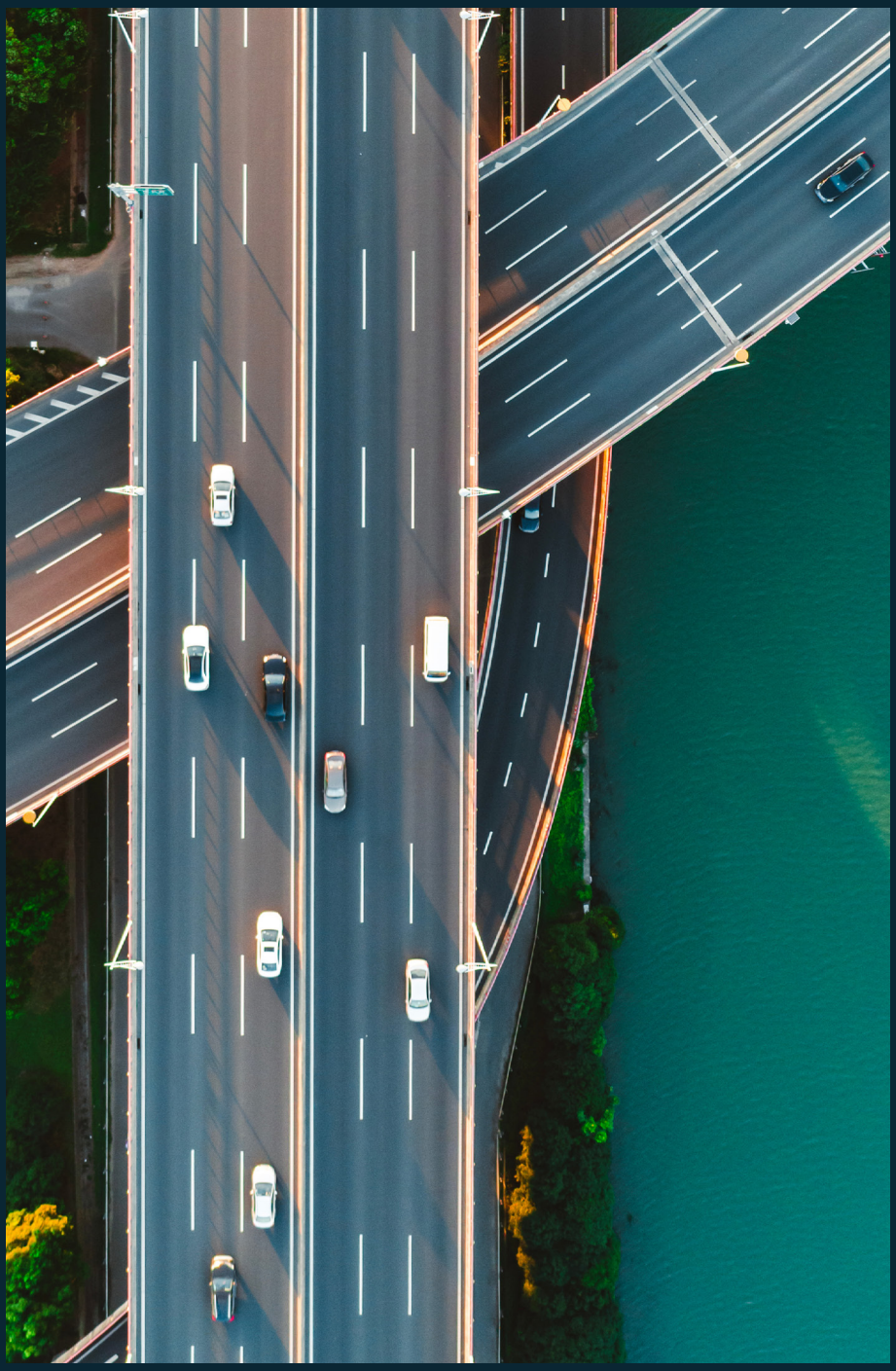


Keep Freight and Fleet Moving

How **HERE Technologies on AWS** addresses jobs to be done in the logistics and supply chain industry

Moving goods from point A to B, swiftly and smartly

Whether by truck, train, ship, or air, freight needs to arrive on time, undamaged and at the right temperature. Yet there are a number of speedbumps on the road, such as:

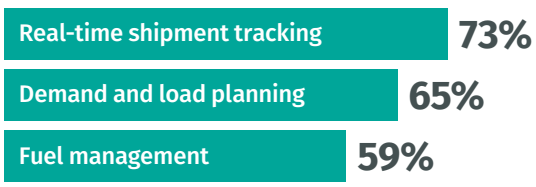
- **Rising costs** of fuel and operations
- **Market volatility** and supply chain disruptions
- **Construction and changing weather patterns** that affect routing
- **Last-mile route changes** and surprises

Meanwhile, today's customer expectations are growing ever higher. They want on-time deliveries with real-time tracking and robust metrics. Customers also push vendors and carriers to get goods in hand with a light impact to the earth wherever possible.

