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Industry Dialogue

New GIS-based analysis and planning tool for Ruter As

Background document for the market dialogue 10 June 2026

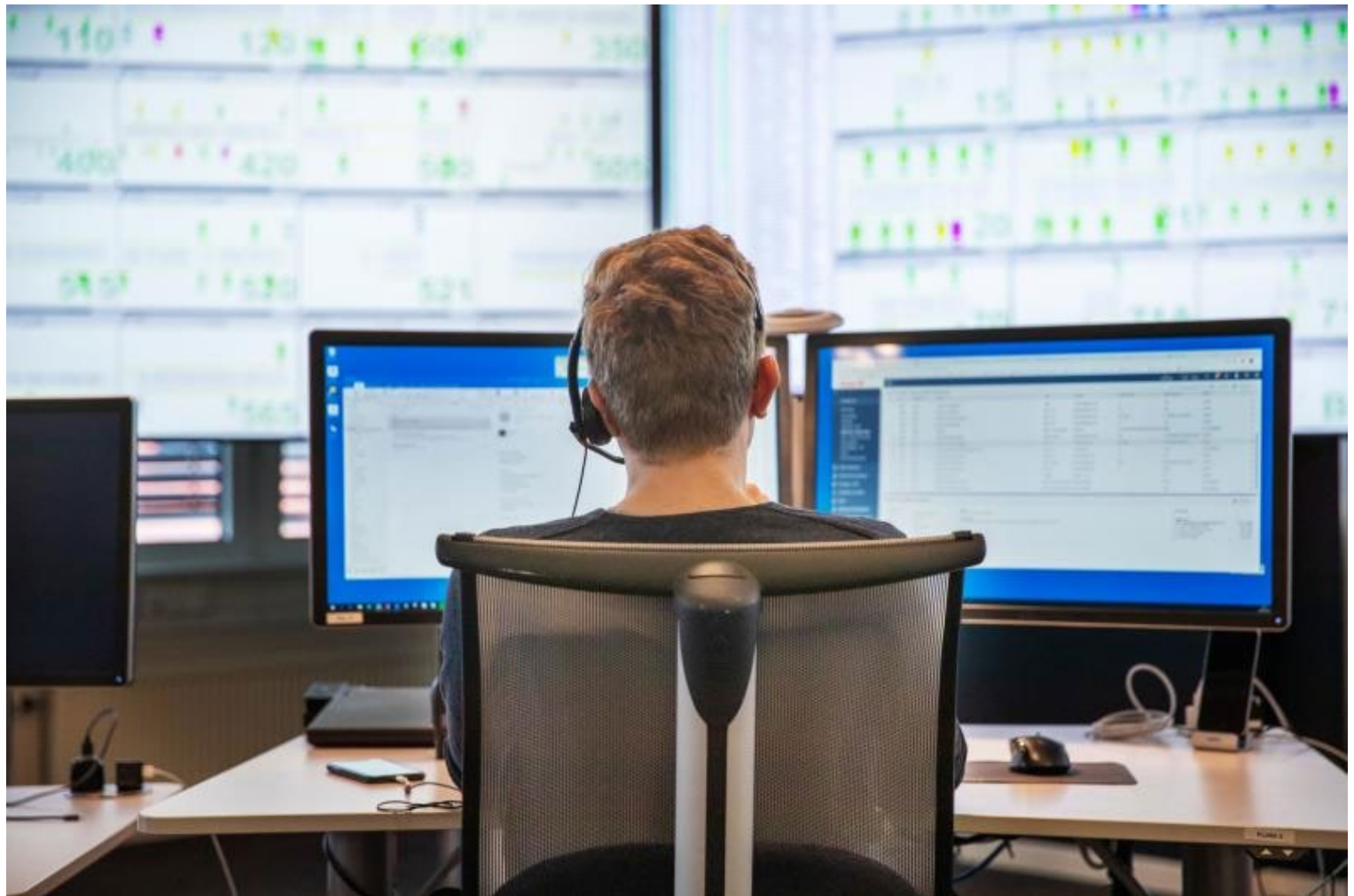




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1 Introduction and purpose of the industry dialogue

Ruter is responsible for planning, developing and organizing public transport services in the Oslo region, and is increasingly working in a data-driven way across analysis and planning environments.

