



here

“Location Intelligence”
clave para mejorar la gestión de flotas

2nd TECH4FLEET

Rita Álvarez (HERE) & Jose I. Gómez (SyKGIS)



Gracias

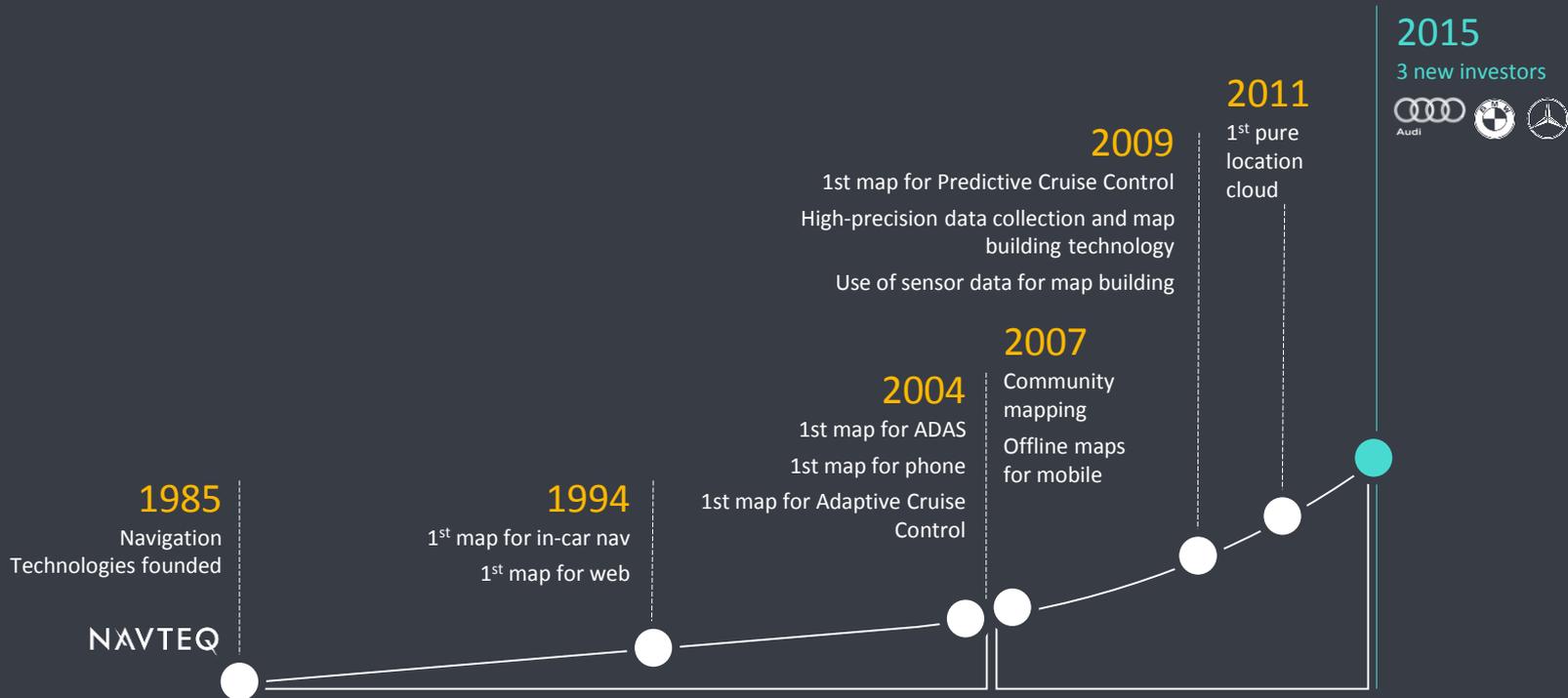


Contacto

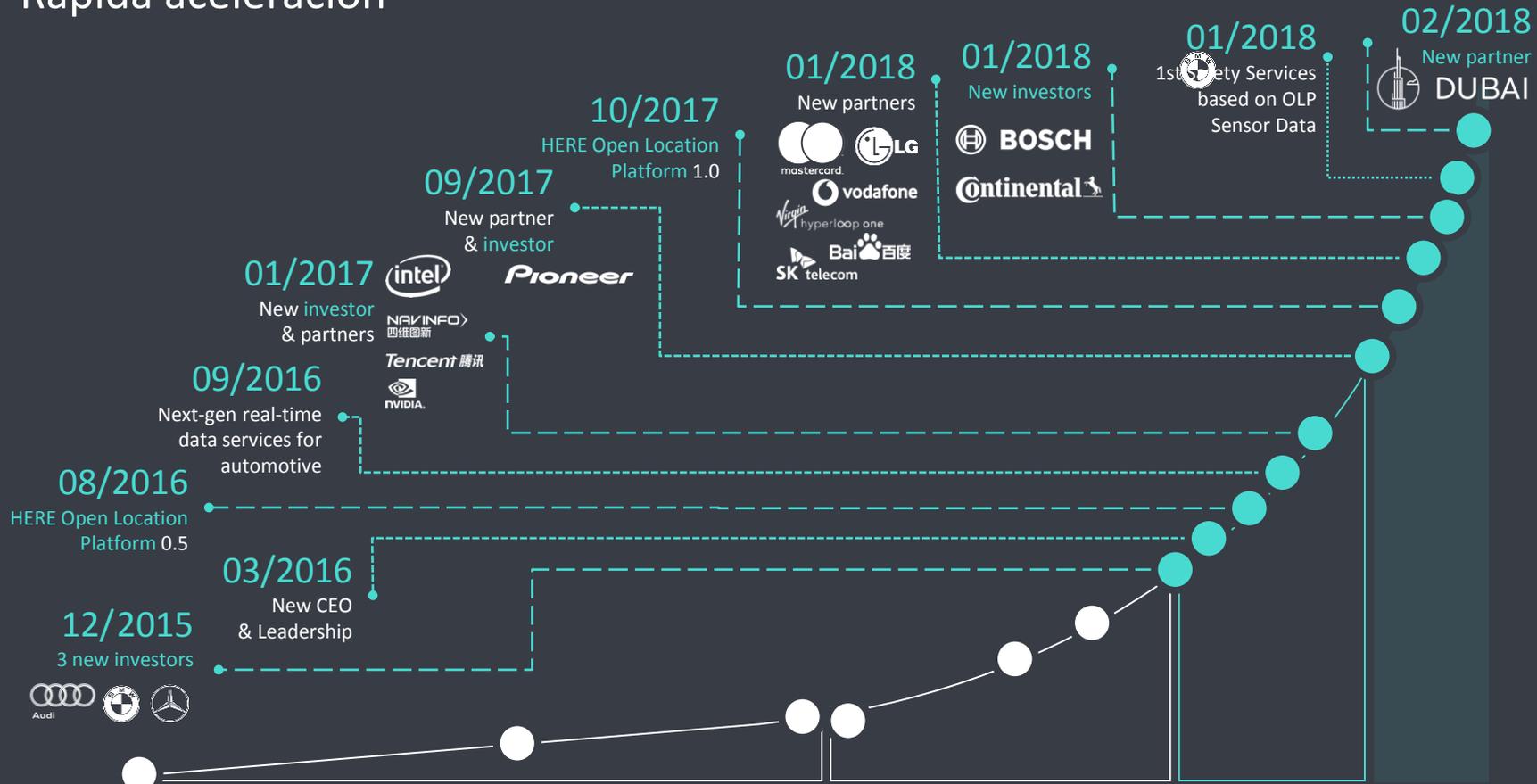
Jose Ignacio Gómez jigomez@sykgis.com

Rita Álvarez rita.alvarez@here.com

Nuestra historia: De la creación de mapas a la Tecnología de la Localización



Rápida aceleración



HERE en números



Countries mapped

8,000+



Employees in 56 countries
focused on delivering the world's best
map and location technologies

