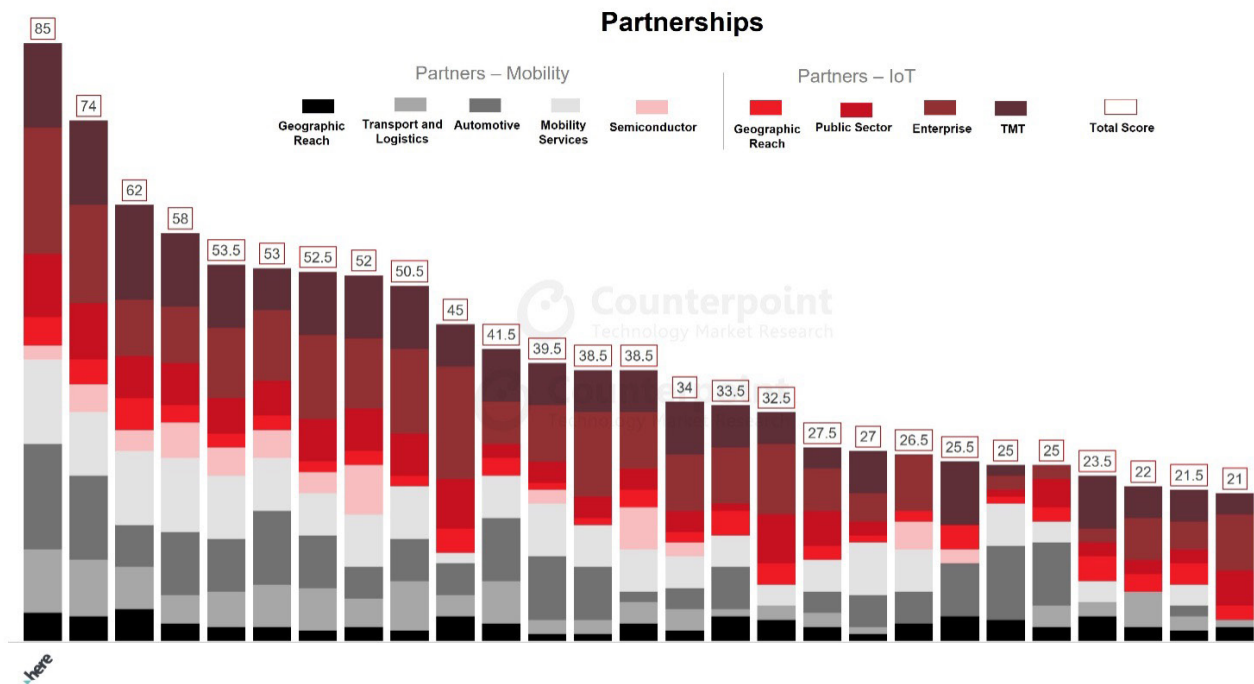


Counterpoint CORE Scorecard 2024

Capability Analysis

Partnerships is the eighth category. It plays a crucial role in helping the platform build new datasets, capabilities and services across different verticals and applications.



HERE topped the Partnerships sub-category, scoring highest on five out of nine parameters. HERE got a total score of 85 out of 105.

- HERE beat the competition in the **mobility** space, topping the **automotive, transport and logistics**, and **mobility services** parameters.
- Over the years, HERE has formed partnerships across the mobility space, like with Uber, Lyft, Deutsche Bahn, Flixbus, Siemens Mobility and NEC Australia
- HERE has close-knit partnerships with automotive companies as it is backed by mainly automotive OEMs and Tier-1 companies, like BMW, Mercedes, Bosch, Continental and Mitsubishi.
- In T&L, HERE has partnered with **Hapag-Lloyd** to offer the HERE Tracking service, which improves the visibility of 1.5 million containers from Hapag-Lloyd. It has also partnered with **NetStar, PSA, Migros, AWS, Lytx, Bettermile**, and Metro Digital.
- In terms of geographic reach, the location provider ranked second after Google. Nevertheless, HERE is aggressively focusing on forming partnerships to leverage its platform and services across countries, which could help it surpass Google.

- In the public sector, HERE has extended its partnership with Yunex for traffic management, Iteris for smart mobility solutions, and Prologa for waste management.
- HERE has strong partnerships with enterprises like SAP, AWS, Microsoft Azure and Salesforce. In the recent past, it has partnered with Cognizant and Techjockey.com. This partner network helps HERE expand its developer ecosystem.
- In the telecom sector, HERE Positioning has been widely used by companies like Verizon, Ericsson and Transsion.

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