

HERE 101

Mapping Solutions for Business Success

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Welcome to today's webinar

How can I ask a question?

- Chat feature can be used to type questions

Can I view this presentation after the session?

- Yes, the webinar is being recorded
- The recording and slides will be available after the presentation

Additional support post-webinar:

- Dedicated Mapping Support Team
- HERE to Help Fridays

We're the world's leading location data and technology platform.*

We provide data and software that helps our customers and partners build better solutions, better services and a better future.

The HERE platform is a location toolkit with which you can upgrade everything from urban mobility and driver safety to resilient logistics and sustainable operations.



*According to [Omdia](#), [Counterpoint Research](#) and [Strategy Analytics](#), 2022-23

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Today

#1 location data and
technology platform

#1



HERE is the leader

According to Omdia, Counterpoint
Research and Strategy Analytics

Ranked #1 in completeness
across the industry

Outranking Google, Mapbox,
TomTom and Apple

A platform operating at scale

35+

years of experience in map-making and location technology

1.3k

enterprise customers – from automakers and tech leaders to global logistics and telecoms brands

550k

direct developers



153bn

API calls per month

40m

vehicles supplying real-time probe and sensor data

24/7

customer access to map content; update visibility for all data products within 24 hours via UniMap

Our platform
addresses
major market
challenges across
several industries

Industries



Automotive



Transportation & Logistics



Tech



Telecommunications



Business & IT Services



Industrial



Public Sector



Retail

Markets



Fleet Management



Supply Chain



Automated Driving



Connected Driving



Mobility



Infrastructure

Build better fleet solutions with HERE.

Every fleet wants to be more efficient and sustainable – from the first to the last mile. The HERE platform underpins the software they rely on to improve planning, customer satisfaction, driver safety and environmental footprint.

Customers and partners like ...

DESCARTES™

Glympse®

HOLCIM

tcs TATA
CONSULTANCY
SERVICES

... use the HERE platform to improve



Tour
planning



Route
optimization



Last mile
efficiency



Driver &
customer apps

Build better supply chain solutions with HERE.

Leverage the HERE platform to give customers unprecedented visibility of shipments and assets – to keep yards, warehouses and goods moving efficiently.

Customers and partners like ...



... use the HERE platform to improve



Asset tracking



Shipment visibility



Warehouse & yard management

Build better driver experiences with HERE.

The HERE platform helps OEMs develop the digital cockpits that customers want and expect – creating more differentiation in the era of the electric, software-defined vehicle.

Customers and partners like ...



... use the HERE platform to improve



Electric vehicle services



Connected vehicle navigation



Connected vehicle services

Build better automated systems with HERE.

The world's leading OEMs use the HERE platform to upgrade their ADAS and automated driving systems. Our enterprise-grade map data compliments vehicle sensors, assisting drivers and improving safety.



Customers and partners like ...



... use the HERE platform to improve



Road safety & awareness



Advanced Driver Assistance Systems (ADAS)



Highly Automated Driving (HAD)

HERE Differentiating Factors

01

Benchmark

HERE provides the most industry specialised solutions

02

Quality

Better quality of content & co-operation models

03

Flexibility

In pricing models & contract

04

Price

Lower year-on-year investment

05

Invest

Engagement model for a strategic partnership

06

Accelerate

HERE is ready to deliver and to accelerate!

Competitive strengths

The strongest differentiating functionalities

- **Truck Routing and Navigation**
(Custom Speed Profiles for light, medium and heavy trucks)
- **EV charging aware Routing**
- **Toll cost calculation** (Extensive Global Coverage)
- **Isoline Routing** (Longest isoline, reverse Isoline)
- **Waypoints Sequencing** (largest number of 150 waypoints)
- **Matrix Routing** (supports up to 100M routes)
- **Route Matching and Map Attributes**
(Batch processing for large GPS traces)
- **Fleet map Schema**
- **Self-hosting deployment**
(Available for all essential location services)

Capabilities enabling true B2B partnerships

- Flexibility to leverage both Services and Content
- Transparent license models
- Data privacy, ownership and security
- Configurability and support for private data
- Global offering with consistent APIs
- Technical customer support
- Most comprehensive service offering on the market

About our platform

Tracking Uploading



Delivery
Arriving

Tracking Uploading



On time
Capacity: 25%

With location, now we can.