HERE Maps on board of

100M

vehicles and counting

28

TB map data



collected
per day

30+



Years of
experience
transforming
location
technology



In-car
navigation systems
in Europe and North
America use HERE
maps

4 of 5

400

+ HERE cars
collecting
data for
maps



700,000



3D data points
per second per car

HD Live Map covering

600k+ km

for Autonomous Driving



¿Porqué HERE Maps?

Las 4 dimensiones de la diferenciación de mapas.



- World's greatest automotive & enterprise grade coverage
- Highest attribute level accuracy
- Richest representation of the real world
- Freshest content with validated weekly releases

Cobertura

HERE ofrece la más amplia cobertura a nivel mundial.



Precisión

A highly accurate representation of the world, based on continuous quality testing

HERE's Real World Testing, is a robust, intensive and unique in the industry quality program, to benchmark our Map & Content to the ultimate baseline...

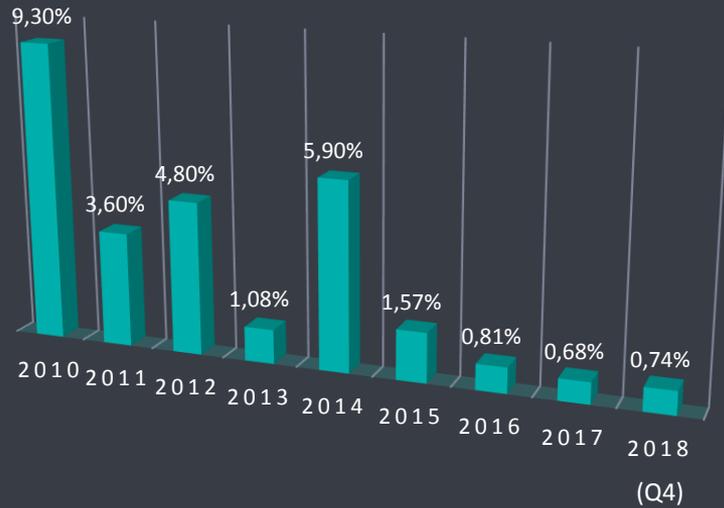
Reality



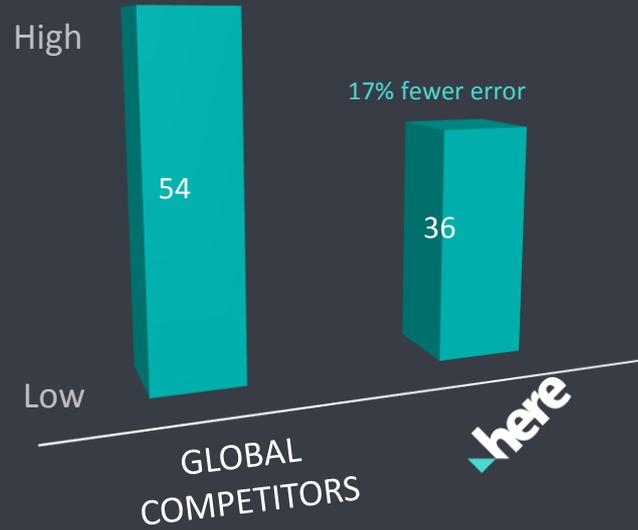
Calidad

Menor % errores

RESHIPS

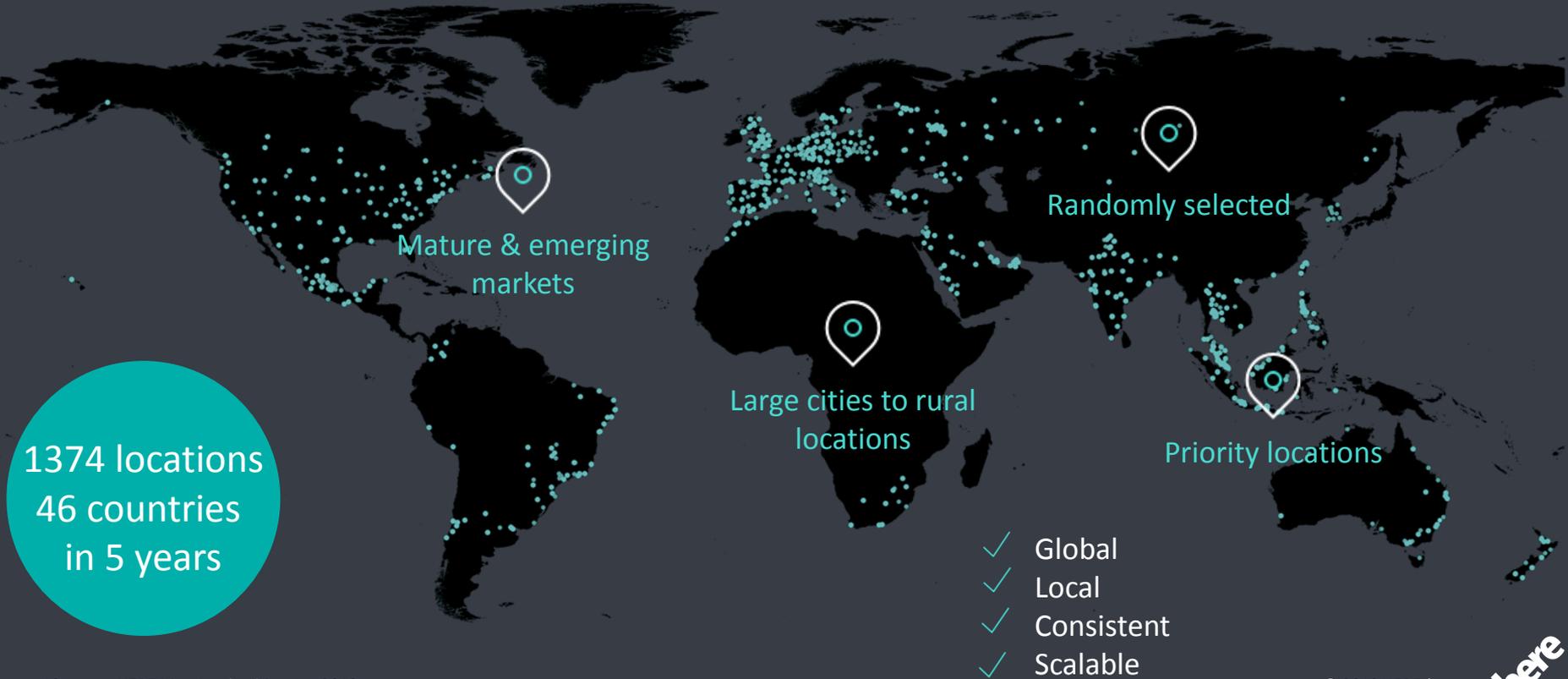


DPMO ERROR RATE DEFECT PER MILLION OPPORTUNITIES



Calidad

Testeo severo – 200.000 horas anuales



1374 locations
46 countries
in 5 years



Riqueza

10 líneas de producto, más de 50 productos, más de 900 atributos



HERE Map
Data Suite



HERE Road
Infrastructure
& Usage Suite



HERE Places
& Points Suite



HERE Buildings
& Structures Suite



HERE Utility
& Network
Infrastructure Suite



