactive traffic accident concentration list and the signal tiles with current items to be addressed are useful within this context. Or print the standard road safety report (BLIQ) at the push of a button.

Continue clicking and gradually go deeper into the data. An interactive dashboard for policymakers, thematic maps for traffic employees and extensive analysis tables for experts. To ensure a low threshold use, the software is available in the own language of the user. There are interactive manuals for those who want them that will assist step-by-step to get even more from the software.



"The software gives insight into the traffic accidents that are reported by the police in a well-organised manner."

**Patricia Stumpel**  
Mobility policy consultant for the municipality of Utrecht



# Even for the expert

Required depth without specific IT knowledge



“Detailed, content related and complete”

A traffic expert specialises in traffic engineering and not IT. The VIA Software offers the required depth with regard to accidents and driving speeds without needing technical knowledge. Different data items are linked to each other so that the expert can easily carry out a specific target group analysis or can make a detailed route report.

The software offers extensive analysis options with tables that users can even compile themselves. It will display accident information about conditions (the weather and road situation), parties, involved people (age, alcohol use, place of residence and mode of travel), victims, injured persons (hospital admissions) and fatalities. Do you want to select and analyse an entire route? No problem with the automatic route polygon.



Automatic route polygon



Pivot table with 6 accident properties



Interactive route reports



Problem analysis on a detailed level



Speed and accident information



Properties can be combined



Extensive export options







## Amsterdam



"You quickly get an initial analysis per area and, by using the table function, you can easily make a further analysis."

**Nico de Jonge**

*The Hague Traffic Police Team operational expert*



The Speed software will give insight into the priority of road safety and accessibility problems based on thematic maps. Maps can be customised by using filters based on your own preferences. To conclude, the software offers an extensive range of export options (such as to a shape file, figure, video clip or PDF file).





## About VIA

**VIA has more than 30 years of experience with traffic engineering and IT. It has built up much knowledge in those years especially in relation to road safety. By always being innovative and by developing its own methods and techniques, it wants to contribute towards road safety.**

VIA, for example, already made software accessible to external parties in 1995 and the software has been web based (SaaS) since 2004. VIA has specialised to include the knowledge and experience of traffic engineers in the software, to create transparent information based on data files and to make this information accessible to a large group of users.

VIA has more than five years of experience as one of the three initiators in the STAR Initiative in which it assumes the role of traffic engineering IT company when developing software for analysing, reporting, registering and managing data and quality.

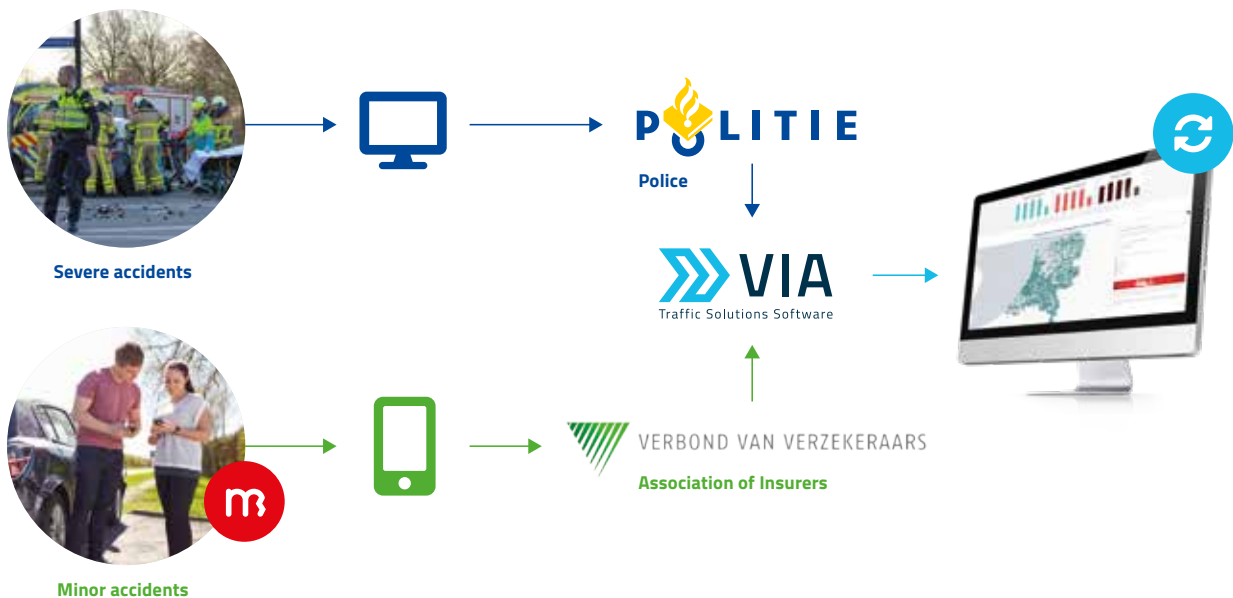
VIA is keen to share this know-how. This is why the VIA Software can be used on a global scale and VIA can help more and more users when dealing with road safety by using the Digital Partner.