Powell

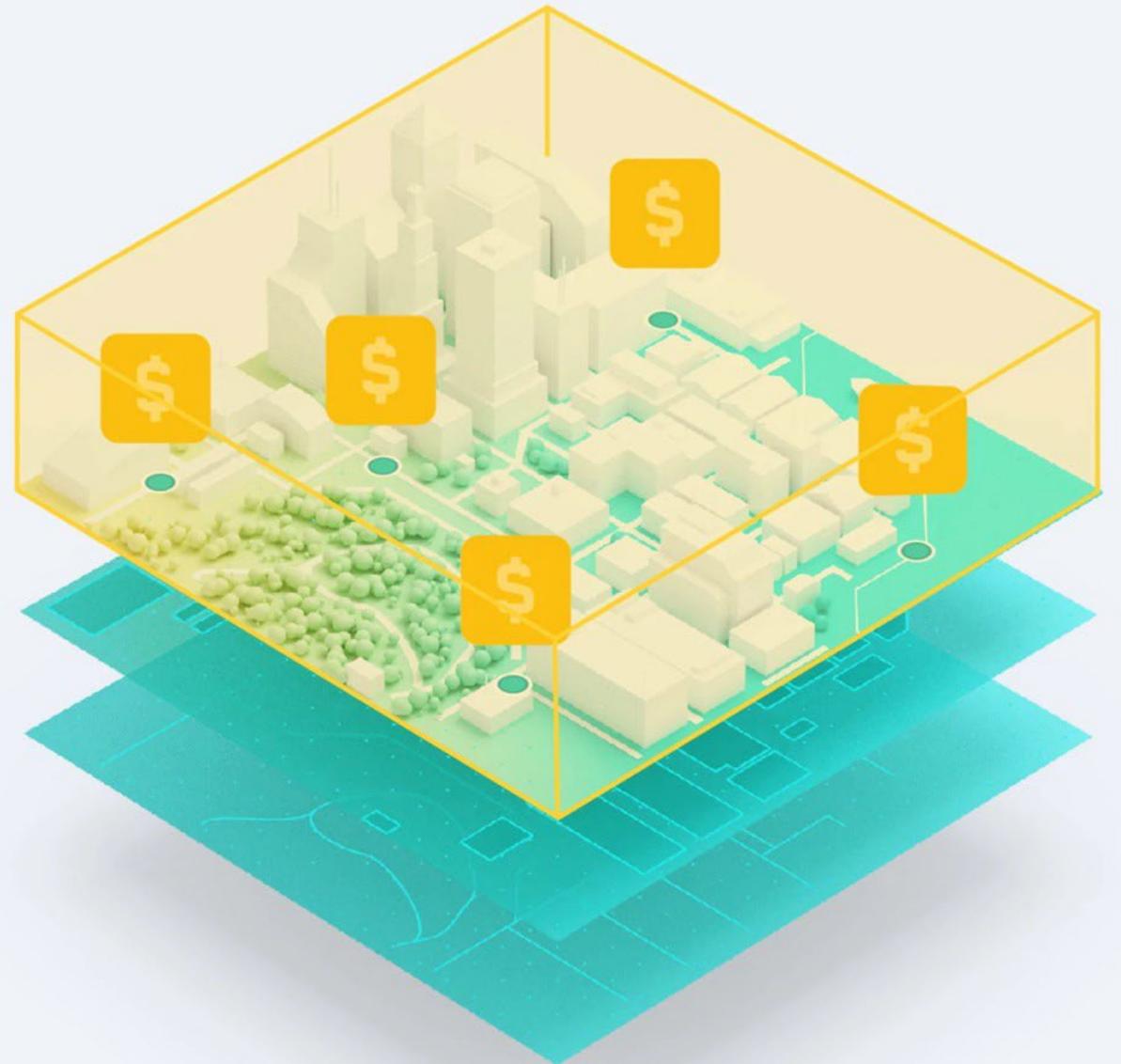
NO LEFT TURN

NO LEFT TURN ON RED

NO LEFT TURN ON RED



Build better with all the enterprise-grade map data, software tools and control you need in one flexible location platform.



Moving towards a future of data and service enhancement and customization with BYOD and BYOS

