



The government ministry in the Middle East wanted to ensure safe arrival and departure of pilgrims and visitors.

Crowd Management System for Government Ministry in the Middle East

Challenge

- Lack of visibility on pilgrim movement across zones
- No real-time Information on crowd density
- Lack of supervised experience & management

Solution

- A robust and transparent in-house crowd management model, which stimulates and digitalizes data on a web portal for Command Operation Center to address crowd management
- A mobile application for pilgrims to help them identify their groups, view desired paths & locations, call for SOS in case of emergency and manage visits, pilgrim activities, heat maps for identifying crowd density in order to have equal distribution of crowd across different locations
- WorkBox Platform components **Unified Inbox, Collaboration, Rules Engine, Dashboard & Reports, SAP Analytics Cloud, Process Automation, Intelligent Task Management, Work Builder & Chatbot** have been leveraged

Outcome

- Robust and reliable mega-crowd management solution
- Safe, easy and convenient pilgrim experience
- Real-time situational awareness through GPS tagged zones for easy heat mapping
- Real-time overcrowding alert