Ruter is exploring the procurement of a new GIS-based analysis and planning tool to strengthen our work on analyzing, developing and planning public transport services.

As part of this work, Ruter is conducting an industry dialogue with potential suppliers. The purpose is to gain a better understanding of available solutions in the market and how these solutions can support Ruter's needs, workflows and ambitions.

This document provides an overview of Ruter's current situation, needs and target state for a new tool, and serves as a basis for the dialogue. It is not a requirement specification, but a reference document to support preparation for the dialogue meeting and the subsequent 1:1 meetings.

2 Current situation and context at Ruter

Ruter uses a range of data tools to support planning, operations and the development of public transport services in the Oslo region. The need for analysis in general — and geographic analysis in particular — has increased as Ruter has become more data-driven and as expectations regarding decision support, insight and documentation have grown among both internal and external stakeholders.

This is reflected in Ruter's target state, where data and insight are highlighted as a prerequisite for continuous improvement of services and for a robust and flexible public transport system.

2.1 GIS as a foundation for public transport planning at Ruter

At Ruter, GIS is a foundational tool used to analyze service coverage, geographic accessibility, market potential, travel flows, traffic performance and other location-based conditions. This is central to tasks such as:

- identifying needs for changes in the line network
- assessing the consequences of changes in public transport services
- illustrating and communicating potential changes in the network and services
- evaluating market potential and service quality



- producing decision support for management, projects and external stakeholders

To deliver on these tasks effectively, Ruter relies not only on specialists. More domain experts need access to a user-friendly tool that enables data-driven analysis, more independent work, and reduced reliance on manual steps and specialist capacity. A tool that combines usability with relevant functionality — together with domain competence — is key to unlocking the value of Ruter's data foundation and translating it into concrete analyses and decision support.

2.2 Ruter's current GIS landscape

Ruter currently uses several GIS tools for analyses of service coverage, market potential, accessibility and other geographic assessments. ArcGIS Pro/Online is used for advanced analyses and geodata management, while RuterRadius has served as a low-threshold tool for simple maps and accessibility analyses. In addition, Ruter uses strategic transport modelling to analyze how larger changes in route alignment and stop patterns influence passenger flows in the transport system.

Overall, these tools create value, but workflows are fragmented and the functionality does not fully meet the range of Ruter's needs. The use of GIS tools and associated competence is uneven across the organization, and several analyses depend on individuals or manual processes. Many environments request capabilities that are not sufficiently supported today, such as scenario analysis, network-based travel time calculations, editing of routes and alignments, mapping and exploration of complex changes, handling mobility and passenger data, and simplified production and cost assessments when service patterns change. These limitations increase lead time, add risk of errors and make rapid testing of alternatives difficult.

Ruter's needs have evolved alongside increased data availability, more data-driven ways of working and higher expectations regarding both speed and quality of decision support. Many analyses also require data from other systems or assistance from specialists, which reduces flexibility under short deadlines and increases vulnerability in the workflow.

Ruter is therefore in a situation where expectations, tasks, data foundations and working methods have evolved faster than the available tools can support. There is a clear opportunity for a modern solution that better supports collaboration, exploration of alternatives, reliable data use and effective communication—while reducing manual steps, dependency on individuals and fragmented workflows. As a baseline for the next chapter, this section is included to clarify the context and the challenges a new tool is expected to address.



3 Target state and success criteria

Ruter is approaching an important technology choice. The initiative is driven by the need to work smarter, faster and more data-driven across the organization. Ruter is looking for a modern tool that not only addresses today's challenges, but also supports a way of working where geographic analyses, scenario assessments and the presentation of analysis outputs are more tightly integrated into both strategic and operational planning processes.

Below, Ruter's target state for a new tool is described, together with success criteria that are considered important for the solution to deliver value.

3.1 A holistic, user-friendly and accessible analysis tool

Ruter has several user groups with different needs: planners, analysts, advisors, domain experts and leaders. A key goal is therefore that the tool is easy to adopt, also for users without specialized GIS competence.

