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Briefcase: Business snippets from around SA

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SAGE Group Managing Director and Chief Executive Officer Adrian Fahey.

SAGE acquires AddInsight traffic software from SA Govt

SAGE Group has purchased real-time traffic intelligence software, AddInsight, from the State Government.

The Tonsley business says the purchase from the SA Department of Infrastructure and Transport reinforces its commitment to provide innovative software solutions to help create smarter, safer and more sustainable cities.

SAGE Managing Director and CEO Adrian Fahey said the global group planned to further enhance the real-time traffic intelligence software.

“We are committed to working with transport authorities to create a smarter future and a better world, and to achieve that, it is critical to have smart software that can collect, analyse and use road data to support operations, road infrastructure planning, better event response and reporting – AddInsight is already the perfect platform to make that happen,” he said.

“Delivering on growing customer demand has underpinned this investment decision. We anticipate that AddInsight will quickly become a key product offering as we accelerate our own customer digital journey and provide software products that can drive innovation and deliver modern-day solutions.”

First developed in 2012, AddInsight captures and analyses data on travel times between any two points where beacons are installed on the road network.

While AddInsight is already utilised by all Australian and some New Zealand road authorities to monitor traffic congestion, Fahey predicts interest in the software for other applications.

“We are confident that our investment will see AddInsight become a cornerstone product within our Smart Cities and Transport offering and it is now time to utilise our own experience and technical expertise to take AddInsight to the new level of its development,” he said.

SAGE this month also launched technology business TilliT to deliver Software as a Service (SaaS) and associated IoT hardware solutions for customers across the broader manufacturing industry.

“TilliT will be a standalone organization within the SAGE Group, bringing together two existing software products – TilliT Digital Operations and the Ailytic AI Scheduler to enable us to continue focus on the development of smart manufacturing solutions,” Fahey said.