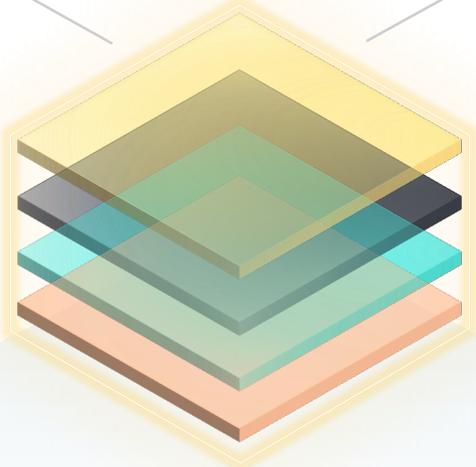
Bring Your Own Data

Add value to raw datasets to meet business imperatives



Customize Your Services

Change service parameters and behavior that allow you to stay competitive



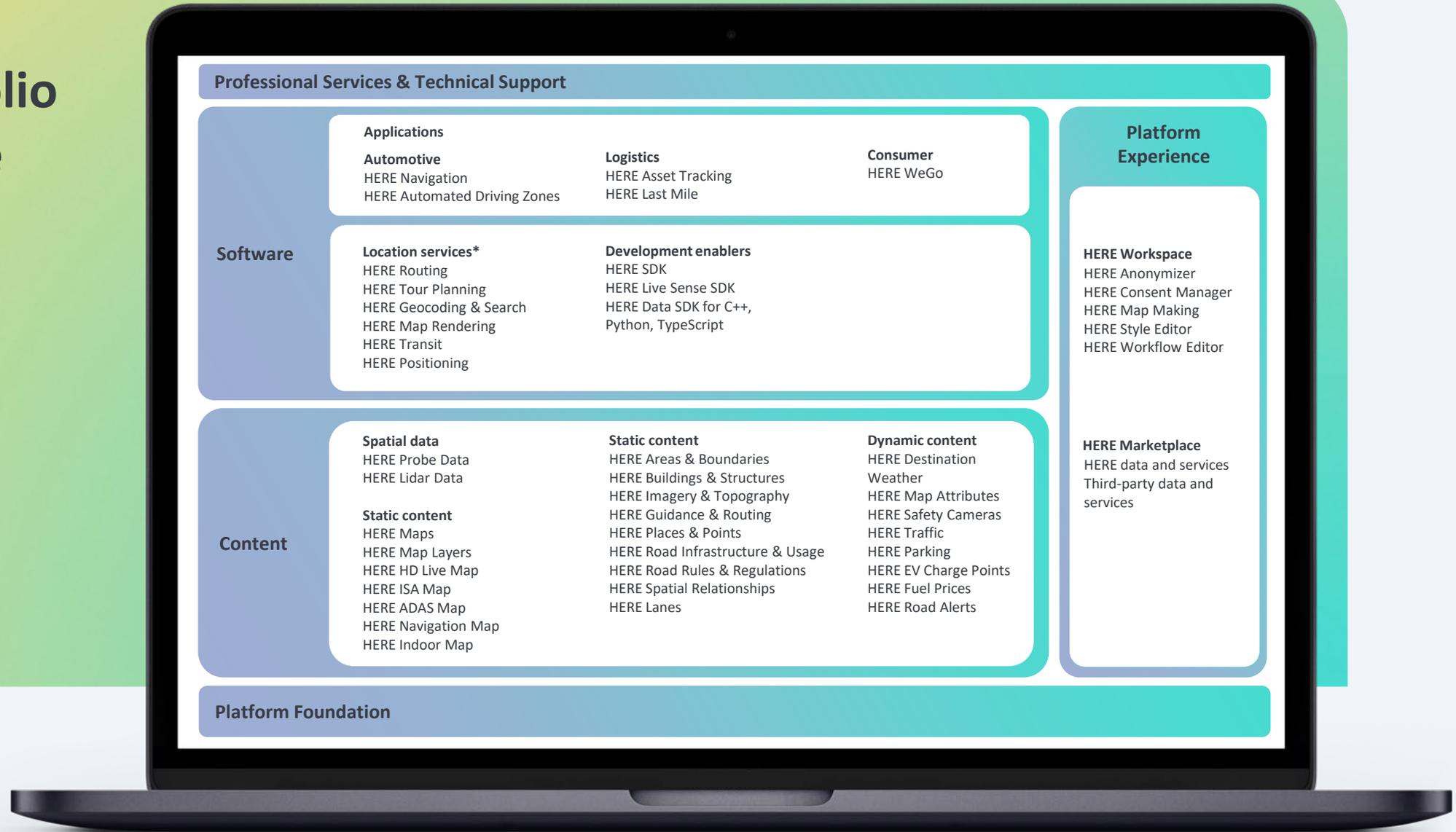
- New POIs
- Road geometry
- Road attributes
- Rich content

- New roads for Routing
- Custom search rankings
- Custom map rendering
- Custom service

