

The Center for the Commercialization of Innovative Transportation Technology (CCITT) presents.....

The Transportation Technology Commercialization Speaker Series



Dr. Stephen G. Eick,
President
VisTracks, Inc.

A Visual Analytics Platform for Analyzing Position and Movement Data

Wednesday – Feb. 17, 2010

2:30 - 3:30 pm

Refreshments available at 2:00 pm

Location:

Transportation Center –Lower level
Northwestern University
Chambers Hall - 600 Foster
Evanston, IL

Abstract: With the widespread availability of GPS and other location sensitive devices, a new class of data is becoming increasingly available and will be in high demand in the future to optimize a variety of business processes and outcomes. VisTracks (VT) focuses on collecting and making actionable the data involving the position, movement and tracking through time of assets, objects and personnel. VT has created a cloud-based, real-time visual analytics platform for ingesting, analyzing and acting on position and movement data. Some use cases that VisTracks technology can address include:

- Tracking the locations of buses and monitoring passenger load and activity, thereby improving service and asset utilization.
- Identifying which store locations that drivers from demographically favorable neighborhoods pass on their commutes and creating new marketing campaigns that target prospects based on driving patterns
- Routing emergency vehicles during a disaster when multiple roads are closed, even on a real time basis as conditions change
- Sending SMSs to home owners who might be affected by a fast-moving wild fire
- Monitoring remote temperature sensors for perishable goods during shipping and determining when and where spoilage occurs
- Predicting arrival times and content conditions of ship borne container, thereby improving supply chain velocity and security
- Dispatching field technicians, tracking their progress and retasking as conditions change
- Collecting data from mobile devices on fixed assets and calculating predictive maintenance intervals

==> See back for more information, including Speaker Bio.

Speaker BIO:

Dr. Stephen G. Eick is the President of VisTracks, Inc., an emerging growth software company he founded focused on Geospatial Business Intelligence. Dr. Eick is a serial entrepreneur and well-known research scientist with over 100 refereed publications. His educational background includes a B.A from Kalamazoo College (1980), M.A. from the University of Wisconsin at Madison (1981), and his Ph.D. in Statistics from the University of Minnesota (1985). Dr. Eick is a fellow of the American Statistical Association. He has received 39 patents, and has won many awards for his technology including the Bell Lab's President's award and the 2000 Computer-world Smithsonian award, and an IEEE award. (Steve.eick@vistracks.com)

About Vistracks:

VisTracks (<http://www.vistracks.com>) is an industry leader in geospatial business intelligence, serving business automation, information services, and public administration industries around the globe. VisTracks' Web 2.0 position and movement analytics technology provides a cloud computing platform as a service (PaaS) to create software as a service (SaaS) applications. Capitalizing on the convergence of location-based content, cloud computing, and the proliferation of rich mobile clients, VisTracks' customers visualize information in ways never before possible to make better decisions for marketing research, customer targeting, telematics, technician dispatch, strategic asset management and other real-time visual analytics solutions.

About CCITT:

CCITT (<http://www.ccitt.northwestern.edu>) is a USDOT-funded University Transportation Center operated within the Transportation Center in the McCormick School of Engineering at Northwestern University. CCITT's mission is to foster the commercialization or implementation of innovative technologies for multiple modes of surface transportation including, but not limited to, railways, mass transit, highways and waterways. To accomplish this mission, CCITT awards funding to Northwestern faculty to conduct translational "innovation gap" research projects that push existing research outcomes closer to the point of adoption and implementation by public and private users of all types in the transportation industry.