HERE Areas & Boundaries
Suite



HERE Road Rules
& Regulations Suite



HERE Imagery
& Topography Suite



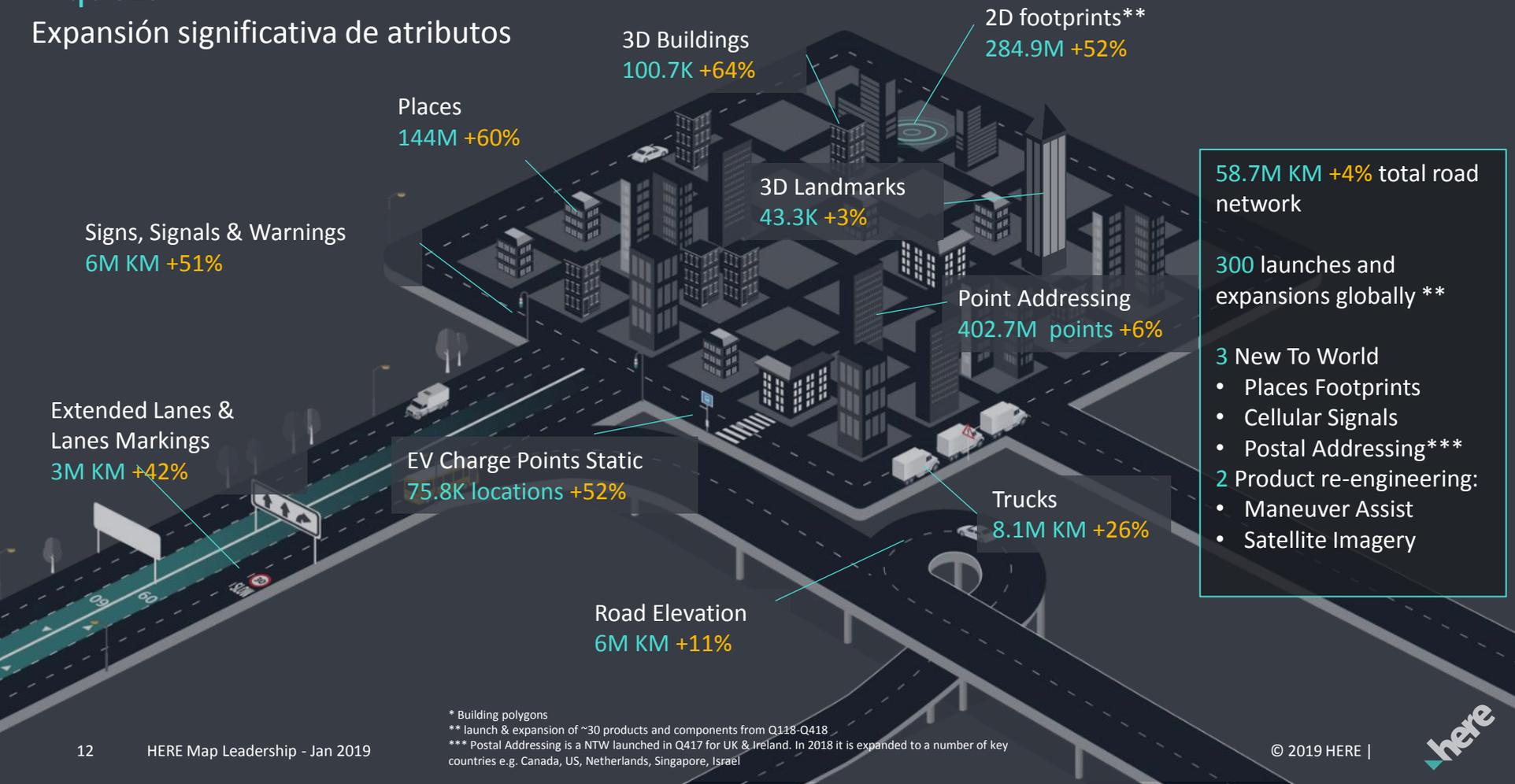
HERE Guidance &
Routing Suite



HERE Spatial
Relationships Suite

Riqueza

Expansión significativa de atributos



* Building polygons

** launch & expansion of ~30 products and components from Q118-Q418

*** Postal Addressing is a NTW launched in Q417 for UK & Ireland. In 2018 it is expanded to a number of key countries e.g. Canada, US, Netherlands, Singapore, Israel

Grado de actualización

HERE ofrece constantemente contenido nuevo y validado en toda su cartera

100% of weekly release of validated HERE Map updates since 2014



86% of Core Content published **daily**

Getting ready for the ubiquitous connectivity: Target **near real time updates** for Content as a Service (CaaS) for OLP in 2020



Recent progress

- 2018: **Weekly** ADAS publication
- 2017: **On demand** – Places Extract

Liderazgo confirmado por múltiples analistas de la industria



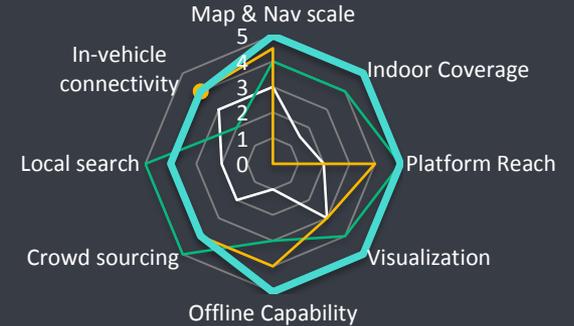
HERE topples Google to take first place.

what stands out with HERE is that it is once again the top vendor when it comes to completeness with a score of 9.66



*Source: Ovum Location Platform Index: Mapping and Navigation, 1H18

HERE Google TomTom Apple



HERE remains the leading mobile location platform for the 4th year running

Source: Strategy Analytics, Dec 2017



Ventajas competitivas de la oferta de HERE

Por delante de competidores clave.