HERE SDK



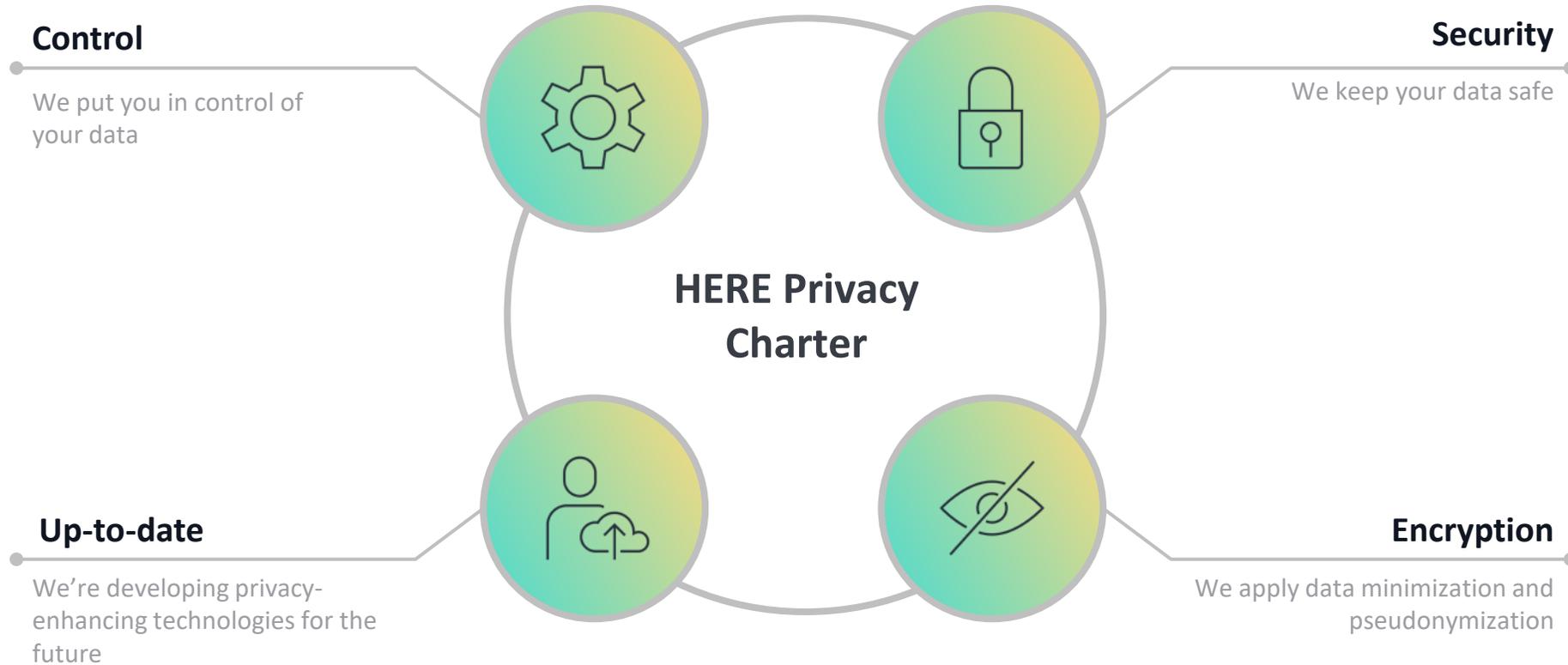
HERE portfolio architecture



*Certain HERE location services can also be self-hosted by customers and partners on their own servers or cloud environment

Built with privacy in mind

We go beyond mere regulatory compliance and make privacy an integral part of our corporate culture



Looking to the future



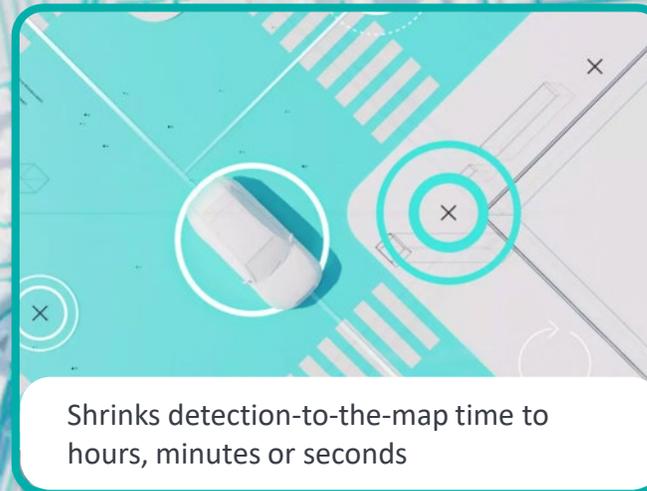
A new era of mapmaking

2023

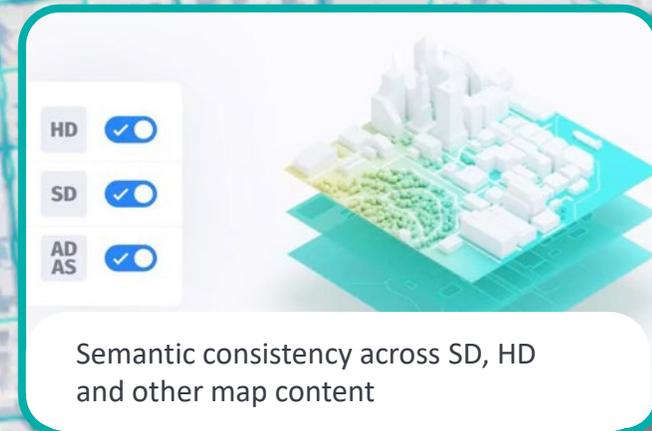
Introducing UniMap

HERE's new automated mapping system revolutionizes how maps are created, updated and used.

UniMap rapidly fuses large quantities of data from diverse sources – including vehicle sensors, industrial lidar and satellites – into a fully aligned and unified global map, stored in a single environment.



Shrinks detection-to-the-map time to hours, minutes or seconds



Semantic consistency across SD, HD and other map content



Customers can combine datasets and create new products in hours



A new era of mapmaking

UniMap powers emerging use cases

2023



Next-generation in-vehicle experiences



Highly automated driving



Predictive logistics



EV services



Private mapping



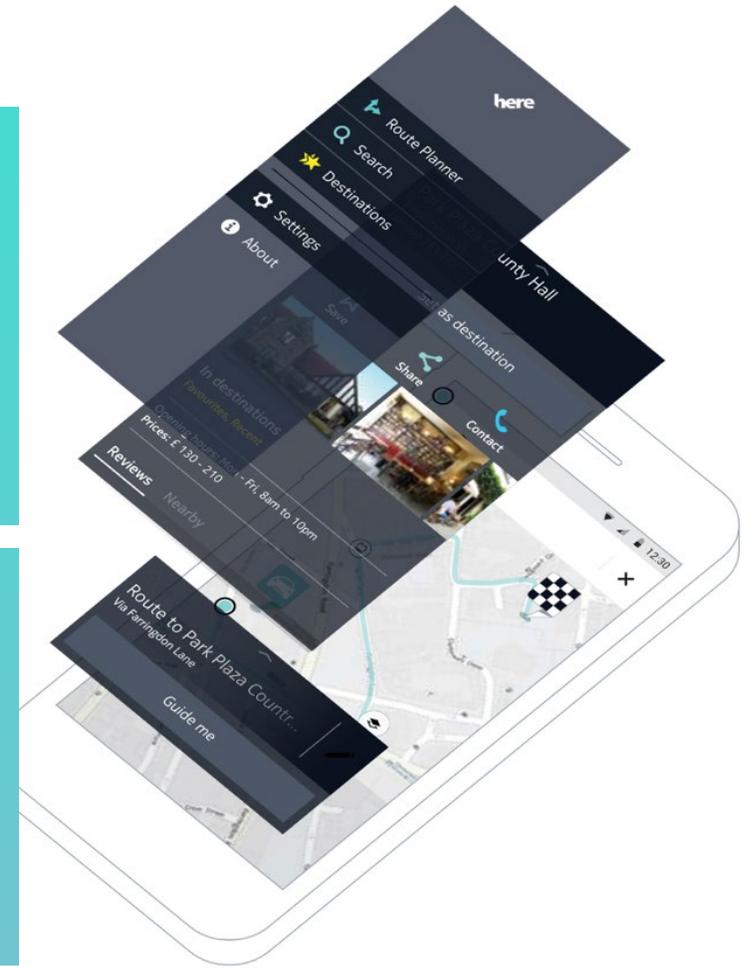
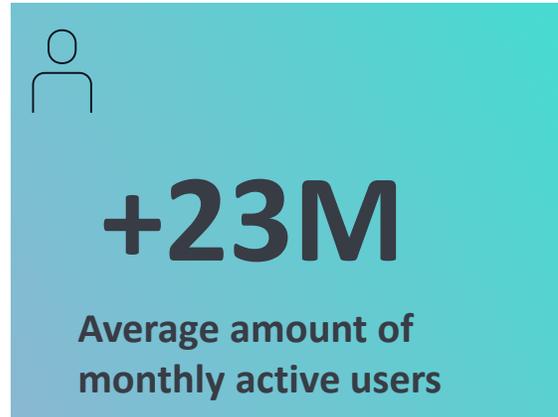
About HERE SDK

