



Japanese logistics tech leader Hacobell selects HERE Technologies to enhance its offering

- *HERE Location Services to power Hacobell's logistics DX system that connects shippers to carriers and drivers.*
- *High-quality map data and processing capacity from HERE to enhance value for Hacobell's customers amid growing demand for digitalized logistics services within the complexities of the industry.*
- *HERE Technologies supports Hacobell's vision of "building sustainable logistics in Japan."*

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Tokyo – [HERE Technologies](#), the leading location data and technology platform, today announced that leading Japanese logistics tech leader, [Hacobell Inc.](#) (Hacobell) will leverage HERE Location Services to power its logistics Digital Transformation (DX) system to accelerate and streamline logistics operations.

The Japanese logistics industry is facing a major turning point triggered by the implementation of the Work Style Reform Act, which limits drivers' overtime hours to 960 a year. This pivotal change, commonly referred to as the "2024 Problem," is expected to lead to challenges such as a shortage of truck drivers once their overtime is restricted, potentially disrupting delivery services. Coupled with the aging Japanese workforce and other industry-wide challenges, there is a pressing need for innovative solutions. Embracing digital technologies holds immense potential to propel the industry forward amidst these complex dynamics.

Against this backdrop, Hacobell has developed a logistics DX system to overcome traditional, manual workflows and to increase efficiency. This system streamlines complex and labor-intensive processes, such as phone calls and faxes, aligning with the evolving demands of the logistics industry.

To improve service convenience and quality, Hacobell has decided to implement HERE Location Services for its high-quality map data, scalability to manage large datasets, performance and comprehensive range of configurable features.

HERE Location Services refer to a rich set of application programming interfaces (APIs) and software development kits (SDKs) that enables businesses to integrate location functionalities into their web and mobile applications. At the core of this partnership, Hacobell is tapping on a comprehensive suite of advanced mapping and location-based solutions tailored to significantly enhance the efficiency of vehicle dispatching and route planning operations, thereby amplifying the value delivered to Hacobell's customers within the logistics industry. This initiative represents a huge step for Hacobell in refining



its services and holds promise for driving broader efficiencies across Japan's logistics industry.

"We have observed the nationwide urgency among shippers to expedite their cargo, carriers striving for swift transport, and end-users eagerly awaiting for their packages," said **Shinya Miyatake, Executive Officer and General Manager of Product Development Department, Hacobell Inc.** "Our goal is clear and that is to meet this ubiquitous demand across Japan and establish a sustainable logistics platform. High quality and reliable data processing is essential for logistics systems. That is why we chose HERE. With the support of HERE, I am confident that we'll lead the way in shaping the future of sustainable logistics systems."

Takashi Eda, Country Manager for Japan at HERE Technologies said, "HERE Technologies understands the key role technology plays in overcoming the problems stemming from industry complexities. We are excited to partner with Hacobell to drive meaningful change within the Japanese logistics industry. By providing location intelligence, we aim to facilitate sustainable practices that not only address immediate concerns but also lay the groundwork for long-term resilience and innovation."

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About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at here.com.

About Hacobell Inc.

Logistics platform Hacobell provides services that support nationwide logistics, from last-mile deliveries to individuals and businesses to truck transport for intercity transportation. Hacobell Transport Arrangement, which targets light cargo, provides a high-quality, low-cost delivery system by making effective use of drivers' downtime and directly matching shippers and drivers. They have created a system in which users can rate drivers after using the service, thereby improving service quality. "Hacobell Transport Arrangement PLUS", which targets general cargo, connects shippers with transport companies nationwide, manages their own vehicles and those of partner companies on a web application, and has functions for dispatching and billing management, as well as the Hacobell Dispatch Center. Hacobell Inc. supports companies to reduce logistics costs and promote DX.