POINT ADDRESSING

60M more than TomTom
351M more than OSM*



NATURAL GUIDANCE

First in global market

2D BUILDING FOOTPRINT & CARTOGRAPHIC FEATURES

284.9M 2D building footprints
52% increase from Q118-Q119
Superior coverage and quality than TomTom

VENUES/ INDOOR

Leader and 1st in the market
Both private & public venues
Acquisition of Micello

MULTIMODAL

TomTom doesn't have Public Transit or Bicycle routes

PLACES

Win overall in markets like Spain and Italy vs all key competitors

Beat TomTom & Foursquare in all markets; on par with Google in USA

EV CHARGE LOCATIONS

Most complete coverage of EV locations
1st company providing EV static & dynamic data globally

Greater coverage & accuracy than TomTom

Google have no coverage
OSM has limited coverage



**HERE Location Suite
&
Fleet Telematics Services**

2nd Tech4fleet

here

HERE Location Suite

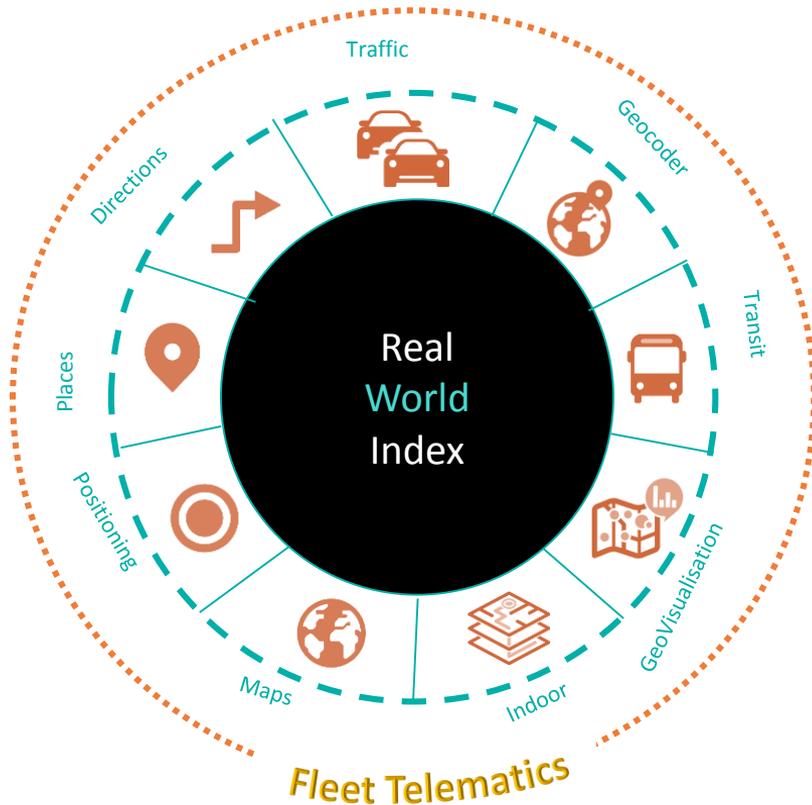
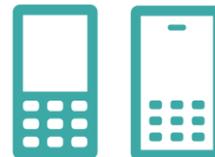
HERE Web APIs

- JavaScript
- Web services (REST)



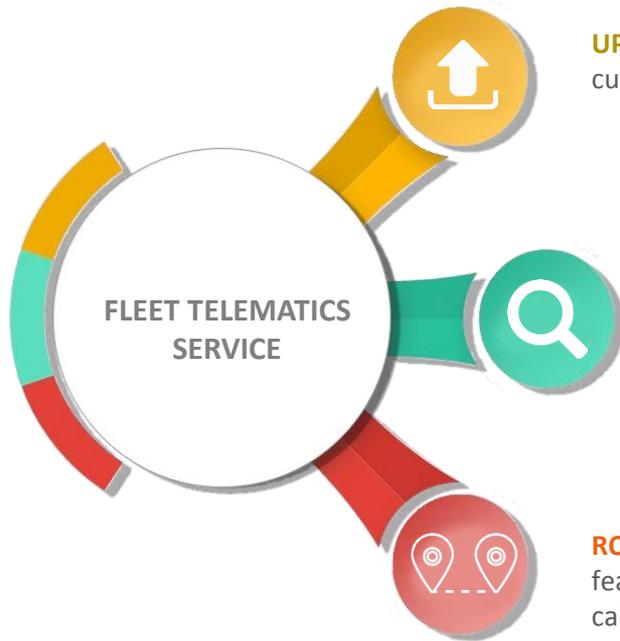
HERE Native APIs

- Android
- iOS



Support for development
across screens, across devices

Puntos clave de los servicios “Fleet Telematics”



UPLOAD DATA – access to map upload related features (e.g. upload custom road geometries and restrictions, upload custom POIs)

SEARCH – access to search-related features (e.g. search list of custom uploaded POIs, search speed limit restrictions along a route)

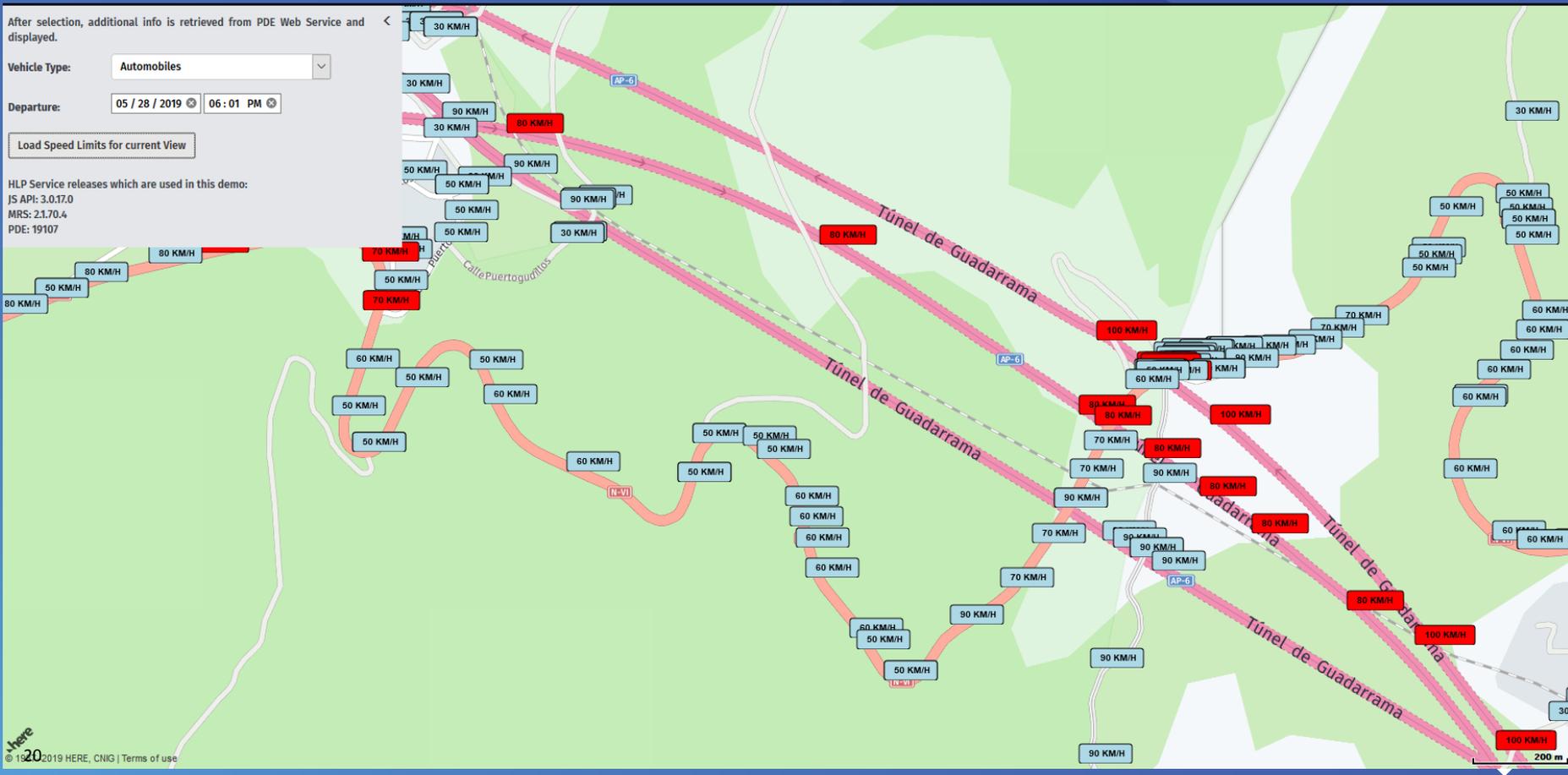
ROUTING AND ROUTE MATCHING – access to complex routing-related features (e.g. calculate a route taking into account a number of waypoints, calculate the toll cost for a route, calculate a route using custom restrictions)