# STAR in a nutshell

An integrated road safety policy is a task that several parties must fulfil. Only if these parties work together, can a reliable and complete database with reported accidents and insurers be built up. The STAR initiative is an example of realising this partnership. The police, insurers and IT experts of VIA work in partnership in an Initiative group in accordance with the 'Service4Data' principle. The stakeholder consultation involving road authorities, interest groups and researchers gives input from 'the market'. Objectives and agreements are

set down in the STAR Safety deal. Each party is a fully-fledged member and contributes in their own unique way towards the objectives: efficient accident reporting and reliable analysis through smart software.

STAR has ensured that there is several years' worth of historic accident data in the Netherlands. Up-to-date data is, moreover, available on a daily basis for road safety analysis and reporting on a national, regional and local level.



Visit [www.star-traffic-accidents.eu](http://www.star-traffic-accidents.eu)  
for more information about STAR.





# VIA Participaties



## STAR

Smart Traffic Accident Reporting (STAR): an innovative approach to achieve an integrated road safety policy based on reliable accident data. A partnership of the police, the Dutch Association of Insurers and VIA.

[www.star-traffic-accidents.eu](http://www.star-traffic-accidents.eu)



## HERE

HERE Technologies is one of the largest players on the automotive market and in the strongly growing app market worldwide. It produces integration and portable navigation systems, fleet management systems, the HERE WeGo app and various white label apps for smartphones. It supplies the Floating Car Data (historic and current speed data) for the VIA Software. This data is not available for every country.

[www.here.com](http://www.here.com)



## Save Live Africa

The SAVE LIVE AFRICA Initiative is carried out under the umbrella of the West African Road Safety Organisation (WARSO) of which the road safety authority of Mali holds the Presidency, and the Federal Road Safety Corps of Nigeria the Secretariat. The aim of this project is to build and implement a robust crash data collection system in West African countries. First demonstrator is Senegal.

[www.savelive.africa](http://www.savelive.africa)



## iRAP

iRAP (the International Road Assessment Programme) is the umbrella programme for Road Assessment Programmes (RAPs) worldwide that are working to save lives. Like many life-saving charities working in the public health arena, iRAP uses a robust, evidence-based approach to prevent unnecessary deaths and suffering. VIA has a partnership with iRAP, especially for the Urban CycleRap model.

[www.irap.org](http://www.irap.org)



## Journey Risk Management

A scientific approach towards making journeys safe and efficient. The JRM approach has been developed a decade ago by IRTE and has been successfully implemented and used. It has saved multiple road users from severe accidents taking them safely to their destination. IRTE and VIA want to take the current approach to a higher level.

[www.irte.com/journey-risk-management/](http://www.irte.com/journey-risk-management/)

Always a step ahead. [www.via.software](http://www.via.software)

Do you want to keep on top of road safety too?  
Always a step ahead with VIA.

If you want to find out what the VIA Software can represent for you, please visit our website, [www.via.software](http://www.via.software), for more information about our specific products and our company. Request a free web demo if you want to try out our software. Or contact us without obligation to determine together what we could do for you. We are looking forward to hearing from you!

[www.via.software](http://www.via.software) for more information and prices