

# HERE Platform for Business



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

## Quality.

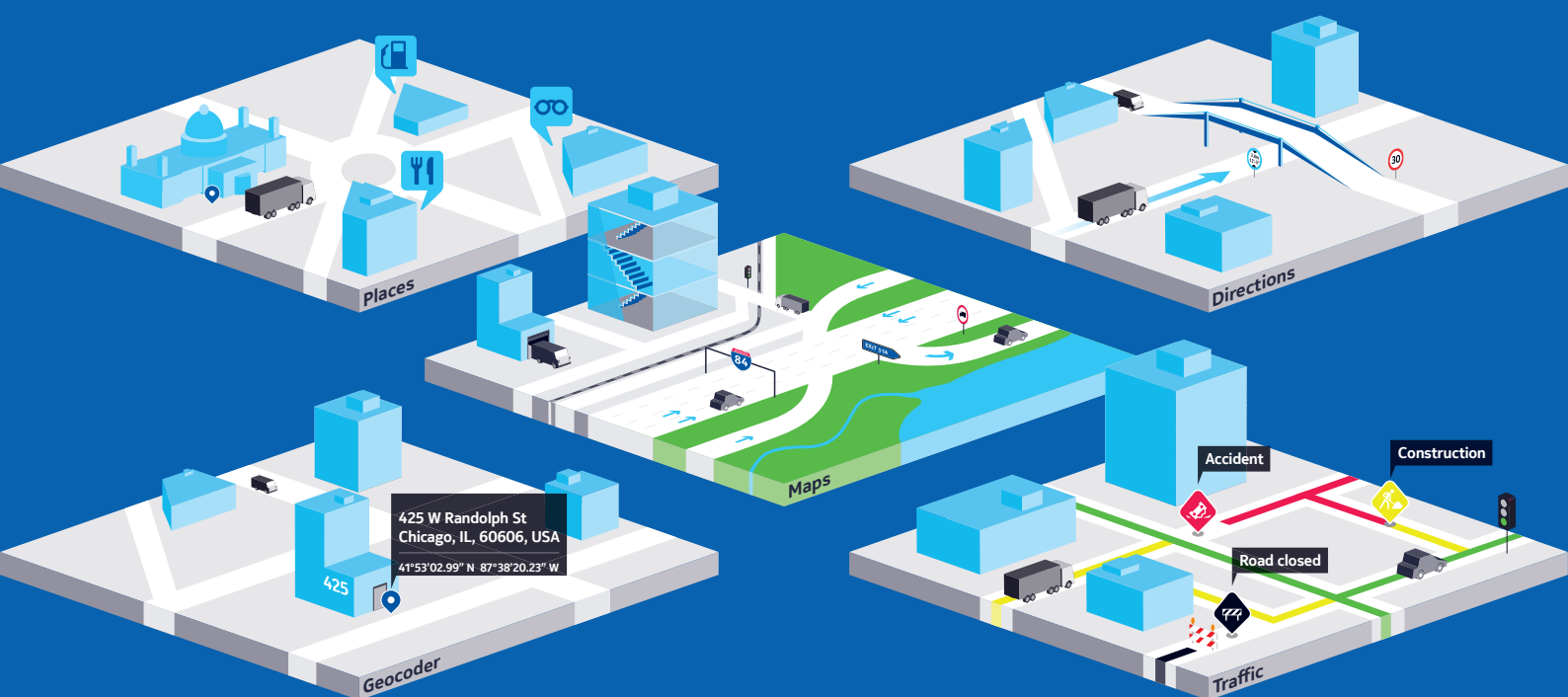
Always-accurate location data and services built for business

## Flexibility.

Modular services that work across screens

## Functionality.

Rich features for business-critical operations



Whatever business you're in, **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.

**here**  
Maps for Life

# HERE Platform for Business

## 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 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
- **Distance calculation** for toll roads



### 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)



#### 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.