DEMOS: HERE Location Suite y Fleet Telematics

- Límites velocidad
- Señalización en vías
- Atributos de camión en mapa
- Rutas
 - Ruta características básicas (coche vs camión)
 - Materias peligrosas
 - Altura
- Ruta con coste de peaje

Moving beyond standard industry mapping features and functions

Límites de velocidad de las vías



Señales de tráfico en una ruta 1/2

HLP Routing Service based on 8.30.96157 map release

Start

via

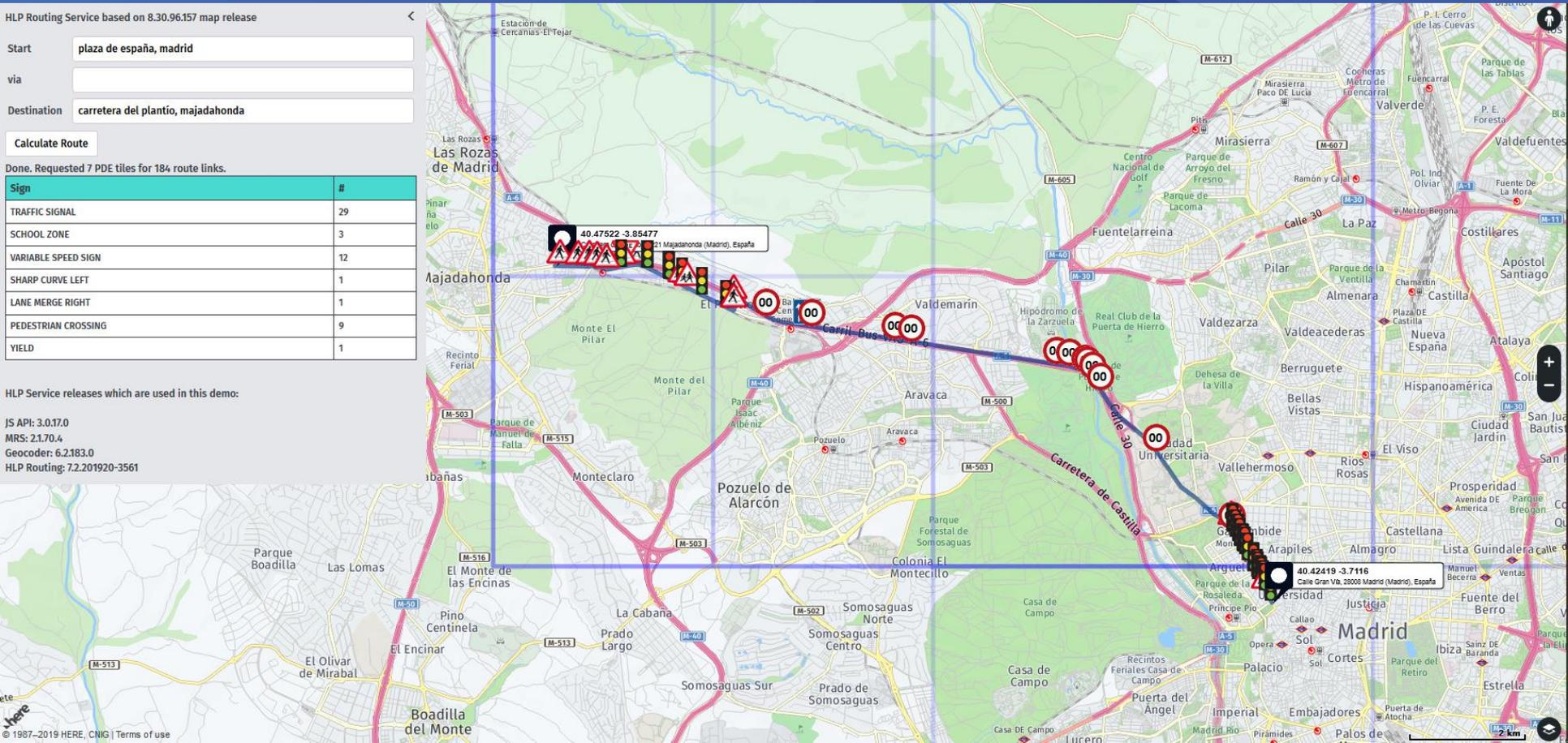
Destination

Done. Requested 7 PDE tiles for 184 route links.

