

ProMobility

Mobility Technology (MobTech) - from data to decisions

Who we are

ProMobility is a mobility technology company. We develop software, computer transport models and automated data processing systems that let public authorities and private organisations make data-driven, long-term decisions. Decisions about how people and goods move commit money for decades, so we reproduce the transport network in a digital environment and compare the options on cost and on capacity before anything is built. The company was founded in Kyiv in 2007 and works for city administrations, road authorities, national transport ministries, architectural and engineering practices, and prime contractors on programmes financed by international financial institutions.

What we do

Our work covers four technical areas. Mobility data and analytics is the automated and semi-automated collection and processing of large spatial datasets: our pipelines clean and check raw GPS, probe, sensor and operator records, then write them out in formats other software reads directly. Predictive modelling and simulation is the development of computer transport models - strategic macro models and detailed microsimulation models, built in PTV Visum and PTV Vissim and extended with our own code - to forecast passenger and freight flows, from pedestrian movement to regional freight. Intelligent transport systems covers the architecture of integrated traffic management systems, adaptive signal control and public transport priority algorithms, and their integration into the operator's IT environment. Custom software development covers the APIs, integration scripts and analytical tools that automate transport calculations and connect our models to the client's systems. We also build and license our own data platforms: TransitWand for on-board passenger flow capture, RoadWand for road surface condition and International Roughness Index estimation from mobile phone sensors, and MobilityWand for processing GPS traces and mobile network data into origin-destination matrices.

How we work, and to what standards

Every project follows the same five steps: agree the decision with the client, measure and check the data, build the instrument the problem requires, compare the options, and hand over the tools and the documentation with training for the client's team. Models are documented, version-controlled and calibrated against observed data to a criterion agreed with the client, and validated to the JASPERS guidance on transport models in project appraisal and to DfT Transport Analysis Guidance units M3.1 and M3.2, with GEH below 5 on more than 85% of links; microsimulation follows FGSV guidance and capacity analysis follows HCM or HBS; ITS architecture follows ISO 14813 with traffic data exchange in DATEX II (CEN/TS 16157); public transport data is delivered in GTFS, NeTEx (CEN/TS 16614) and SIRI (CEN/TS 15531). Demand and revenue forecasts are prepared as inputs to appraisal under the EC Guide to Cost-Benefit Analysis of Investment Projects. Our quality management system is documented, with written procedures for each type of deliverable, version control on models and code, and independent internal review before anything leaves the company. We do not hold an ISO 9001 certificate, and we say so rather than describe the system as compliant.

What the client owns

The transfer model is agreed in the contract and we work to one of three. Under full transfer the model, the scripts, the input data and the documentation become the client's property; under a licence to use, the client runs the model and we keep the underlying code; under a hosted service we operate the model and the client works with the results. In the first two cases the client needs a valid licence of the modelling software to open the model. We do not resell that licence, and we say so before the contract is signed rather than after. We process GPS traces, sensor records, operator data and, where the client gives access, mobile network data under the GDPR and a data processing agreement, with the anonymisation method and the retention period agreed before any data is transferred.

Track record, and working with us on a bid

More than 300 projects since 2007, in Ukraine, Georgia, Uzbekistan, Armenia, Azerbaijan, Albania, Saudi Arabia, Germany, the Czech Republic and Slovakia. The company traded as A+S Ukraine until October 2021, when its German co-founder left the shareholding and it was renamed ProMobility. It is the same legal entity throughout, EDRPOU 35634432, Ukrainian-owned, with no Russian or Belarusian shareholders and with its ultimate beneficial owner on public record in the Ukrainian state register. More than 60 reference letters from clients and donors are on file. We name a client only with their written agreement, which is why this profile names none; for a specific bid we provide the reference letters, the project sheets and the key expert CVs the procedure asks for, in EU Annex IV, EBRD and GIZ formats. We work as a subcontractor and as a consortium partner, and we sign a non-disclosure agreement before any material is exchanged. Our specialists publish peer-reviewed work on transport modelling and teach at KNUBA, the Kyiv National University of Construction and Architecture.

Company details

Legal name: Pro Mobility LLC (ТОВ «ПРО МОБІЛЬНІСТЬ»). EDRPOU: 35634432

Founded: 25 December 2007, Kyiv. Main activity: 62.01 computer programming

Diia City: resident since 2 August 2022

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