Success criteria:

- intuitive user interface enabling more staff to perform basic analyses independently
- easy onboarding — short learning curve and consistent workflows aligned with Ruter's key planning processes (strategic and operational)
- ability to work alongside other tools and systems in Ruter's analysis and planning environment
- reduced dependency on individuals and free up capacity for planners, GIS specialists and teams supporting data and analysis

3.2 Data-driven planning and stronger decision support

Decisions about changes to public transport services require precise, relevant and efficient analyses. Ruter is looking for a tool that makes it easy to test alternatives, understand consequences and communicate findings clearly.

Success criteria:

- alternatives — easy to develop and compare alternatives, including impacts on customers, coverage and resource efficiency, with transparent and adjustable assumptions
- analysis execution — support for fast analyses suited to iterative work and short deadlines
- result communication — support for clear and user-friendly presentation of analyses, so results can be used directly in decision notes, presentations and external dialogue



3.3 A more efficient and robust workflow

Today, analyses often take longer than necessary due to manual data handling or because several tools must be combined. Ruter is looking for a tool that enables more efficient and robust workflows.

Success criteria:

- reduced manual data handling, especially for data import and updates
- support for automation and repeatable workflows (e.g., via APIs, scripting or built-in pipelines)
- more seamless workflows with minimal need for intermediate storage, format conversions or manual quality checks

3.4 High data quality and strong alignment with Ruter's data ecosystem

Reliable analyses depend on correct and up-to-date information. Ruter works with a broad set of data sources, including route data, traffic data, demographic data, passenger data and mobility data.

Success criteria:

- effective dataflow and interoperability with key systems, including ArcGIS, Hastus, strategic transport models, Snowflake and Fabric
- efficient handling of route data: import, editing/maintenance and export for further use in other tools, without extensive manual steps
- ability to handle large and complex datasets without noticeable performance degradation, and to easily update and extend the data foundation with new inputs

3.5 Clear communication of complex analyses

Ruter needs to communicate both detailed assessments and high-level messages. A new tool should make geographic analyses easier to understand for multiple target groups.

Success criteria:

- modern visualization capabilities (maps, line charts, heat/density maps, flow visualizations, before/after comparisons and dashboard functions)
- easy sharing of results internally and externally, including with users without a license
- export options for results used in analysis, decision support and communication, using standardized and/or open formats for reuse in Ruter's other systems and tools



3.6 Future-proofing and flexibility

Needs in the mobility sector evolve rapidly. Ruter is looking for a solution that can develop over time rather than having to be replaced within a few years.

Success criteria:

- scalability — both in functionality and data volumes
- product roadmap — clear direction for further development, including possibilities for customer influence
- adaptability — ability to accommodate new data sources, methods and working practices over time

3.7 Security, access control and compliance

Ruter works with large datasets, including data that cannot always be shared externally (e.g. GDPR-restricted data). A new tool should therefore support clear access control and secure sharing.

Success criteria:

- access control—differentiated access levels (read, edit, administer)
- controlled sharing—projects and analyses can be shared in a secure and controlled manner
- security and privacy—alignment with requirements for security, data structure and privacy/GDPR

To better understand the market landscape and how different solutions may support these objectives, Ruter is conducting an industry dialogue with suppliers. The next section describes the dialogue process and how it will be conducted.

4 Dialogue process

The industry dialogue is a key step in Ruter's work on a new GIS-based analysis and planning tool. The purpose is to establish a structured dialogue that provides Ruter with a better overview of the available solutions in the market, while ensuring that suppliers share a common understanding of Ruter's needs, constraints and ambitions. The process is designed to ensure equal treatment and high-quality inputs, and to inform further work on an eventual tender package and a realistic requirement specification.



4.1 Purpose of the dialogue

The objective of the dialogue is to gain insight into functionality, integrations, dataflow, and operating/licensing models before the procurement process moves forward.