HERE SDK

Product summary

A set of programming interfaces that give access to a rich portfolio of location features such as mapping, routing, geocoding, search, traffic, transit, indoor and navigation

- Three separate standard variants (Lite, Explore, **Navigate**) targeting Android and iOS
- Builds on the core set of HERE Location Services and uses consistent concepts and terminology
- Released bi-weekly to all customers – product roadmap is providing constantly relevant value to drivers throughout the program timeline
- Allows for cross platform development for iOS and Android, from a single code base, with Flutter



HERE SDK variants



Flutter

Explore Edition for smooth map experiences and highly performant map rendering for high-end devices



Flutter

Navigate Edition for accessing all the features that come with the Explore Edition + turn-by-turn navigation



Android only

Lite Edition for basic mapping use cases on devices w/ limited ROM capabilities

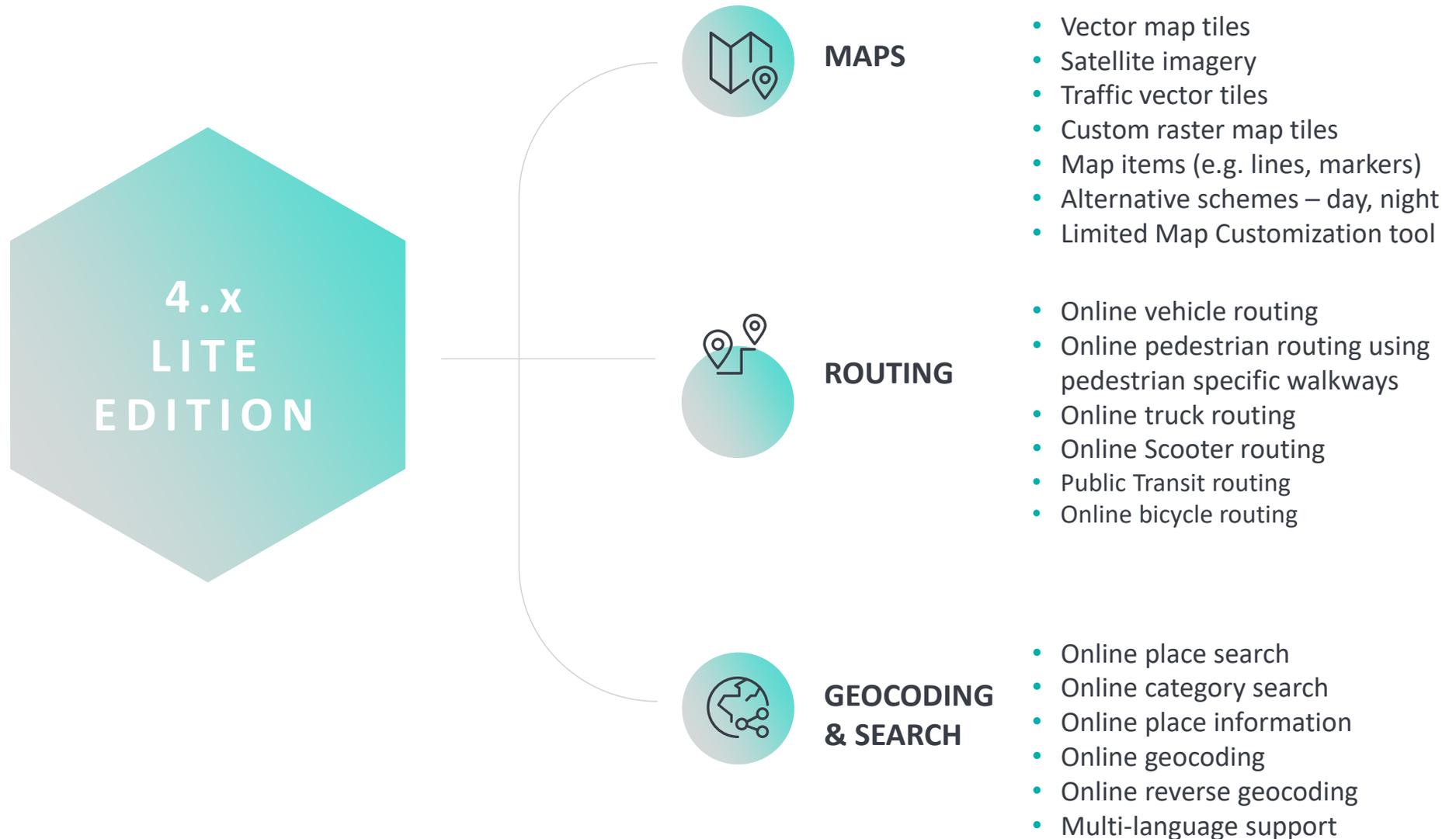
HERE SDK as a part of the HERE Environment

