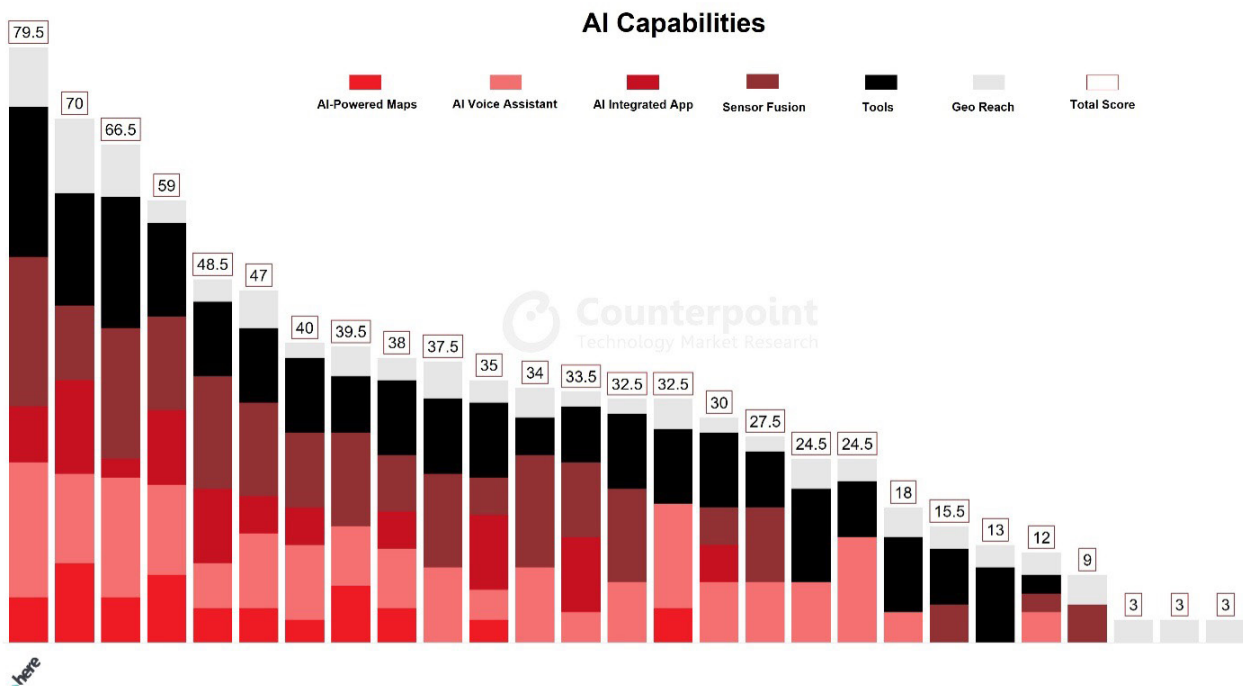


# Counterpoint CORE Scorecard 2024

## Capability Analysis

**Artificial Intelligence (AI) Capabilities** is the fifth category. Counterpoint has introduced this category for the first time in the Location Platform Effectiveness Scorecard as AI has become a core technology in location services as well.



HERE ranked first in the AI capabilities category, scoring highest on three out of six parameters. HERE secured a total score of 79.5 out of 120.

- HERE scored highest in **AI-powered Maps** as the company has introduced UniMap technology based on AI/ML models that can extract map features like 2D and 3D positioning of road signs by processing 500 million km of vehicle probe and sensor data every hour. UniMap consists of more than 800 location-centric attributes across 200 categories.
- HERE announced **HERE AI Assistant**, its AI voice assistant, which uses multiple GenAI LLMs to offer personalized travel planning, addressing the growing needs of the automotive and transportation industries.
- HERE announced the integration of its HERE AI Assistant in HERE WeGo Pro, a navigation application for commercial vehicles. This will help truck drivers optimize their routes by leveraging AI capabilities. HERE will benefit from this as it will train its models based on the queries received from truck drivers.
- HERE collects on-sensor data from more than 300 vehicle sensors from over **44 million** connected vehicles to power maps and services for connected navigation. More than 53

million vehicles rely on HERE Map for ADAS and automated driving services.

→ HERE is continuously integrating various machine learning tools and capabilities to predict possible disruptions, identify patterns, and suggest strategies to improve the services for its partners, especially in T&L. By harnessing the power of AI algorithms and analyzing vast data, accurate ETAs can be predicted as well as supply chain operations can be optimized.

[Read the full report](#)

## Authors, Copyright, User Agreement and Other General Information



**Mohit Sharma**

Senior Research Analyst  
[mohit.sharma@counterpointresearch.com](mailto:mohit.sharma@counterpointresearch.com)



**Greg Basich**

Associate Director  
[greg.basich@counterpointresearch.com](mailto:greg.basich@counterpointresearch.com)



### COUNTERPOINT TECHNOLOGY MARKET RESEARCH

Hong Kong | USA | South Korea | India | UK | Argentina | China | Taiwan | Japan  
[info@counterpointresearch.com](mailto:info@counterpointresearch.com)

©2025 Counterpoint Technology Market Research. This research report is prepared for the exclusive use of Counterpoint Technology Market Research clients and may not be reproduced in whole or in part or in any form or manner to others outside your organization without the express prior written consent of Counterpoint Technology Market Research. Receipt and/or review of this document constitutes your agreement not to reproduce, display, modify, distribute, transmit or disclose to others outside your organization the contents, opinions, conclusions or information contained in the report. All trademarks displayed in this report are owned opinions, conclusions or information contained in the report. All trademarks displayed in this report are owned by Counterpoint Technology Market Research and may not be used without prior written consent.