Sign	#
TRAFFIC SIGNAL	29
SCHOOL ZONE	3
VARIABLE SPEED SIGN	12
SHARP CURVE LEFT	1
LANE MERGE RIGHT	1
PEDESTRIAN CROSSING	9
YIELD	1

HLP Service releases which are used in this demo:

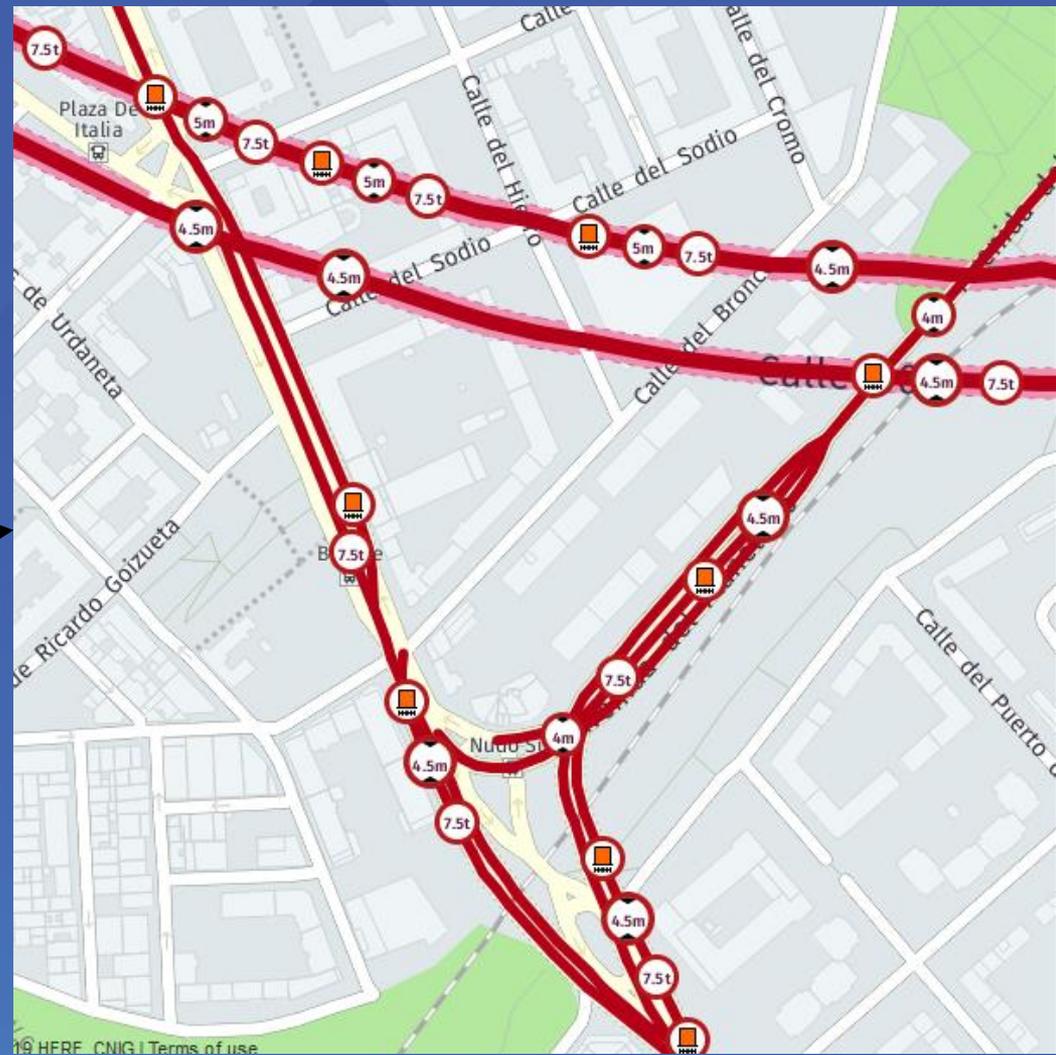
JS API: 3.0.17.0
MRS: 2.1.70.4
Geocoder: 6.2.183.0
HLP Routing: 7.2.201920-3561



Señales de tráfico en una ruta 2/2



Atributos de camiones



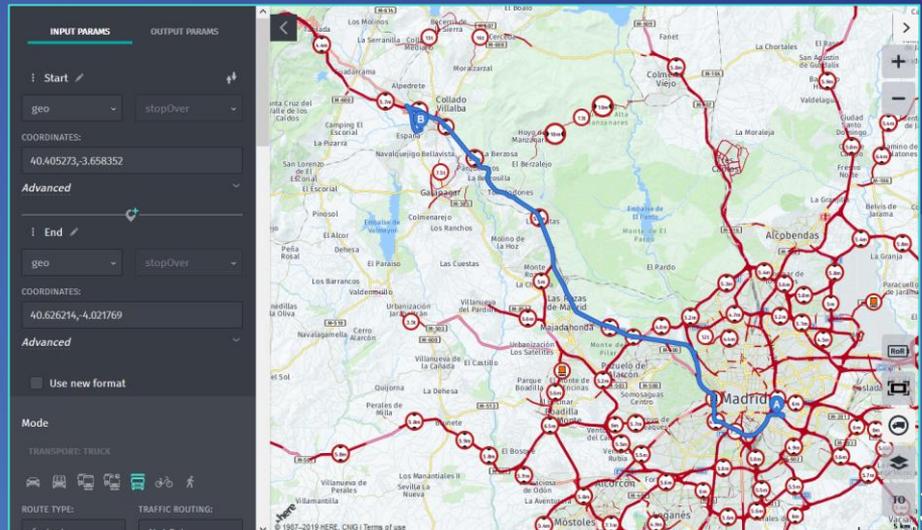
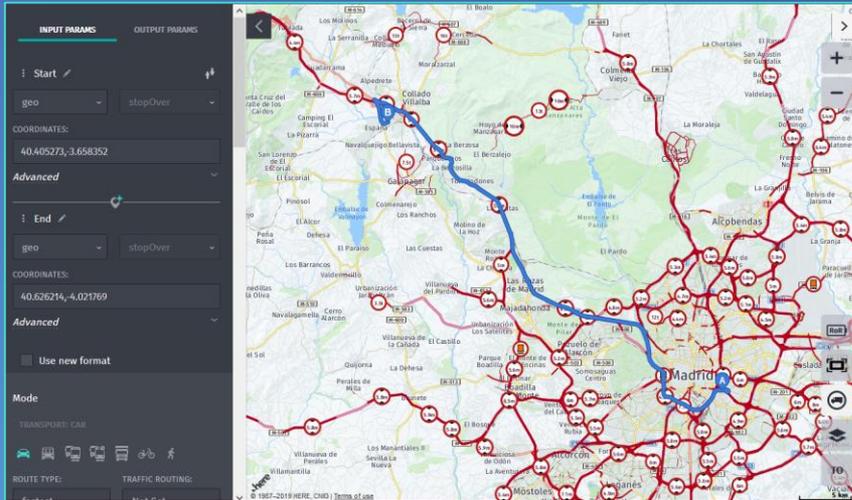
Ruta: Coche Vs Camión

Origen: Calle El Bosco, Madrid

Destino: Calle Azuela 63, Collado Villalba

SUMMARY	MANEUVERS	RESPONSE
BASE TIME: 43 min 33 sec		
TRAFFIC TIME: 48 min 57 sec		
DISTANCE: 54.075 km (33.601 mi)		
TRAVEL TIME: 43 min 33 sec		
TYPE: fastest		

SUMMARY	MANEUVERS	RESPONSE
BASE TIME: 55 min 39 sec		
TRAFFIC TIME: 57 min 45 sec		
DISTANCE: 54.075 km (33.601 mi)		
TRAVEL TIME: 55 min 39 sec		
TYPE: fastest		



