

HERE Platform for Business

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

Quality.

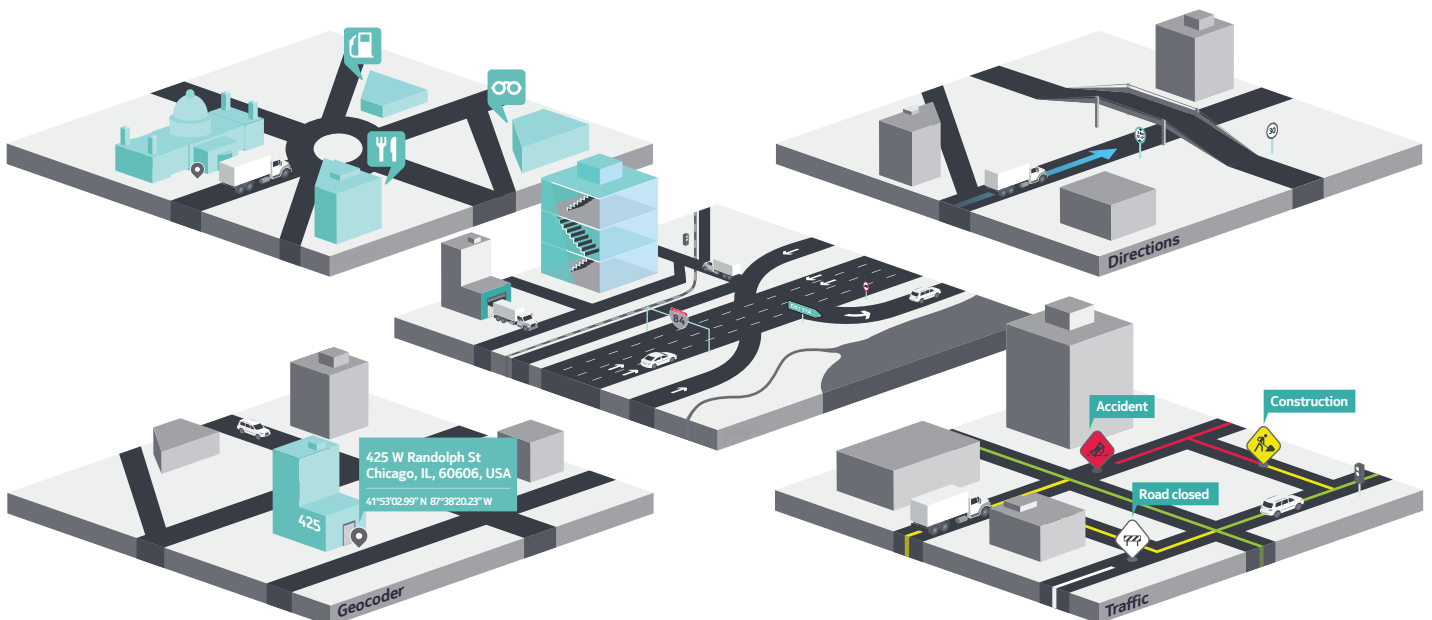
Always-accurate location data and services built for business

Flexibility.

Modular services that work across screens

Functionality.

Rich features for business-critical operations



Whatever business you're in, the **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.

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 queries
- **Reverse geocoding** to translate coordinates into addresses
- **Batch geocoding** for processing large databases

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)

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

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

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)

Transit

Door-to-door transit experience

- **Route directions** w/ ETAs based on transit schedules
- **Route options** for various transit modes (e.g. bus, train, subway)
- **Transit schedules** using timetables and frequency-based schedules
- **Pedestrian routing** to transit stations
- **Seamless connectivity** between travel modes and pedestrian access points

Only the **HERE Platform for business** 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 the **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.