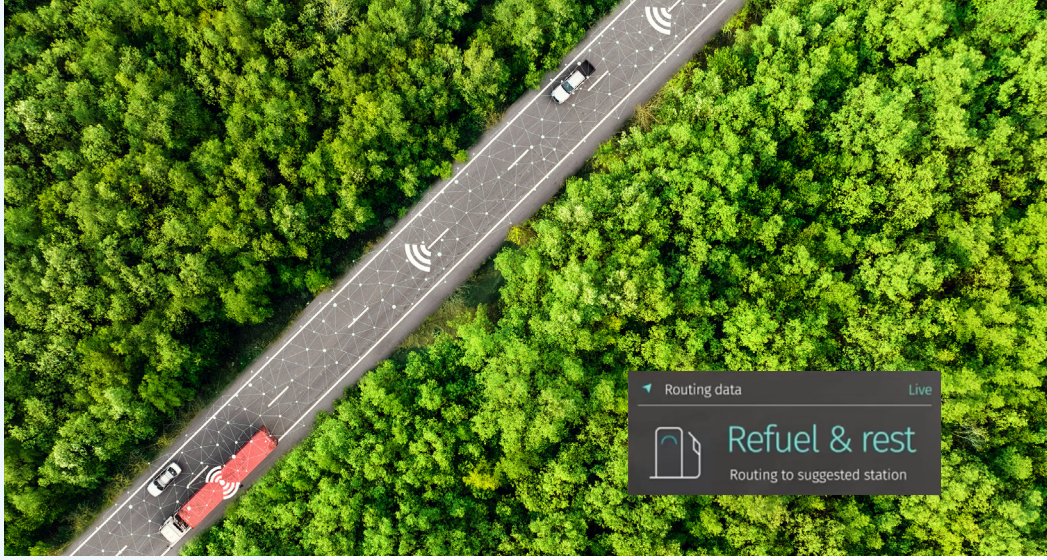
Fleet operators rank operational efficiency as a top driver for technology investment. More specifically, their top priorities include real-time shipment tracking, demand and load planning, and fuel management.

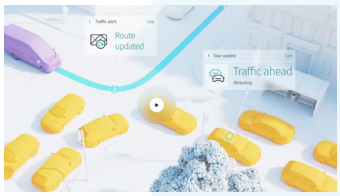
In this guide, we'll dive deeper into logistics trends and the key jobs to be done—from transport monitoring, route optimization and last mile delivery to sustainable practices—HERE Technologies on Amazon Web Services (AWS) can help.

What needs drive fleet operators to invest in technology?

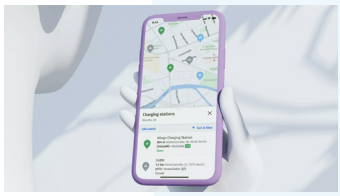


HERE Technologies infographic: Improve operational efficiency for fleet operators with HERE and AWS





HERE real-time traffic


HERE geocoding and search

HERE routing

Job #1: Route optimization

Reducing delays, maximizing efficiency

Imagine long-haul truckers transporting medicine, perishables, or other time-sensitive items through a hot and humid environment. To protect the trailer's contents, the driver must make as few stops as possible.

Behind the scenes, logistics teams coordinate not just a single driver's journey but the movements of an entire fleet—carefully planning load configurations and delivery sequences. The logistics professional's job, at its essence: keep freight and fleets moving.

Today's enterprise logistics teams are equipped with massive amounts of data, from real-time routing to driver shift schedules and delivery windows. This allows for real-time changes and re-routes to ensure drivers stay on schedule, even as traffic patterns change.

To process all that data, companies need robust technology and infrastructure, plus modern data science and analytics practices, to provide accurate estimated arrival times.

As an example, one global company based in Brazil employs a sophisticated tech ecosystem with data analytics tools and dashboards that provide clear insights into its operations. Additionally, machine learning and AI tools are pivotal in developing predictive models that optimize logistics processes.

A European global shipping and logistics company leverages advanced technology, data analytics and data science, and even DevOps practices to process vast amounts of data running complex predictive models. Actionable insights are extracted from large datasets using advanced analytics and machine learning techniques. Real-time tracking keeps customers informed about their cargo and integrates seamlessly with other supply chain operations. This is all part of a larger initiative aimed at enhancing shipment prediction accuracy.