Ruta en función de la carga y gálibos

Origen: Calle El Bosco, Madrid

Destino: Calle Azuela 63, Collado Villalba



Transporta explosivos



**Transporta explosivos
altura 4.5 m**



**Transporta explosivos
altura 5.5 m**

Cálculo de peaje

Origen: Lisboa
Destino: Lion
vehículo: coche

COSTS FOR MAIN ROUTE

Total Cost: 109.88 EUR

- Driver Cost: 0.0 EUR
- Vehicle Cost: 0.0 EUR
- Toll Cost: 109.88 EUR

TOLL COST FOR MAIN ROUTE

PRT

- Toll System BRISA: 6.35 EUR

PRT

- Toll System SCUTVIAS: 14.75 EUR

PRT

- Toll System ASCENDI: 2.5 EUR

ESP

- Toll System BIDEGI: 16.38 EUR

FRA

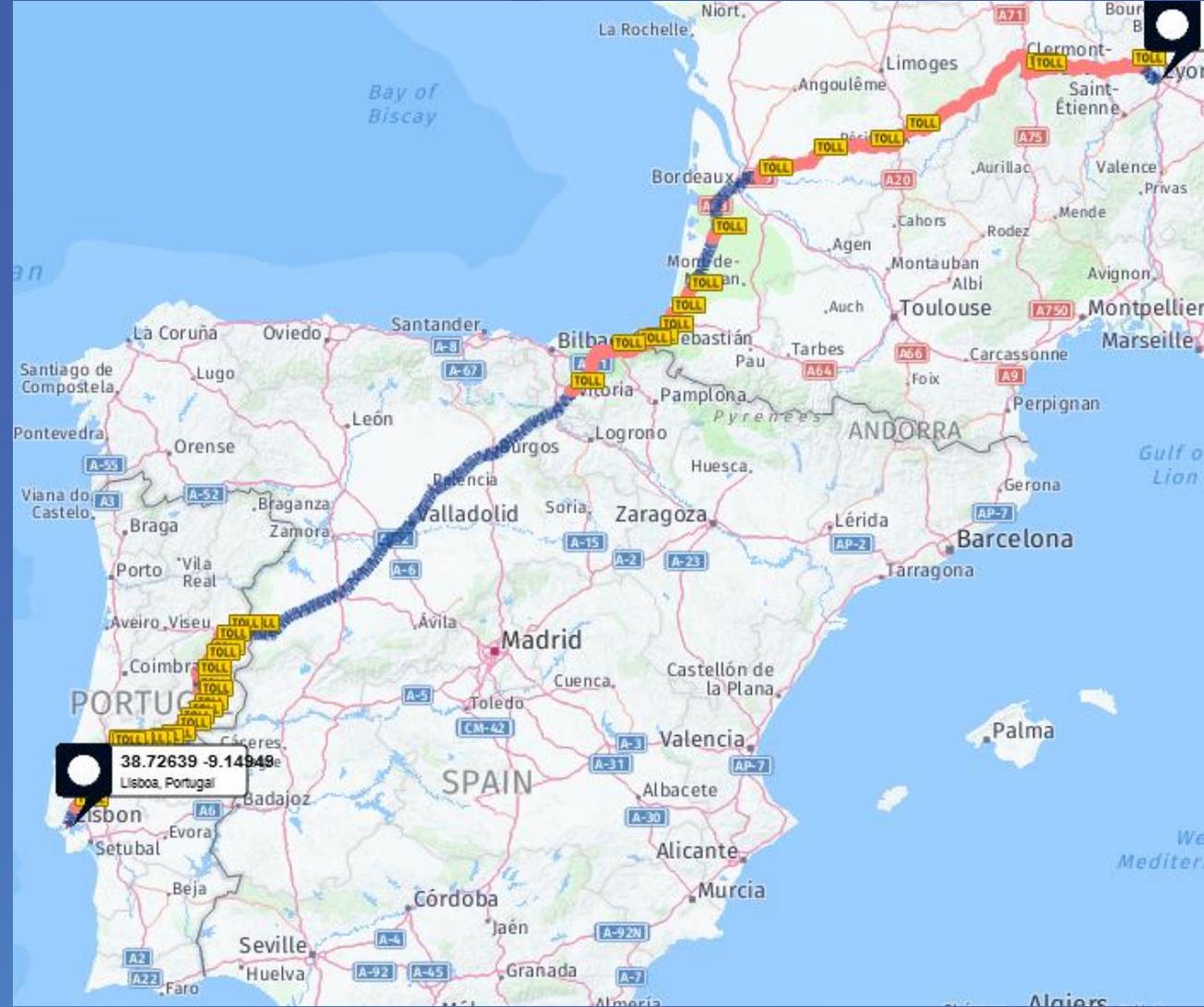
- Toll System ASF: 42.6 EUR

FRA

- Toll System ATLANDES: 7.6 EUR

FRA

- Toll System APRR: 19.7 EUR



Cálculo de peaje

Origen: Lisboa

Destino: Lion

vehículo: camión con
tráiler 38T

COSTS FOR MAIN ROUTE

Total Cost: 245.95 EUR

- Driver Cost: 0.0 EUR
- Vehicle Cost: 0.0 EUR
- Toll Cost: 245.95 EUR

TOLL COST FOR MAIN ROUTE

PRT

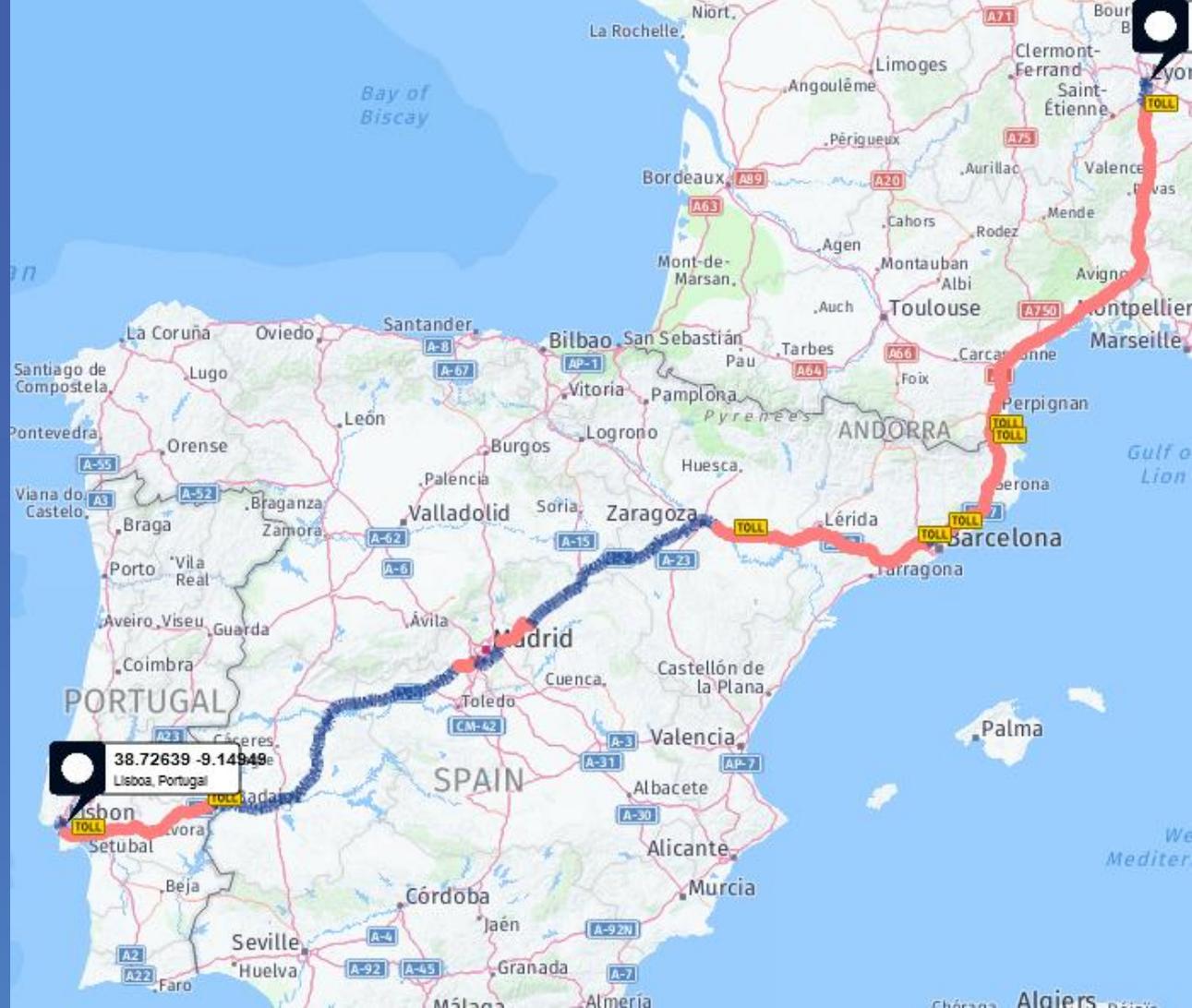
- Toll System BRISA: 16.75 EUR

ESP

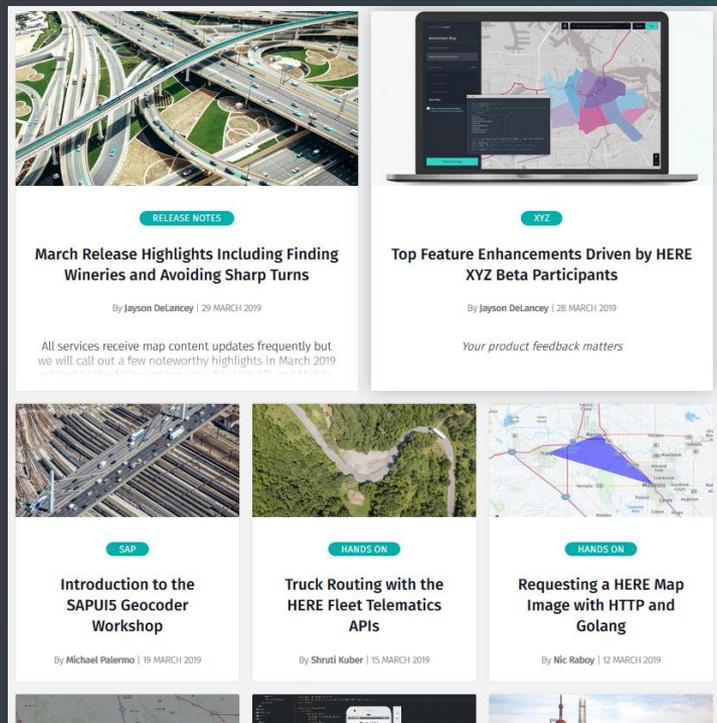
- Toll System ACESA-AUMAR: 97.6 EUR

FRA

- Toll System ASF: 131.6 EUR



¿Quieres saber más?



RELEASE NOTES

March Release Highlights Including Finding Wineries and Avoiding Sharp Turns

By Jayson DeLancey | 29 MARCH 2019

