Telstra Spatial Insights™

Government

A data driven, secure and ethical approach to infrastructure planning.

Telstra Spatial Insights™ is a data driven video analytics solution which provides your organisation with secure and ethical data to understand how open spaces, built environments and other government assets are being used. These near real-time insights help enable evidence based operational and strategic planning decisions.

Leveraging cutting edge internet of things (IoT) technology and artificial intelligence, this professionally designed and installed solution utilises machine learning models to autonomously collect near-real time accurate data on traffic, occupancy/open space utilisation, visitation, dwell time and more.

Analytics and reports on your spaces are readily available in an easy-to-use web-based portal. Deep-dive and compare data by location, time and more to get the insights you need. APIs can also be provided for integration with your existing dashboards and systems.

How Telstra Spatial Insights™ can benefit your organisation.

Funding submissions:

Give your business case and funding submission the winning edge with accurate data and analytics from Telstra Spatial Insights™.

Strategic infrastructure planning:

Maximise taxpayer dollars by prioritising infrastructure investment decisions based on near-real time data of the public's use of open spaces, transport links and other built environment.

Predictive maintenance:

Help save on reactive maintenance costs by using Telstra Spatial Insights™ trend analysis to schedule predictive maintenance of all public assets.

Planning Decisions:

Telstra Spatial Insights™ can provide you with data to support a range of planning activities such as operational transport design and master planning.

Key Features

Privacy

No video footage is recorded and no Personally Identifiable Information (PII) data is captured.

Data Sovereignty

Rest assured that your data is securely stored and hosted onshore in Australia with Microsoft Azure Cloud Servers.

Security Accredited Technicians

Our professional installation technicians hold the appropriate security licences for all relevant states and territories and have been vetted by the Australian Federal Police.

Flexible and Scalable deployment

Utilise your existing camera network for Telstra Spatial Insights™ (subject to sales assessment) or purchase cameras directly from Telstra as apart of the end to end solution.

AI Ethics

Telstra proudly participated in the AI Ethics pilot project lead by the federal government and incorporated these 8 AI Ethics Principles into Telstra Spatial Insights.

Easy to use web-based reporting

Splice, aggregate, and compare your data with the Telstra Spatial Insights™ portal. View a snapshot of your site or download reports, all in one easy to use dashboard.
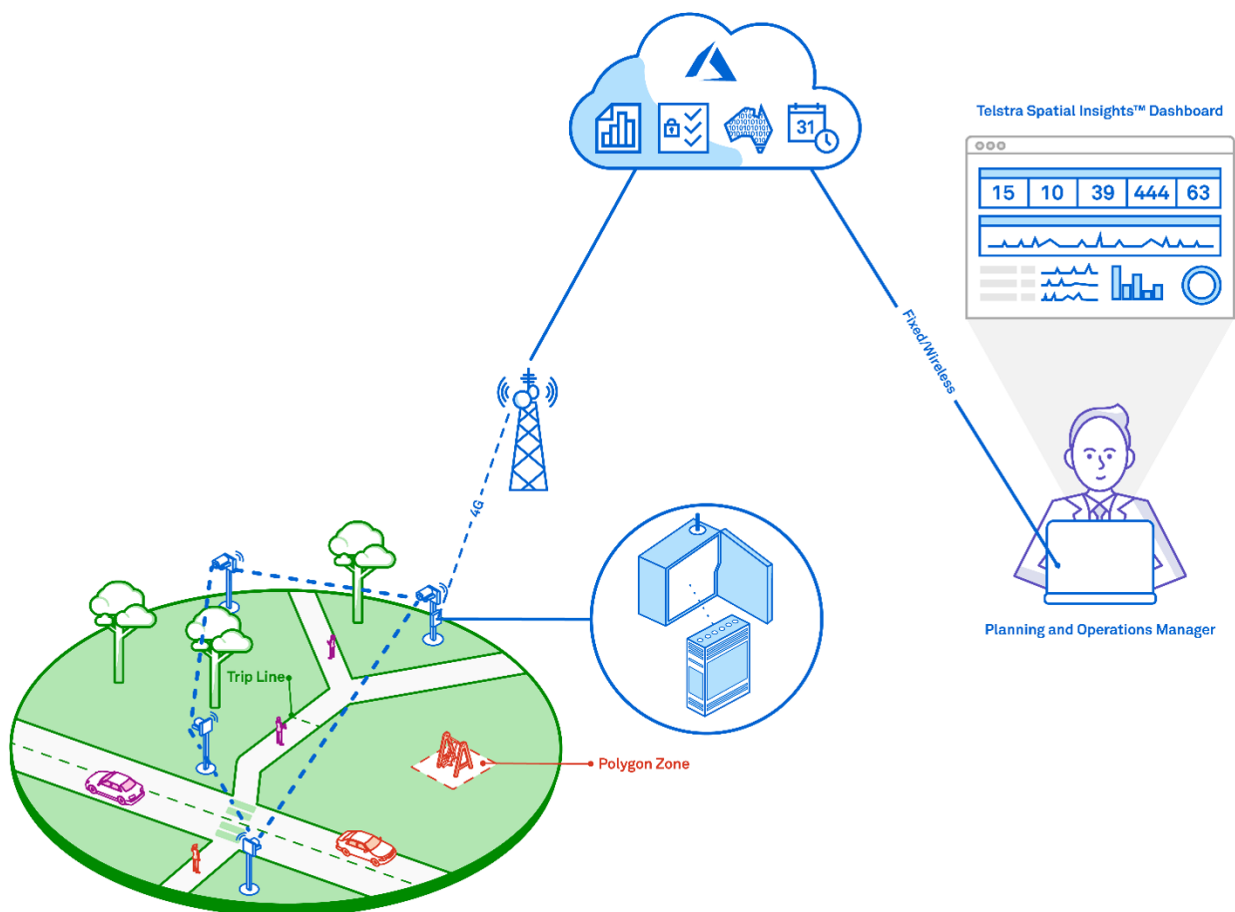
Integrations via APIs

