



GLEETECH.

CASE STUDY

50% cost reduction and **70%** increased revenue for a traffic agency using **ARTIFICIAL INTELLIGENCE** solution.

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OVERVIEW

A traffic agency with more than 50 sites had cameras installed on 7 sites. The agency was using traditional methods for counting the traffic and were manually monitoring the traffic. The cost for monitoring all the sites required more than a **million dollar** budget with **7 times more** operational than the current operational cost.

GleeTech developed an AI based smart traffic surveillance system saving the client **half a million dollar** and reducing the current operational cost to **50%** along with increasing the **revenue to 70%**, enhancing the capability to count the traffic, detect offenders and automatically alerting relevant authorities in case of any accidents.

GleeTech is now performing further traffic analytics for the agency.

CHALLENGES

1. Understanding how to leverage an AI for the organization (In house training).
2. Developing AI models to predict the student success rate and student engagement score.
3. Enhance the student experience.



SOLUTION

GleeTech have developed an AI based solutions to automatically detect, track, count vehicles along with detecting traffic offenders and alerting authorities about accidents. The solution was developed using python, tensorflow and keras and was deployed as a cloud solution.

The overall solution had been completed in three phases:

- Proof of concept
- Cloud Solution
- Cloud Solution with enhancements

The first phase of the smart traffic solution was only had vehicle detection feature and was deployed on the cloud taking video feed from only one site in order to proof the concept.

SOLUTION - Cont

The second phase of the smart traffic solution was developed in around 6 months and included more features such as traffic counting, detecting vehicles on the marked line, storing video clips of the offenders. This solution was taking video feeds from all 7 sites. The solution had an interface for the traffic officer to watch any site in realtime and search the video clips.

The third phase of the smart traffic solution is currently going on and includes advanced traffic analytics with accident detection and notification system.

Initial phase demo videos:

- https://drive.google.com/file/d/1J5e857m6_I46sG8-We7nc-aR_IKA8zS-/view
- <https://drive.google.com/file/d/1yFaVJWGiJ-qR-A8fl7VuUBFBMjpsn-Kr/view>

RESULTS

1. The model have **98% of accuracy** in detecting vehicles in the video feed in ideal conditions.
2. **50% reduction** in operational cost and super simple to deploy on new sites.
3. Reduced response time for accidents to **99.9%**.
4. **70% increased** revenue by catching traffic offenders.
5. Enhanced capability for performing deeper traffic analysis.





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