All services receive map content updates frequently but we will call out a few noteworthy highlights in March 2019.

XYZ

Top Feature Enhancements Driven by HERE XYZ Beta Participants

By Jayson DeLancey | 28 MARCH 2019

Your product feedback matters

SAP

Introduction to the SAPUI5 Geocoder Workshop

By Michael Palermo | 19 MARCH 2019

HANDS ON

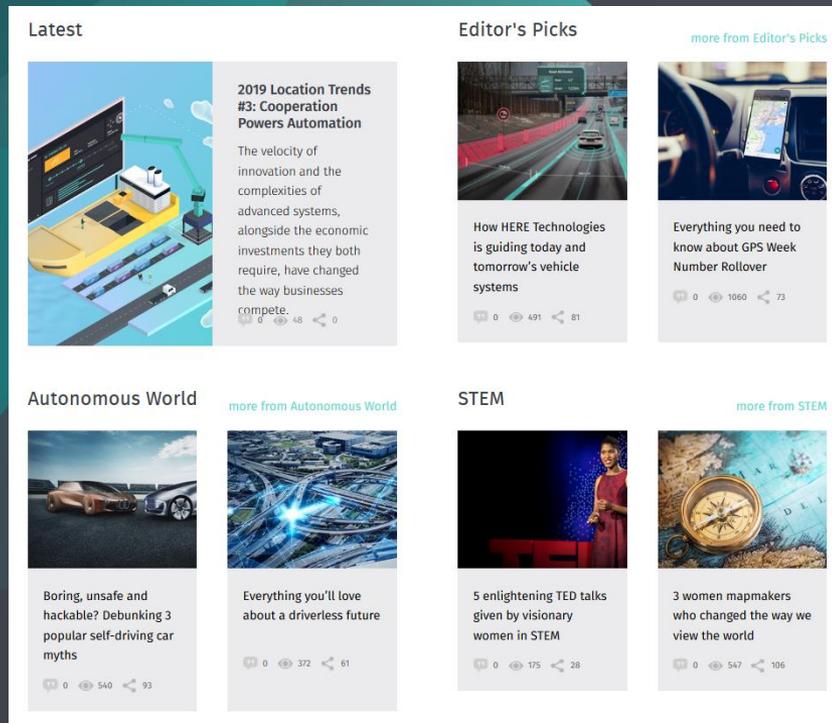
Truck Routing with the HERE Fleet Telematics APIs

By Shiruti Kuber | 15 MARCH 2019

HANDS ON

Requesting a HERE Map Image with HTTP and Golang

By Nic Raboy | 12 MARCH 2019



Latest

2019 Location Trends #3: Cooperation Powers Automation

The velocity of innovation and the complexities of advanced systems, alongside the economic investments they both require, have changed the way businesses compete.

Editor's Picks

more from Editor's Picks

How HERE Technologies is guiding today and tomorrow's vehicle systems

Everything you need to know about GPS Week Number Rollover

Autonomous World

more from Autonomous World

Boring, unsafe and hackable? Debunking 3 popular self-driving car myths

Everything you'll love about a driverless future

STEM

more from STEM

5 enlightening TED talks given by visionary women in STEM

3 women mapmakers who changed the way we view the world

<https://developer.here.com/blog>

<https://360.here.com/>

Gracias



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