

here

Agentic AI

Unlock the future of intelligent, outcome-driven operations with HERE as your trusted location partner.



Industries are entering a new chapter. The old model of people interacting with systems is giving way to a world where AI agents work together. This new era is about delivering real outcomes: safer routes, fewer failed deliveries, explainable decisions and anticipating problems before they happen. But to do all of this, AI agents need to understand the physical world they operate in.

Grounding AI agents in the real world

HERE gives AI agents the context they need to reason and navigate human-defined tasks. By harnessing location data, including spatial relationships, constraints and situational awareness, AI agents can make more informed, real-world decisions.

With location intelligence, AI agents become more:

- Context-aware by applying rules and constraints to navigate real-world complexity
- Proactive by anticipating disruptions using historical and live geospatial signals
- Explainable with decisions linked to maps, rules and real-world factors
- Controllable through clearly defined rules that are compliant with security guidelines

Tomorrow's AI agents won't just react, they'll anticipate and plan. For example, if heavy traffic threatens a fleet route, an agent can alert the team, suggest an alternative path and adjust the warehouse delivery slot before the driver encounters a delay.

With HERE, you go from asking simple questions like 'What's the route?' to working towards bigger goals like 'How do we make sure our deliveries are always on time?'.

Unlock real business value

HERE combines decades of mapping expertise, the industry's richest spatial data and location-based reasoning capabilities to help you build agentic AI systems tailored to your business. Our real-world location model brings together spatial, temporal, behavioral and experiential context to support agent reasoning, reducing manual rules and complex API stitching for more reliable results across automotive, logistics and mobility.

Partner with us to leverage location intelligence and build an agentic AI system tailored to your industry, business needs and IT setup. Start with a small pilot and scale to a connected network of AI agents, all working together to deliver real outcomes.

Build your agentic future now. HERE's AI experts can help you design your transition into the agentic era by leveraging location as a catalyst to unlock greater value for your business outcomes.

Benefits of using location in agentic queries



Trustworthy automation

Every decision is more transparent, auditable and reliable.



Continuous improvement

HERE's feedback loops keep solutions effective and future-ready.



Faster outcomes

Move instantly from insight to action, improving efficiency and satisfaction.



Tailored for your industry

Solve complex, industry-specific challenges with domain expertise.

Key enablers

→ **Real-time, high-precision map content**

Globally trusted, always fresh, multi-layered data. Flexible data integration bringing together HERE data with your private maps and syndicated sources.

→ **Semantic map enrichment**

Maps are annotated with behavioral, temporal, experiential, regulatory and relational semantics, enabling agents to consider location relevance across time, context and user intent.

→ **Location reasoning**

Combines structured logic and semantic understanding to support probabilistic and multi-modal reasoning. Agents use memory, anticipation and constraints to plan and replan.

→ **Natural language interfaces**

Agents and users interact with HERE data using conversational language, translating intent or goals into explainable actions. Agents can negotiate, explain and coordinate across fleets, warehouses or even cities.

→ **Feedback-driven intelligence**

HERE maps continuously improve thanks to real-world feedback, refining entrances, correcting addresses and learning from agent outcomes.



Comprehensive, multi-layered data foundation

HERE provides the industry's most comprehensive, multi-layered map and location data, spanning road topology, truck access, behavioral and regulatory semantics, so that agentic AI decisions are grounded in real-world context for precise, industry-relevant outcomes.



Richer context for constraint-aware reasoning

HERE's location reasoning empowers agents to process complex, real-world constraints and context. By combining structured rules with learned semantics, agents can plan, adapt and act in dynamic environments.



Clear and flexible decision-making

HERE supports AI agents to do more than give answers, they explain their reasoning and suggest alternatives. This transparency makes it easier for you to choose the best outcome in real-world situations. When agents show their reasoning, your business can review the process and make confident decisions.

About HERE Technologies

HERE is the global leader in mapping and location technology. For 40 years, we've been powering innovation for the world's most recognizable companies: from launching our first digital map in 1985, to shaping the future of software-defined vehicles today. With the industry's freshest and richest unified map and a portfolio of products, services and solutions that serve the needs of multiple industries, HERE reveals opportunities that drive progress and unlock new possibilities for every moving vehicle. Discover more at here.com.

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