In particular, Ruter aims to:

- clarify how different solutions can address Ruter's needs and challenges
- assess the maturity and relevance of available tools
- identify risks, limitations and opportunities
- collect inputs that can inform the procurement strategy, budget and a future specification

4.2 Format and expectations for suppliers

The dialogue is planned as a series of 1:1 meetings with selected suppliers, supplemented by demonstrations of relevant functionality. All communication and documentation related to the dialogue will be in English. All suppliers will receive the same baseline information in advance to ensure a concrete and comparable dialogue.

To allow for good preparation and to protect potential business-sensitive information, the dialogue will be conducted in two parts:

Part 1 – Common kick-off (Teams)

The process starts with a common digital kick-off meeting in Microsoft Teams on 10 June at 10:00. Ruter will present the organization, the initiative, the process and key themes for the dialogue. Ruter will also share how we work with analysis and planning of public transport services and what capabilities we look for in a tool to support this work. In addition, Ruter will present two use cases that suppliers are asked to prepare for Part 2.

Part 2 – Individual 1:1 meetings (late August)

In Part 2, the dialogue will go into more detail on each supplier's solution. Ahead of the meetings, Ruter will share a questionnaire that will form the basis for the discussion. During the meetings, suppliers will be asked to demonstrate their solution with a focus on how the two use cases are addressed.

Ruter will produce meeting minutes that will be shared with each supplier. In addition, Ruter will prepare a general, non-sensitive summary of learnings from the dialogue and share it with all participating suppliers.

The table below summarizes what suppliers will receive from Ruter and what is expected from suppliers in each part of the dialogue.



	Part 1	Part 2
	Common kick-off	Individual 1:1 meetings
Suppliers receive	• invitation • this background document • meeting agenda	• Invitation • questionnaire • use case descriptions • practical meeting details
Suppliers are expected to	• no specific preparation required beyond reviewing the material	• submit the questionnaire • short introduction to the solution • live demo focusing on the two use cases • high-level licensing/pricing model overview

4.3 During the dialogue

The meetings will follow a common structure to ensure an efficient and consistent process for all participants. Confidentiality with respect to supplier input will be maintained.

The dialogue will form the basis for further work on the future requirement specification and procurement strategy, informed by insights into how different solutions can support Ruter's needs.

4.4 After the dialogue

After the kick-off and the individual meetings, Ruter will consolidate inputs to identify learnings, open questions and possible adjustments before the next phase. Ruter aims to procure such a tool, but the dialogue is part of the decision basis and it cannot be guaranteed at this stage that the process will result in a formal tender. Ruter will evaluate the process internally to ensure quality in the next phase.



5 Two use cases to be demonstrated in part 2

To support a structured and comparable dialogue with suppliers during the 1:1 meetings, Ruter has defined a set of use cases that illustrate key aspects of our analysis and planning needs.

The use cases are intended to provide a common reference point for discussions during the dialogue and to enable suppliers to demonstrate how their solutions support Ruter's workflows, rather than to represent detailed or exhaustive requirements.

The selected use cases are based on central tasks within Ruter's planning and analysis work. They have been chosen to reflect both analytical capabilities and integration needs, which are considered critical for evaluating how different solutions can support Ruter's overall objectives.

5.1 Use case 1 – Route alignment change: impact and cost assessment

Purpose: demonstrate how the solution can support assessment of a proposed route alignment change, including scenario handling, impact assessment and an indicative cost/production perspective suitable for early planning.

- create or edit a scenario reflecting a route alignment and/or stop pattern change
- assess impacts (e.g. service coverage/accessibility and travel time implications) in a transparent way
- provide an indicative production/cost view appropriate for early-stage decision support (not detailed operational scheduling)
- present results clearly and enable export for further analysis and reuse in other tools

5.2 Use case 2 – Data integration with Ruter's existing systems

Purpose: demonstrate how the solution supports efficient dataflow and interoperability with Ruter's existing systems and data platform.

- describe integration/ dataflow options (e.g. APIs, connectors, supported formats)
- show handling of route data workflows (import, editing/maintenance, export) and update routines
- explain how results can be shared/exported in standardized/open formats for reuse in Ruter's other tools
- address governance aspects relevant for Ruter (access control, audit/ logging where relevant, handling of sensitive data)