



DRAKEWELL • C2-TRAFFIC

One clear picture of traffic across the region

However each authority collects its data, Drakewell unify every device, format and protocol into one source of truth — then turns it into answers.

One database for every device, format and protocol

Whatever each authority runs in the field — one consistent, comparable source of truth.

WHAT COMES IN

- Mixed makes & protocols
- Per-vehicle & binned data
- Varied class schemes
- Road & active travel



TWO ROUTES IN



C2-Gateway

IP-enabled devices & APIs,
live



File Processor

All other file formats



ONE DATABASE



C2-Traffic

One consistent, ordered source of
truth



We don't compete with the manufacturers. We partner under NDA to understand and interface every device comprehensively — so the system stays device-agnostic and you're never locked in.

From clean data to real answers

With every source in one ordered, comparable database, you can interrogate the whole region — not just one site at a time.



Which corridor is busiest across the region?



How is active travel changing year on year?



Which routes carry the most HGVs?

100+



dynamic reports in the C2-Traffic library to interrogate your data and surface insight — with no manual wrangling.

Can you trust the numbers? QA & QC options

More data and 100+ reports only help if the data is right — and fit for the big, expensive decisions that rely on it.



Picture the 'busiest road' that's really a failing counter — or speeds drifting out of calibration. The report still looks fine. The decision built on it doesn't.

HOW DRAKEWELL KEEPS DATA FIT FOR PURPOSE



Automated validation

Rules flag gaps, spikes and out-of-range values.



Live device health

Alerts catch counters that drift or stop reporting.



Visual verification

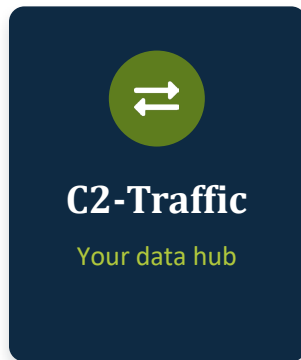
Sample images let analysts confirm class accuracy.

Interoperable by design — data flows both ways

Drakewell isn't a silo: it consumes data from third parties and supplies it just as fluently to other systems.

CONSUMES FROM

- Third-party counters & sensors
- External data feeds & APIs



SUPPLIES TO

- Public interfaces & dashboards
- Asset & GIS tools
- Partner systems (e.g. UTMC)



No walled garden. Bespoke format and content APIs move data in and out cleanly, so it's never locked inside one platform and works across your whole toolset.

You own your data — and it's easy to share

In the Drakewell Traffic Data Management System your data stays yours — with comprehensive export options to get it into the right hands.



Your data stays yours

Held in the Drakewell TDMS, your data is fully yours — to access, export and share.

EXPORT TO



Stakeholders

Members, partners & the public



Third parties

Consultants & suppliers



Industry

Operators & developers



Academia

Researchers & universities

Built by experts. Supported by experts.

Anyone can build a dashboard. The real question is whether the numbers are right enough to inform big, expensive decisions.



Developers

Purpose-built software



Statisticians

Accuracy & method



GIS specialists

Spatial & network insight



Programme managers

Delivery, end to end



Some of our team have run transport monitoring programmes inside government — decades in traffic data means we understand your challenges first-hand, not just the software side.



ONE REGION, ONE DATA FOUNDATION

Unified data. Answered questions.



One foundation. Whatever each authority runs, funnelled into one consistent, comparable database.



Answers you can trust. A validated, comparable base to interrogate the whole region — road and active travel.



Yours, and open. You own your data — and it flows freely out to your toolset, stakeholders, industry and academia.

Whether you already run C2-Traffic or are weighing it up, the same foundation works for everyone.

Drakewell · Traffic data made easy



DRAKEWELL C2-CLOUD SUITE

