PRESS RELEASE: Dutch Road Authorities win Business Rules

Excellence Awards for the Methodology of Rule Based Dynamic Traffic Management.

San Antonio, Texas— 8 November 2018 — Today at the Building Business Capabilities

Conference, the Steering Committee for the first annual Business Rules Excellence Awards

(BREA), announced that Dutch Road Authorities, The Netherlands, nominated by Lab for

Intelligent Business Rules Technology, is among the 2018 winners.

"What makes this award special for me is that two disciplines come together: declarative rules

and traffic management. The Netherlands has outstanding expertise in both displines." said Silvie

Spreeuwenberg, LibRT to the Steering Committee for the first annual Business Rules Excellence

Awards (BREA).

Positive impact

Throughout the world and most certainly in a small and densely populated country like the

Netherlands, urbanization levels are growing steadily and space is becoming an increasingly

scarce commodity. Huge volumes of data are available about speed, driving behavior and

location. We use that data to prevent congestion and encourage free flow on (high priority)

roads. The method standardizes the business logic for requesting traffic services to increase

outbound traffic flow, decrease inbound traffic flow or reroute traffic. The services change the

behavior of traffic lights and instruct road users. As a result, traffic is distributed over the road

network conform the agreed policy and the vehicle loss hours due to congestion is decreased.

Innovation

All stakeholders (municipal, state, central government) are connected while they used to work

in different ways. They report improved traffic performance due to transition from instrument

management to network optimization with the new methodology. This method paved the road

for using location aware smart devices (IoT) & smart mobility that will be further developed in

the talking traffic program.

About the Dutch Road Authorities

The methodology for rule based dynamic traffic management is a joint development of the different road authorities (municipal, state, central government) in the Netherlands, represented by the Landelijk Verkeersmanagement Beraad (LVMB). LVMB is responsible for standardization and innovation to facilitate smart mobility in the Netherlands.

About talking traffic

Talking Traffic is a public-private partnership between the national government, regional and local authorities and some twenty market parties from the traffic industry, the Internet and telecom sector, service providers and automotive parties, who will jointly invest 90 million euros in the development of innovative traffic applications in the period up to 2020. Connectivity, data availability and the introduction of intelligent FRIs are the main pillars of this partnership, with the aim of improving traffic safety, traffic flow and quality of life in the Netherlands. LVMB is closely involved in Talking Traffic. More information can be found at www.talking-traffic.com .

About LibRT

The Lab for Intelligent Business Rules Technology provides consulting and training services to deliver automated compliance, business rules expertise and precise specifications for on-time software delivery. Silvie Spreeuwenberg, founder of LibRT, has been facilitating the development of the methodology for rule based dynamic traffic management. Website www.librt.com

For more information press:	**For more information on the winning methodology:**
Silvie Spreeuwenberg	Watch the following animation:
+31655861351	https://www.librt.com/articles/animation/rule-based-traffic-management-3-minutes/
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