HERE SDK seamlessly integrates with the HERE Ecosystem

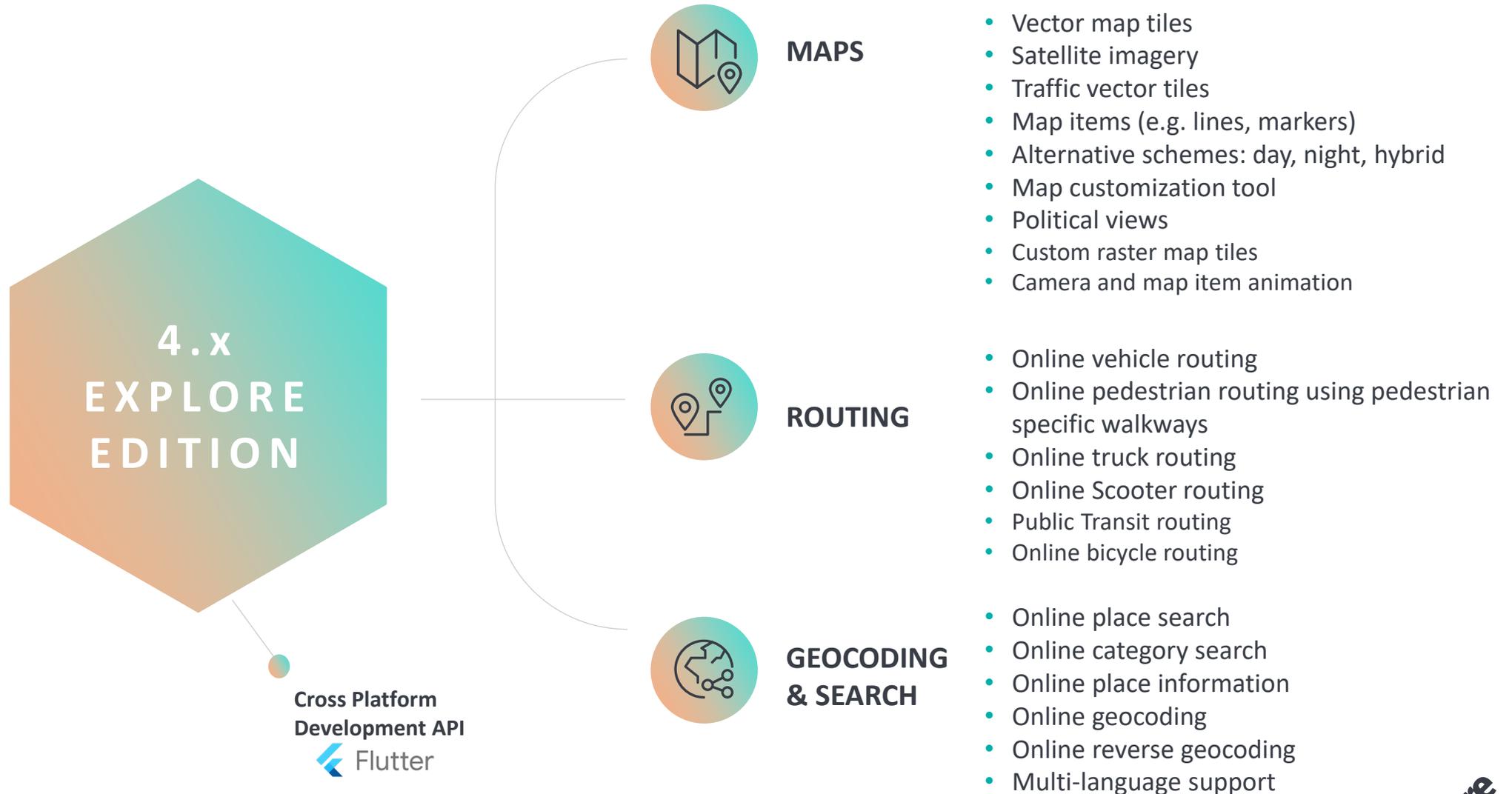


Product variants

Key features: HERE SDK 4.x– Lite Edition



Key features: HERE SDK 4.x– Explore Edition



Key features: HERE SDK 4.x – Navigate Edition

- Online navigation for vehicles, Trucks, Scooters & pedestrians
 - Lane assistance
 - Signposts
- Commercial Vehicle Regulations
 - Junction views



