

Murata enhances the value of traffic data to grow revenue

How Murata Manufacturing combines sensor data and location data to support urban mobility, traffic planning and international growth.

Industry: Urban Mobility, Public Sector

Region: Japan, Asia

HERE products used: HERE Map Data

Key results



Highly targeted insights

that link traffic patterns to real-world causes



Fast deployment

developed and launched the app in just 3 months



Global scalability

with fresh and accurate location data and a trusted partner ecosystem

Murata needed

To increase the value to traffic data and help cities fight congestion

Murata Manufacturing collects traffic and vehicle congestion data using roadside sensors across Southeast Asia. The company's LiDAR-based traffic counter system, launched in Jakarta, India in 2022, tracks traffic volume and vehicle types in real-time.

The data was being used by local authorities to inform planning decisions, but Murata saw an opportunity to do more.

To deepen its offering and scale globally, it needed to enrich its data with broader contextual insights - like the causes of traffic jams or the best way to suggest alternative routes.

“It was necessary to create new value by combining various data with traffic volume data.”

Mr. Hiroaki Tsumori
Project Manager, IoT Business
Promotion Department,
Murata Manufacturing

Why HERE?

Proven leadership

Decades of experience in traffic, mobility and road network data

Real-time precision

Live traffic, weather and construction support
Murata's program goals

Quick & easy integration

Developer-friendly APIs enable fast deployment without custom development

HERE delivered

A turnkey platform for context-rich traffic management

With HERE's extensive road network data and easy-to-integrate APIs, Murata found a way to transform its raw sensor readings into an intelligent solution for governments, planners and smart mobility providers.

In 2023, Murata partnered with HERE to transform its LiDAR traffic counts into a full traffic-management solution. “What HERE offers is a ‘platform’ with maps at its core. By combining data acquired by us and our partners on the HERE platform, new applications can be easily developed,” says Yohei Yamaguchi from the Technology & Business Development Unit at Murata.



In just three months, Murata built a new application that layers live vehicle volumes over HERE's detailed road-network data—construction zones, weather, accidents—so planners can instantly see not only where congestion forms, but why.

The API-first approach made it easy to integrate different data streams and simulate potential traffic developments an hour ahead. This new capability helps customers act fast: rerouting traffic, identifying root causes, and planning with confidence.

“Utilizing HERE data, it is also possible to simulate the situation one hour after a traffic jam caused by an accident.”

Mr. Yohei Yamaguchi,
Technology & Business Development Unit,
New Business Development Department,
Murata Manufacturing

Murata gained

Smarter insights, new partnerships and a platform for global growth

By partnering with HERE, Murata was able to transform its sensor data into a dynamic source of insight for congestion management. Now, the company offers not just traffic counts, but deeper context to help cities simulate traffic patterns, identify accident-prone zones, and recommend alternative routes in real time.



Joining the HERE community has also opened new doors for Murata's business. Through the HERE platform, Murata can connect with companies across different industries to share expertise, co-develop new solutions, and expand its data services into more countries in Southeast Asia and eventually Europe. “Opportunities for companies from various industries to gather and share their knowledge and expertise are hard to come by,” says Yohei Yamaguchi from the Technology & Business Development Unit at Murata.

“HERE also provides a community, a ‘place’ to expand business possibilities.”

Mr. Yohei Yamaguchi,
Technology & Business Development Unit,
New Business Development Department,
Murata Manufacturing

Want to follow in Murata's footsteps?

[Get in touch](#) →

About Murata Manufacturing

Murata Manufacturing Co., Ltd. is a worldwide leader in the design, manufacture and sale of ceramic-based passive electronic components & solutions, communication modules and power supply modules. Murata is committed to the development of advanced electronic materials and leading edge, multi-functional, high-density modules. The company has employees and manufacturing facilities throughout the world.

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](#).