



# SMS for Transportation

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Here's a sample of how Transport NSW implements SMS

# SMS for Transportation

## The Company

Transport for NSW is the Government of NSW's lead public transportation operation. They manage a multi-billion dollar budget, which includes coordinating policies, planning, transport services, and network infrastructure.

## The Objective

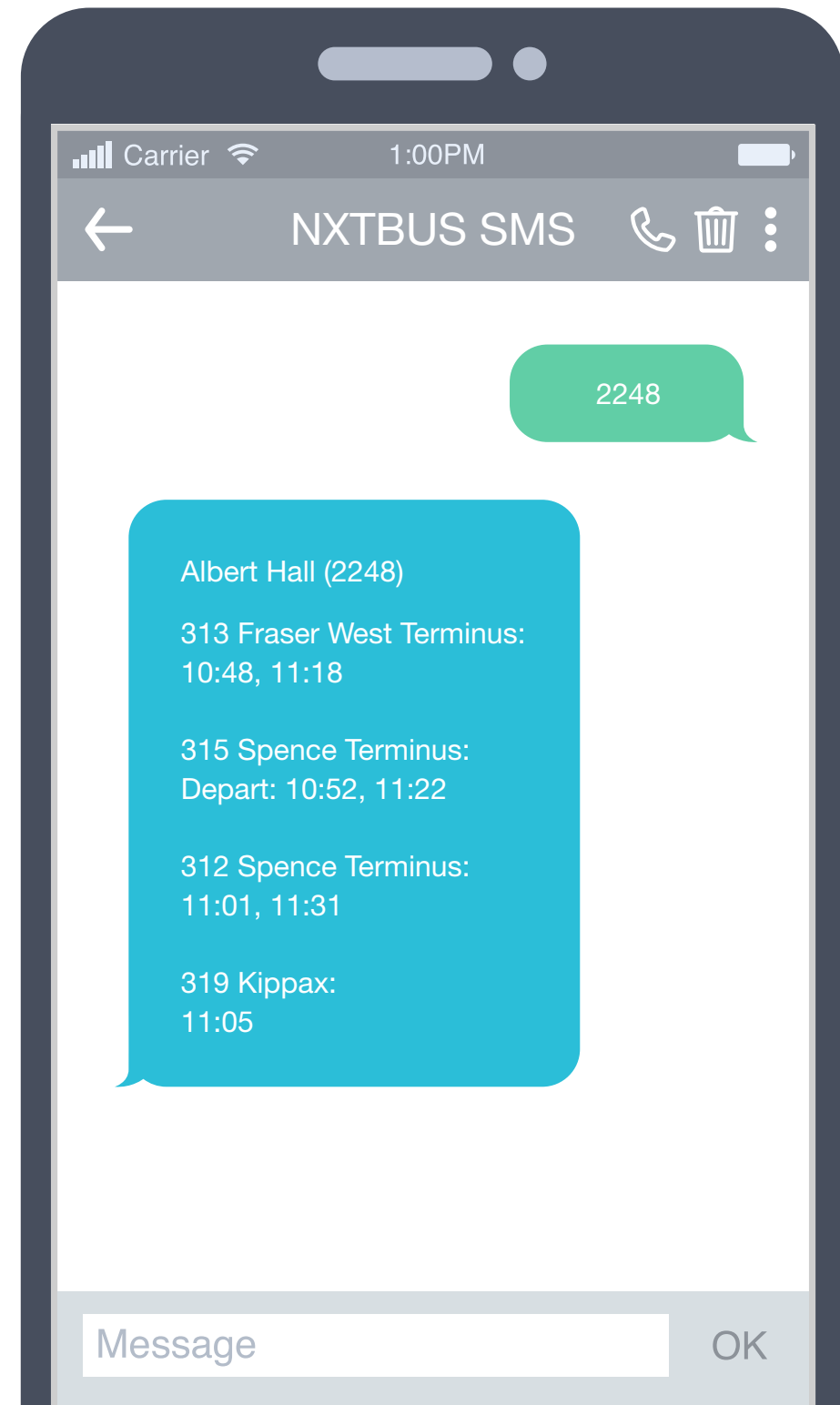
Sydney is a busy city with a large interconnected transportation system. They rely on multiple technology platforms to keep their transportation systems running smoothly. Bus services in congested cities have a global reputation for being the most unreliable source of transportation, since it's almost impossible to predict the flow of traffic. Thus, making it hard for you to get from point A to point B on schedule. To help commuters answer this unreliability question, they have implemented a real-time SMS service for all their bus stops.



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## The Solution

Each bus stop in Sydney was given a unique keyword number. For example: 2248. If a commuter wanted to know if they had time to grab a quick coffee, they would text 2248 to 0488 TXT BUS (0488 898 287). This would allow the commuter to get access to real time data based off of where the bus is located via GPS vs the distance of the bus stop. To keep the timing accurate, data would only be shown up to 30 minutes in advance.





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