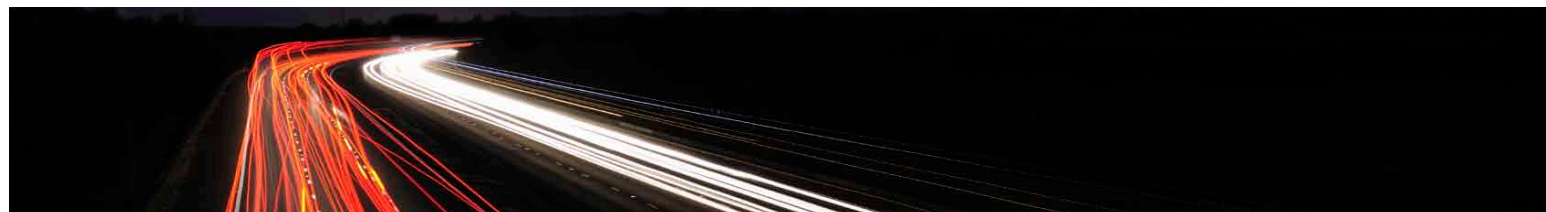


Case Study: History of Success

IPL and the HA

The motorway and trunk road network has seen a transformation over the last 20 years from provision of mostly reactive emergency telephones and signals into today's proactively managed motorways with the emphasis on safe journeys and informed travellers. The Highways Agency has also undergone a transition over the same period from simple provider of equipment to the role of road network operator. IPL has been the Highways Agency's trusted partner every step of the way and has ensured a successful outcome to the programme of change through intelligent, effective consultancy and practical, reliable systems implementation.

The next phase sees the Highways Agency concentrating on getting best value from those systems and shows IPL in its latest partnering role of managed service provider. To this end, IPL has defined the operational Business Processes in all seven of the Highways Agency's Regional Control Centres, the first time that this information has been available. From variable message signs, through Motorway Incident Detection, Controlled Motorways and Active Traffic Management to Managed Motorways, IPL has an enviable history of successful partnership with the Highways Agency.



Over 20 years of successful partnership

The Journey

HA's stated aims are "safe roads, reliable journeys and informed travellers". IPL has been helping the HA deliver these aims for over 20 years.

IPL's partnership with the Highways Agency started in 1990 when IPL were awarded a contract to specify, write and evaluate tenders, then manage the development and rollout of the first electronic message signs which were trialled on the M25, representing a first step on the way to today's well informed motorists. Prior to this time, message signs were fixed text only which severely limited the range of information that could be conveyed to the motorist. The trial proved the value of having an extensive list of messages to choose from covering most eventualities. The number of electronic message signs has continued to grow until nowadays over 3000 cover the entire motorway and trunk road network.

The introduction of Motorway Incident Detection and Automatic Signalling (MIDAS) from 1995 onwards took advantage of the new electronic message signs and the existing matrix signals to warn the motorist in advance of queues and thus reduce the number of secondary accidents. IPL was again responsible for programme management, system specification and managing tendering, procurement, implementation and on-site commissioning. By the end of 2010, MIDAS covered over 50% of the 2837Km of motorways in England. A benefits study for the Highways Agency assessed the typical benefit of MIDAS as saving 16 fatal, 80 serious injury, 650 minor injury and over 5,800 damage only accidents per year with this motorway

coverage, equating to a yearly saving of over £70M. IPL continues to advise and support the Highways Agency, scheme designers and maintainers thereby ensuring the continuing effectiveness of MIDAS.

In 1996, addition of gantry signals with a red ring surround and camera speed enforcement resulted in the M25 Controlled Motorways scheme, which sets variable mandatory speeds in order to smooth traffic flow and hence prevent or delay the onset of flow breakdown. The effectiveness of this novel scheme was recognised by a Merit Award from the Institution of Civil Engineers to IPL, the Highways Agency and our other partners. On this occasion, IPL had the further role of ensuring that carefully researched flow and speed threshold values were implemented to set the appropriate mandatory speed limits in order to minimise flow breakdown.

When the Highways Agency commenced the M42 Advanced Traffic Management (ATM) trial, they once again appointed IPL as part of a consortium led by Mouchel. ATM featured a new idea, opening the hard shoulder, with obvious safety implications which had to be turned into reality while improving road safety. The great success of this trial saw Government approval for a multi-billion pound programme for the rollout of the renamed Managed Motorways concept to the most heavily traffic parts of the road network. IPL remain partners in this programme, ensuring that the lessons learned from two decades of experience continue to be applied.

Throughout all of this, IPL has demonstrated an understanding of the civil engineering perspective and interaction with road technologies, based upon over 20 years of working in partnership with the Highways Agency, leading civil engineering consultancies and contractors.

About IPL

IPL is a software & IT services company specialising in the delivery of intelligent business solutions. We help our clients to exploit corporate information assets to yield tangible business benefits.

IPL's consulting is renowned for its quality and value. We consistently exceed our clients' expectations through a combination of imaginative thinking, managerial and technical expertise and many years of systems engineering experience.

IPL's track record in end-to-end software solutions development is exceptional. Our proven development methodology allows us to cut through technical complexity, manage risk and completely focus on delivery. We always deliver reliable, efficient and accurate systems to a precise schedule.

IPL is certificated against three international standards:

- ISO 27001:2005 (Information Security)
- ISO 9001:2008/TickIT (Quality)
- ISO 14001:2004 (Environmental)

The company has a permanent workforce of 270, revenues of ca. £29M p.a. and 40,000 sq ft of secure office space in central Bath.



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IPL - Transport (History of Success Case Study)
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