

## Motion Data

### Solution Overview

**Motion Data** from *Telekom Data Intelligence Hub* is a powerful analytics offering based on **geo-information and mobility data**. It helps organisations understand how people and goods move, where potential customers are located, and how infrastructure, events, or retail spaces perform in real time.

By turning anonymized network and mobility data into actionable insights, *Motion Data* supports **data-driven decision-making** — helping businesses optimise operations, enhance marketing effectiveness, and drive sustainable growth.

### Key Benefits

- **Understand movement patterns:** Analyse traffic flows, visitor behaviour, and travel routes to uncover trends and opportunities.
- **Make informed business decisions:** Identify high-potential areas for marketing, retail expansion, or transport optimisation.
- **Enhance customer engagement:** Gain insights into who your visitors are, where they come from, and how they interact with your locations.
- **Boost efficiency and sustainability:** Improve public transport planning, reduce congestion, and support eco-friendly mobility strategies.
- **Visualise insights instantly:** Access interactive dashboards with near real-time data for locations across Germany.

### Relation to Gaia-X

**Motion Data** is a data product described according to the Gaia-X Trust Framework specifications. This ensures, once included as part of a catalogue, it will be discovered, verified, and consumed with trust within (a network of) federated data ecosystems. By adhering to Gaia-X principles of transparency, interoperability, and data sovereignty, *Motion Data* supports the creation of a secure and trustworthy European data economy.

### More Information

<https://dih.telekom.com/en/motion-data>