

routeRANK solution

routeRANK provides a software solution for travel planning at the heart of an easy-to-use web application. Unlike other solutions that consider only one means of transport at a time, routeRANK addresses the entire travel route by integrating rail, road and air connections. In a single search, routeRANK's patent-pending technology finds and ranks the best possible travel routes, allowing users to sort them according to their priorities such as price, travel time and CO₂ emissions.

The following screenshot is taken from one version of the software that is publicly available on routeRANK's website. It illustrates the results to travel from Hamburg to Montreux.

Search from Hamburg (Hamburg), Germany to Montreux, Switzerland on 30-10-2009 at 08:00							
Find your hotel in Montreux.							
DEP	ARR	VIA	MEANS	TIME	CO2	PRICE	
6:34	14:04	Hamburg (HAM) → Basel (BSL)		7h30	152kg	EUR 88,30	Buy tickets Offset CO2
6:34	12:59	Hamburg (HAM) → Basel (BSL)		6h25	198kg	EUR 101,20	Buy tickets Offset CO2
6:34	6:58	Hamburg → Hamburg (HAM)	Jasper	0h24	<1kg	EUR 5,00	Info from jasper.de
8:35	10:00	Hamburg (HAM) → Basel (BSL)	Easyjet	1h25	148kg	EUR 57,00	Buy from Terminal A
11:00	12:59	Basel (BSL) → Montreux	Car	1h59	49kg	EUR 39,20	Info from viamichel...
18:44	3:55	Hamburg (HAM) → Basel (BSL)		9h11	152kg	EUR 102,30	Buy tickets Offset CO2
18:44	1:09	Hamburg (HAM) → Basel (BSL)		6h25	198kg	EUR 115,20	Buy tickets Offset CO2
13:34	21:46	Hamburg (HAM) → Geneva (GVA)		8h12	217kg	EUR 140,98	Buy tickets Offset CO2
13:34	21:39	Hamburg (HAM) → Geneva (GVA)		8h05	194kg	EUR 143,17	Buy tickets Offset CO2
8:24	17:39	All by train		9h15	46kg	EUR 149,59	More details Offset CO2
8:24	18:04	All by train		9h40	46kg	EUR 149,59	More details Offset CO2
21:27	13:41	Hannover (HAJ) → Geneva (GVA)		16h14	199kg	EUR 179,98	Buy tickets Offset CO2
21:27	13:39	Hannover (HAJ) → Geneva (GVA)		16h12	176kg	EUR 182,17	Buy tickets Offset CO2
8:00	16:55	All by car		8h55	257kg	EUR 204,88	More details Offset CO2

There are over 100 different possibilities found to travel from Hamburg to Montreux. In this example, at the time of searching, flying via Basel on Easyjet and purchased through Terminal A was the cheapest available route. The fastest was through Geneva airport on Lufthansa, but rather expensive, and the most environmentally friendly mode of travel is by train taking three hours longer.

As can be seen, flight routes do not only consider the city airports Hamburg and Geneva, but also other airports in both areas, such as Hanover, Bremen and Basel respectively. Users can also filter different airports, their transfer options and car settings (such as fuel consumption or taxi pricing).

routeRANK offering

routeRANK offers custom developed versions of its proprietary software to corporate customers and organizations, for their internal use or use on their own website.

For a publicly accessible example of such a customized version, the screenshot below shows the 'WWF Travel Helper', developed for the World Wide Fund for Nature (<http://travel.panda.org>). In this version the web application is presented in WWF look and feel. The results show station-to-station trips, and different data interfaces and content providers more suitable to the WWF are used. Moreover, the emphasis is on travel time and CO₂ emissions (rather than price). Each result has a 'Neutralize it' link associated with it, allowing users to offset the carbon footprint of their trip with Climate Friendly, another WWF partner.

WWF **Travel Helper**
Calculate and offset the environmental cost of your travel

From: Date:

To: Time:

Options

Hamburg Hbf, Germany to Montreux, Switzerland on 30-10-2009 at 08:00

DEP	ARR	VIA	MEANS	TIME	CO2	
+ 8:24	17:39	All by train		9h15	40kg	Neutralize it
+ 8:24	18:04	All by train		9h40	40kg	Neutralize it
+ 8:00	16:56	All by car		8h56	257kg	Neutralize it

Another publicly accessible integration was realized for Nokia with partners WWF and Lonely Planet, in the Green Explorer (<http://greenexplorer.nokia.com/>).

For customized versions, routeRANK offers various optional features. These include:

- routeRANK can integrate your own data sources and offer alternative ones where needed. For example, in the case of an existing contract with a travel agent for flight bookings, and the presence of travel policies that you wish to maintain, routeRANK can integrate the existing interface with the existing travel policies. Alternatively, it can suggest and integrate other interfaces.
- Additional geographical areas. Whereas the public version is mainly focused on European travel, you may wish us to include particular locations such as villages, airports, train stations, public transport stations and points of interest for other geographies (such as the US).
- Connections for additional geographical areas. Whereas the public version is mainly focused on European travel, you may wish us to include particular air, public transport and car connections for other geographies (such as the US).
- Door-to-door (address-to-address) travel planning.
- Additional filtering and sorting options for the search results (price, travel time and CO₂ emissions), such as the amount of potentially available working time while travelling.
- Further customization of options such as car settings (e.g. rental cars) and train price reduction categories.
- Integration of hotel accommodation (cf. Bedfinder on the public version) and carbon offset (cf. myclimate on the public version).
- Adaption of layout and branding as well as optimization of the web interface for a particular device (e.g. mobile phone).
- Different or additional languages.

In addition to travel, routeRANK can be applied to logistical problems, specifically to optimize the transport route of goods, taking into account the entire transport route, and across the different means of transport. routeRANK thereby allows similar time savings in the planning process as well as time, price or CO₂ emissions savings in the actual transport.

routeRANK benefits

In his Master thesis "How much time, money and CO2 emissions could routeRANK save a typical travel planner?" a former Masters student at the Statistical Laboratory of the University of Cambridge, finds that "by using routeRANK, the average travel planner could save 2½ hours in research time as well as a substantial amount of the journey price. A travel planner who researches his journey himself could stand to pay 60% more than the optimal price found by routeRANK".

These results are a testament to routeRANK's ability to find the fastest and most ecological route. Also, it saves money and planning time. Convince yourself and try out routeRANK's public version for your next trip.

routeRANK company background

routeRANK was born in 2006 out of an Innogrant Project at the Swiss Federal Institute of Technology (EPFL) in Lausanne and incorporated as a privately held Swiss Ltd, with offices based at EPFL's Science Park.

Having won the Swiss National Venture Leaders and Venture Kick competitions, in September 2008 routeRANK was selected as one of the four finalists in the PICNIC Green Challenge, and in November, it was the laureate of the 2008 KPMG Tomorrow's Market Award. It has since been nominated as a Red Herring 100 Europe, for the Green IT Innovation Award and the TechCrunch Europas Awards 2009.

The WWF has approved routeRANK's CO2 methodology, and Dr Klaus Töpfer, former Executive Director of the United Nations Environment Programme (UNEP), endorses routeRANK as 'a system [that] will make informed travel choices possible which are not only cost- and time-efficient but also benefit the environment'.

Contact

Please do not hesitate to contact us with any further questions that you might have, by phone at +41 21 693 1258 or by email at info@routerank.com.

If you are interested in reading the routeRANK blog or subscribing to its newsletter, you may do so by following the links on <http://www.routerank.com>.