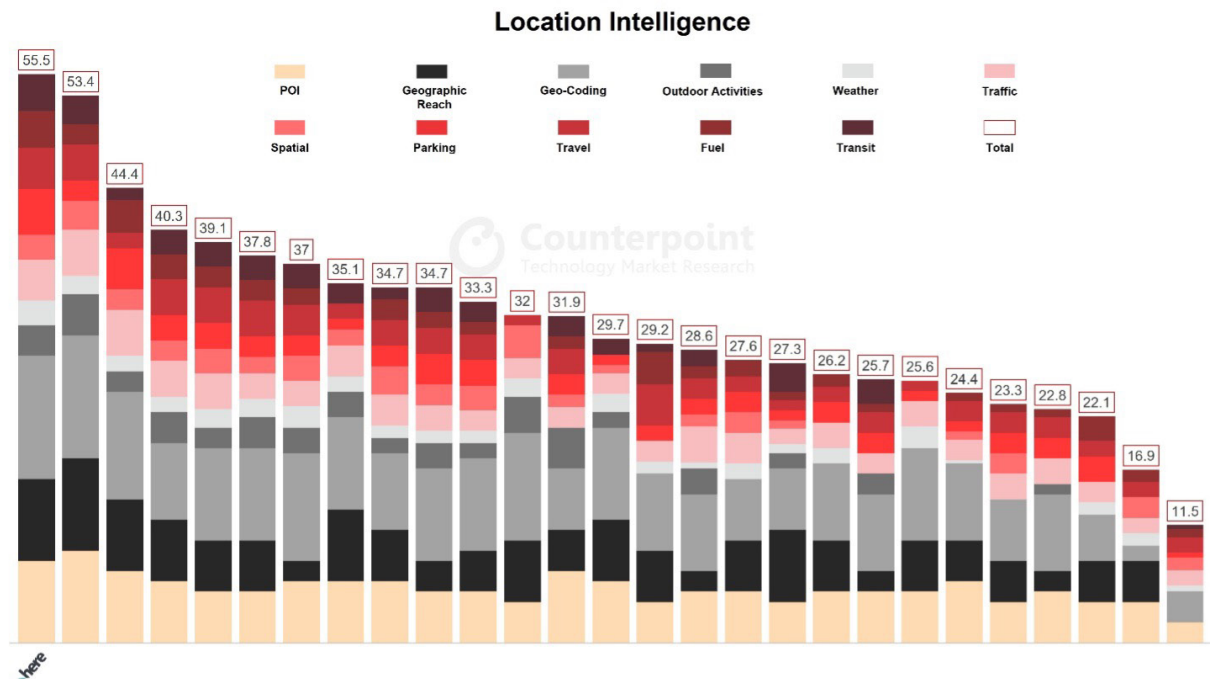# Counterpoint CORE Scorecard 2024 Capability Analysis

Location Intelligence is the second category. It forms an important layer on top of the core maps data, adding a variety of features and capabilities to help developers build location-centric experiences.

Location Intelligence

HERE ranked first in the Location Intelligence category, scoring highest on 6 out of 11 parameters. The company's total score was 55.5 out of 70.

→ HERE leads in geocoding due to its accuracy for point addressing and micro-point addressing. Many companies in the postal service, last-mile delivery, and ride-hailing sectors depend on HERE's extensive database, which contains 400 million address locations worldwide and accurate house numbers in over 100 countries.

→ HERE delivers **traffic services** in more than 90 countries and handles real-time traffic in over 75 countries.

→ HERE also offers extensive **transit** intelligence covering nine different transit modes clubbed with three types of transit information – real-time updates, timetables, and estimated travel time. It covers more than **1,900** cities across 65+ countries.

→ HERE has also built a robust intelligence layer for **weather, parking,** and **fuel** services. It supports fuel payments without stepping out of the vehicle. This service is available in Austria, Belgium, Germany, Netherlands, and Luxembourg in partnership with **Ryd Pay.**

→ HERE ranked second in **POIs** and search after Google with the help of its large

crowdsourced community. However, HERE is continuously adding new POIs to surpass **200 million POIs** available.

→ HERE's **geographic reach** is second to Google in the location intelligence category. However, with key partnerships in the APAC region in countries like China, **Japan,** and South Korea, HERE is inching closer to surpassing Google in its intelligence capabilities.

→ HERE introduced travel-related services in its updated **WeGo** navigation app in 2022. These services include booking tickets, searching for accommodation, and checking ride-sharing availability while planning routes with Booking.com, **Flixbus,** and **Lyft,** respectively. However, the services appear to have limited functionality except in major cities around the globe. Competitors like Google and Sygic offer more comprehensive travel-related services.

→ One area of focus for the company is enhancing its **spatial capabilities,** which will enable developers to create 3D visualizations and digital twins. These advancements could open new business opportunities for the company and allow it to compete head-to-head with the industry leader, Mapbox.

Read the full report

Authors, Copyright, User Agreement and Other General Information

Mohit Sharma
Senior Research Analyst
mohit.sharma@counterpointresearch.com

Greg Basich
Associate Director
greg.basich@counterpointresearch.com