Embed Telstra Spatial Insights™ data into your existing systems or reporting suites through APIs.

Data ownership

The count data from your Telstra Spatial Insights™ solution will be owned by you.

How does it work?

Telstra Spatial Insights™ Dashboard

Planning and Operations Manager

Trip Line

Polygon Zone

1. Telstra will work collaboratively with you to understand your objectives, your space and plan how Telstra Spatial Insights™ can be implemented to help meet your needs.

2. A series of cameras are mapped to the area that you want to gain insights from. These cameras are connected to an Edge Compute device which is set up on site. For outdoor installations, an external enclosure will be installed to house the Edge Compute device.

3. Our professional installation partner will send a fully licenced technician to your premises to set up and configure the devices, helping to ensure connectivity is established end to end. Your own cameras may also be used, subject to sales assessment.

4. Once set up, the devices run autonomously. Count data and other analytics on your space are collected. The video feed is discarded immediately, so that no personal information is collected.

5. The data can be accessed on the Telstra Spatial Insights™ portal, with detail reports and dashboards available. Integration via API into your existing reporting tools is also.

Hardware

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Camera

The camera-as-a-sensor is used to capture a high quality video feed which links into the Edge compute device.

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Edge Compute Device

The Edge Compute device is set up onsite to process vision feeds from the camera, extracting count data and other analytics. The video feed is discarded immediately and only the aggregated anonymised data is sent to Microsoft Azure Cloud Platform.

Enclosure Box

The Enclosure box is used to house the Edge Compute device for all outdoor installations. The antenna allows the processed data to be transmitted to local cloud servers over the Telstra 4G Mobile network.

Licences

Licencing

There is a monthly licencing fee per camera box per month and per Edge Compute device per month. This is calculated based on the components that comprise your final solution.

Why Telstra

Australia wide professional installations

Our installation partners will provide expert design, implementation and maintenance services to support you every step of the way.

Australia's largest mobile network

Your Telstra Spatial Insights™ solution has access to the largest 4G coverage of any Australian network covering 2.2 million square kilometres and reaching 99.4% of the Australian population.

Telstra Purple

As Australia's largest technology provider, Telstra Purple can help bring together your Telstra Spatial insights™ needs to actualisation such as custom dashboards or bespoke Artificial Intelligence (AI) models.

We're excited to announce that **Telstra Spatial Insights™** has been awarded the **IoT Analytics Innovation Award for 2023** at the IoT Breakthrough Awards.

Terms & Conditions

Telstra Spatial Insights™ is only available to business and Government customers with a valid ABN/ACN/ARBN and is subject to a Telstra sales and product assessment review to confirm site suitability.

All sites must have suitable Telstra Mobile Network coverage that enables the solution to send and receive data. To check coverage, visit **telstra.com/coverage.**

Speak with your Telstra Sales Representative to learn more.

telstra.com/spatialinsights