- Search: POIs & Geocoding
- Vector maps rendering
- Routing: Passenger cars & EV, Trucks, 2-wheelers, Pedestrian Q4 2022
- Region based Map Loader

OFFLINE



- Vector map tiles
- Satellite imagery
- Traffic vector tiles
- Map items (e.g. lines, markers)
- Alternative schemes: day, night, hybrid
- Map customization tool
- Political views
- Custom raster map tiles
- Camera and map item animation

- Speed limit warner
 - Camera warner
- Truck restrictions Environment zone – Q3 2023
 - School zone – Q3 2023



- Online vehicle routing
- Online pedestrian routing using pedestrian specific walkways
- Online truck routing
- Online Scooter routing
- Public Transit routing
- Online bicycle routing

- Network positioning (Cell-ID, Wi-Fi)
 - HD GNSS
- Vehicle Dead Reckoning



- Online place search
- Online category search
- Online place information
- Online geocoding
- Online reverse geocoding
- Multi-language support

Cross Platform
Development API
 Flutter

HERE SDK

Product Use Cases

Transport & Logistics

Why choose HERE SDK for your Fleet Solutions

A complete solution to your

Global location DNA footprint

Ranked as the #1 location platform by multiple analysts given its **data completeness and accuracy**

Offline/Edge/Multi - Cloud

In case of no online connection, there is offline capability to support you until an online connection is available.

Back End Support

Reliable foundation of shared economics for The Alliance, as HERE's Platform is built to **complement users' value chain**

Visualisation and Multi-modal Routing

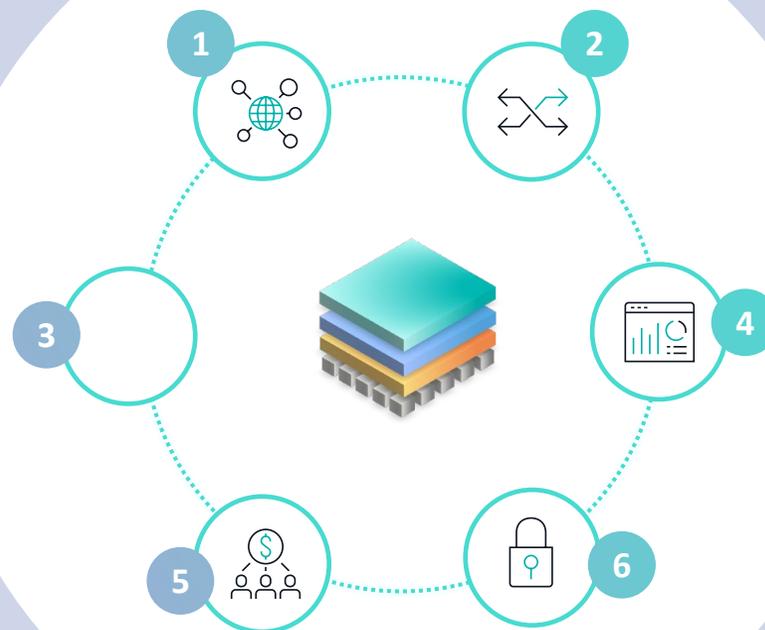
Design

Data ownership & sovereignty

Neutral platform that provides its partners complete access and **control** of their data and customer relationships

Privacy by design

Privacy-by-design ensures highest level of data **privacy and security** for customers and partners



Enabling various market and use cases

Key Differentiators



Truck Routing
EV Routing



Matrix Routing
Waypoints Sequence
Tour Planning



Geocoding and Reverse Geocoding
Geofencing



Fleet Map



Offline Navigation
HERE SDK



Route Matching
Map Attributes

Fleet Management



Route Optimization

Calculate large number of routes between multiple locations



Driver facing Applications

Offline truck navigation



Commercial Vehicle Visibility

Monitor your vehicle on fleet map



Driver & Job Analysis

Capture illegal maneuver, driver rest time and overall behavior with Route Matching

A complete set of Truck enabled routing improves ETA and efficiency

Increase Fleet Efficiency

Reduce Cost

Meet SLAs

Reduce CO₂



Key Differentiators



Traffic enabled routing



**Matrix Routing
Waypoints Sequence
Tour Planning**



**Geocoding and Reverse
Geocoding
Geofencing**



Isoline Routing



**Route Matching
Map Attributes**

Mobile Workforce Management



Job Planning

Calculate large number of routes between multiple locations



Real – Time Job Management

Dispatch mobile employees to new job



Vehicle Visibility

Monitor your vehicle on map and use Isoline Routing for Job dispatching



Driver & Job Analysis

Capture illegal maneuver, driver rest time and overall behavior with Route Matching

A complete set of routing capabilities improves productivity and efficiency

Increase field worker efficiency

Reduce Cost

Meet SLAs

Increase employee satisfaction



Key Differentiators



Truck Routing
Traffic enabled truck routing



BYOD



HERE SDK



Geocoding and Reverse Geocoding
Geofencing



Fleet Map



Route Matching
Map Attributes – Speed Limits, Truck POIs

Supply Chain



Dynamic re-planning

Re- plan your journey on the move with RT traffic enabled routing



Shipment Visibility

Track your shipment ETA on Fleet Maps



Yard Mapping

BYOD to map your private sites and enable search & routing services

Unique capabilities that allows you ensure data privacy while optimizing supply chain

