HERE Platform for Business



The one, powerful location platform you need to transform your business

Quality.

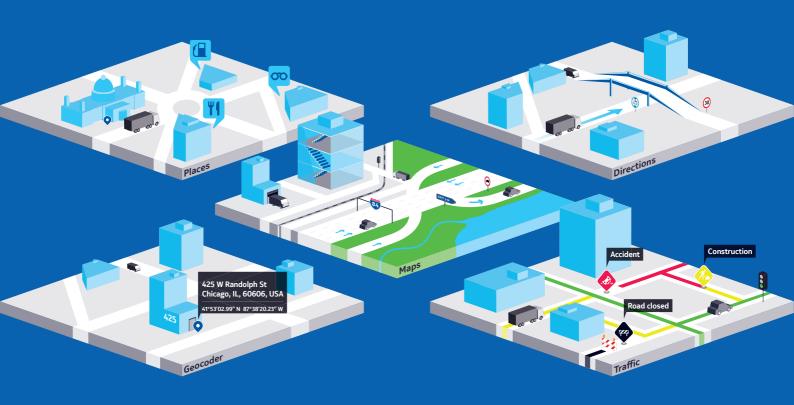
Always-accurate location data and services built for business

Flexibility.

Modular services that work across screens

Functionality.

Rich features for businesscritical operations



Whatever business you're in, **HERE Platform** for Business can help make it better, faster and more efficient regardless of size, area of deployment or mission. Our comprehensive map data, combined with a powerful and flexible set of software services give you ready access to the location intelligence you need to transform your business: accurate maps and location services covering everything from vehicle-restricted access roads to industrialized parks and detailed indoor venue maps.



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Highlights

The **HERE Platform** for Business is modular, offering services through Maps, Geocoder, Traffic, Directions and Places components and allowing you to pick and choose what you need. APIs make deployment of differentiated location experiences fast and easy. A global, highly responsive and scalable infrastructure supports service delivery.



Geocoder

Accurate geocoding and reverse geocoding

- Geocoding supporting address range and point addressing
- Fuzzy search for incomplete address gueries
- Reverse geocoding to translate coordinates into addresses
- Batch geocoding for processing large databases



Directions

Always-accurate vehicle commercial routing

- Traffic-enabled routing w/real-time and/or historical traffic data
- Routing modes for vehicle, truck, pedestrian & public transit
- Isoline and matrix routing
- Distance calculation for toll roads



Maps

Powerful services based on the world's best map

- Fast map display performance & tile rendering
- Map views including fleet & satellite imagery
- Detailed views (e.g. industrialized parks, venues)



Places

Reliable search and discovery of places

- Search and discovery of places by category or distance
- Rich places information (e.g. open hours, reviews and ratings)



Traffic

Traffic data for more efficient road networks

- Traffic tiles w/real-time and historical flow
- Incidents layer w/location, type and event information
- Traffic flow data in XML or JSON format
- Traffic flow availability for specified areas



Platform Data Extension

- access to incremental set of HERE map data
- pre-compiled content database



Custom Location Extension

- display of custom POIs on the map
- support for complex search queries

Only **HERE Platform** delivers powerful, flexible and global location cloud services built on enterprise-grade map data. Discover how HERE can help your business run smarter, faster and more efficiently. Today, leading enterprise organizations around the world use HERE Platform in hundreds of customer applications and support core business processes such as fleet management, telematics, geomarketing, business intelligence, field force optimization and more.

