



WORKBOOKS APPLICATION: Sharing the Power of Data With Stakeholders

The challenges of manually providing critical data insights to internal and external stakeholders have hindered agency's efforts to implement data-driven safety analysis. But Numetric's cloud-based application is providing a powerful solution to this problem.

PROBLEM: DATA SHARING CAN'T KEEP UP WITH DEMAND

Providing data to stakeholders inside and outside your agency — including administrators, law enforcement, local municipalities, and nonprofits — is critical to your mission to reduce and eliminate traffic fatalities. When delivered in a timely manner, shared data enables consensus around safety challenges, the factors behind those challenges, and the best solutions to overcome them.

Unfortunately, sharing data comes with a host of challenges. First, stakeholder requests for crash data usually come in at a fast pace. However, because data is often siloed in different systems overseen by different organizations, pulling the needed data together manually to provide the requested insights can take hours or even days. This results in:

- **Monopolized resources:** A high volume of data requests and slow analysis combine to keep safety team members consistently occupied providing answers to stakeholders' questions and follow-up questions.
- **Delayed data:** Inevitably, you cannot get data to your stakeholders in time for key resource investment decisions, and those decisions must often be made without critical data on hand.
- **Lack of awareness and consensus:** When access to data is limited, your stakeholders are not privy to the same data as you are. This often breeds disagreement and conflicting actions from each party. Even when consensus is reached, it is often based on anecdotes, opinion, or politics, rather than data.

When you and your stakeholders cannot rely on data to guide resource investments, your agency's ability to be data-driven is put at risk.

SOLUTION: CUSTOMIZABLE, CLOUD-BASED DASHBOARDS AND ANALYTICS

Numetric's Workbooks application lets you provide customized dashboards and analytics that internal and external stakeholders can access in the cloud. These tools are so easy to use that stakeholders can explore and understand the crash data on their own, without assistance from your team. The result: your team no longer spends all their time fulfilling data requests — and stakeholders are more aligned on your roadways' biggest safety challenges and how to solve them.

Workbooks Application Features

- Cloud-based access
- Pre-filtered dashboards
- Instantaneous search
- Intuitive data exploration

"We've given [stakeholders] a tool to... ask deeper questions and drill down into the data to get information that is going to better inform their policies and their decision making."

JOSEPH WEISS

Transportation Safety Analyst
New Jersey Division of Highway Traffic Safety

APPLICATION FEATURES

Workbooks' cloud-based, customizable dashboards and analytics tools make it easy for you to share data with your stakeholders and empower them to explore and understand the data themselves — so you and your stakeholders can come to data-driven consensus around your biggest challenges and how to solve them.

Pre-filtered Dashboards

Quickly build a customized dashboard and analytics experience — or Workbook — for any stakeholder by pre-filtering the data according to their needs. With dozens of attributes by which to filter the data, you can provide the exact insights your stakeholder needs — and nothing they don't.

Cloud-based Access

Share a customized Workbook with your stakeholder by simply sending them a link. With one click, they are taken to their Workbook, where they can log in and explore the data wherever they can access the cloud, whenever they want.

Instantaneous Search

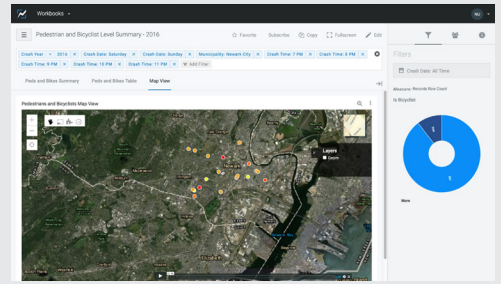
Allow your stakeholder to search the data in real time — no loading time required. Also, because Workbooks' search functionality is built on natural language, your stakeholder needs no special coding or training to get started.

Intuitive Data Exploration

Enable your stakeholder to freely drill into the data and find patterns. By clicking on Workbooks' charts and graphs, your stakeholders can explore crash hotspots, identify underlying factors behind crashes, and get their own answers to their most pressing questions.

BENEFITS

Workbooks removes the burden of data sharing from your team's shoulders, gives stakeholders the answer they need in the moment they need it, boosts consensus between you and your stakeholders, and makes your agency more data-driven in how it prioritizes resource investments to reduce deaths and serious injuries from crashes.



“Numetric makes it easier for me to drive concern in the community about pedestrian safety.”

LAURA CERUTTI

Project Manager, Pedestrian Safety
TransOptions

Liberate data to drive your organization

With our off-the-shelf, configurable Traffic Safety Analytics Platform and our suite of purpose-built applications, Numetric is dedicated to empowering you to achieve greater confidence and consensus around resource investment decisions and save more lives on your roadways. To see how we can empower you, **request a custom demo at numetric.com.**