Optimize Cost

Increase Asset Utilization

Meet SLAs

Increase Productivity



Key Differentiators



Traffic enabled routing
EV Charge Aware Routing
Predictive Routing
Intermodal Routing



**Explore nearby Places,
By Category**
Search POIs along the route
Proximity Search
**Display rich, trusted
information about a place**
**Interact with places
“get me there!”**

In – Vehicle Integration



Search Places & POIs

Enhanced search
capability while driving



Intermodal Routing

Park & Ride allows
a seamless journey
experience

A complete set of search and routing capabilities improves overall driving experience

**Stress- free
Driving**

**Ensure Driver
Safety**

**Enhance customer
satisfaction**



Key Differentiators



Traffic-enabled routing



Matrix Routing



**Geocoding and Reverse Geocoding
Geofencing**



Search



**Route Matching
Map Attributes**

Vehicle telematics



Roadside Assistance Service



Emergency service



Concierge services



Stolen vehicle tracking

Identify customer/vehicle location and dispatch according resources based on reachability using Matrix Routing or Isoline Routing in combination with Search.

A complete set of Traffic enabled routing improves ETA and efficiency

Increase customer satisfaction

Increase efficiency

Meet SLAs

Reduce CO₂



Key Differentiators



Isoline Routing



Search



**Geocoding
Reverse Geocoding**



HERE SDK



**Pedestrian Navigation
Dynamic Car Navigation**

Mobility (Web & Mobile)



**Pre- Trip
Planning**

Plan your trip ahead of your journey with multi-modal Routing



**Find the Closest
Car**

Enable locating the closest car/taxis with the help of Isoline Routing



Journey Planning

Optimize your journey experience with dynamic navigation & detailed turn-by-turn instructions



**Post Trip
Analysis**

Capture overall driver behavior with Route Matching

A comprehensive set of location services and SDK for improved mobility experience

**Stress- free
Driving**

**Ensure Driver
Safety**

**Enhance customer
satisfaction**



Key Differentiators



HERE SDK



Search & Geocoding



Map Visualization



Offline Experience



Dynamic Truck & Car Navigation

Mobile Applications



Places & Address Search

Enhanced search capability while driving



Navigation

Offline navigation



Journey Planning

Optimize your journey with dynamic navigation & detailed turn-by-turn instructions



Location Based Advertising

Provide location specific advertising with Search & Geocoding

A unique set of location services enabling several location based mobile solutions

Increase Brand Value

Reduce Cost

Meet SLAs

Reduce CO₂



Key Differentiators



**Route Matching
Map Attributes**



HERE SDK

Finance and Insurance Services



Driving behaviour Analysis

Understand roads driven, capture illegal maneuver, speeding with Route Matching and Map Attributes



Driver facing Applications

Navigation and driver coaching

A unique set of location services enabling usage based insurance solutions

Improve safety

**Incentivise safe and
economic driving**

Reduce CO₂





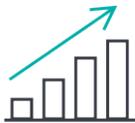
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HERE Location Services

Customer challenges



Minimize costs / minimize distance travelled / minimize emissions



Maximize effective use of available driver hours



Align fleet structure with mix of activities – including height /weight /width/emissions restrictions plus the terrain covered and driving conditions (e.g., Desert/Arctic routes)



Use accurate address data to improve predicted ETAs / meet customer KPIs /SLAs



Alleviate the stress related to trip completion on current battery charge and live and dynamic traffic updates



Gain insights into the road conditions to improve productivity



Enhance customers' experience to drive adoption and new user acquisition



Location Services enable new opportunities in multiple industries and markets



Fleet Management

Last Mile

Supply Chain Management



Mobile Workforce Management



In-vehicle Integration

Vehicle Telematics

Mobility

Marketing & Sales

Finance and Insurance Services

The four key phases those markets have in common

Our products enables inter – connected opportunities to upsell/cross sell across the operational cycle



HERE Location Services are a rich set of Application Programming Interfaces (APIs) and Software Development Kits (SDKs) that enables businesses across industries and markets to integrate location functionalities into their web and mobile applications



- A modular cloud services that allows deployment across multiple screens and OS
- **Flexible and scalable:** HERE location services support any customer size and any data traffic in any region, all supported by strong Service Level Agreements
- Provides **full control over data security** without compromising on what's best for their business by offering :
 - **Cloud Environment:** Services hosted by a 3rd party i.e., Azure
 - **Self-hosting:** A wide range of services can be run on your own server
- HERE Location Services are fueled by the **most comprehensive, rich and fresh location data** enabling business optimization and growth within fleet management, supply chain, electric mobility, connected vehicles and automated driving.

Support for development across screens, across devices

A new way forward >>



Grey Matter is a software reseller and cloud service provider devoted to developers and technology-led companies. We're known for our quick, accurate and impartial advice.

Additional support post-webinar:

- Dedicated Mapping Support Team
- HERE to Help Fridays

HERE to Help with Grey Matter

here

TO HELP



**Bring us your technical questions
and we'll get you the answers**

Email us and we'll match your use case to the appropriate HERE Technical Expert for a 30-45 min. one-to-one session.

Our goal is to help deliver timely and effective resolutions and recommendations to enable you with the support you need when you need it. That's the Grey Matter difference.

Book your HERE to Help session today! >>

Our Grey Matter Mapping Team



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Thank You