Glympse

Glympse reduces driver dwell times and streamlines operations with real-time navigation and visibility using HERE and AWS. **Read the story.**

Job #2: Delighting customers

From order to last-mile delivery

Now shift perspectives: think of the customers waiting on the other end of a delivery. Whether you serve other businesses (B2B) or directly to consumers (B2C), the expectation is the same: customers want what they ordered, on time and in full. That's where last-mile delivery strategy, responsive service, and intelligent data can transform the experience from routine to remarkable.

From tracking, routing and traffic to geocoding (converting text to location coordinates) and address verification, all your planning and predictions help provide delivery ETAs and ensure goods get to your customers.

Consider a parcel delivery company's operations. Behind the scenes, the company runs sophisticated software solutions that amplify delivery efficiency. This includes restructuring delivery orders and utilizing advanced navigation to minimize travel distances. While these practices cut down on wasted miles, they are part of a larger strategy to rethink how deliveries are organized to ensure that customers receive their packages in a timely manner.

Holcim reduces concrete delivery times by supporting deliveries with real-time smart navigation, built on robust location services from HERE Technologies.
Read the story.

HOLCIM

Job #3: Driving sustainable operations

Planning for the planet

When planning routes, you want them to run efficiently. And in many ways, a more efficient fleet has a lower environmental impact. This means reducing idling time, tracking vehicle emissions, as well as meeting and maintaining adherence to regulations.

By integrating automated fleet tour planning into your operations, you can plan routes that minimize excess mileage, stop-start traffic, and reduce empty back hauls—positively impacting the amount of fuel your vehicles use. And, by analyzing traffic flow based on live and historical data, your drivers can dynamically avoid congestion hotspots, accidents, and construction zones.

Some companies are building operational efficiency, sustainability, and ESG practices into their operating framework. For example, the Brazilian global company mentioned above is so deeply committed to environmental, social, and governance (ESG) practices that it strives to ensure operations are responsible and forward-thinking. The company includes rigorous risk assessments and compliance with regulatory requirements in its operating methodologies. The company is also exploring ways to reduce its carbon footprint in transportation, including investing in electric vehicles and exploring alternative energy sources.

Kovix manages smarter recycling logistics and improves route efficiency by 20% with HERE on AWS. **Read the story.**

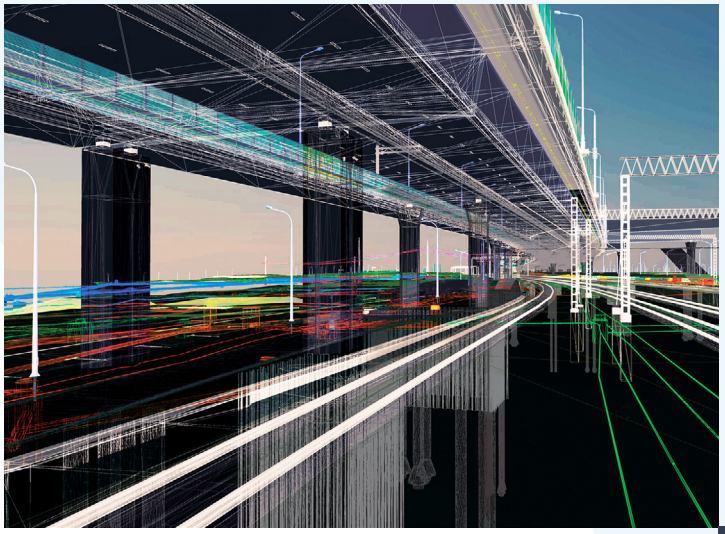
Kovix

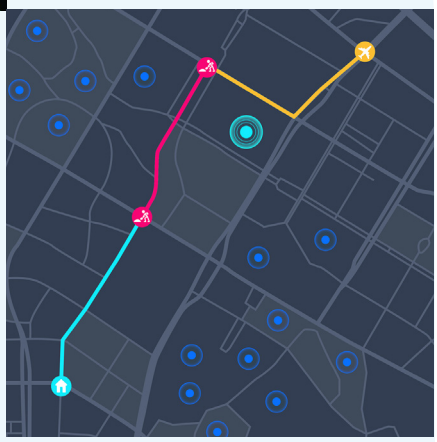
Job #4: Predicting what's ahead

Keeping an eye toward the future

Logistics leaders must balance today's needs with tomorrow's opportunities—investing in tools that drive both efficiency and innovation. AI and machine learning are already reshaping logistics and powering smarter, faster decisions.

For example, companies use data and predictive modeling to map weather patterns, anticipate storms, and reroute trucks and packages. Others use digital twin simulations—virtual replicas of real-world systems—to model and optimize logistics.





HERE on AWS helps you map the future of delivery

HERE, with nearly 40 years of innovation, offers mapping and location technology to empower autonomous driving, seamless logistics, and dynamic mobility experiences. The company was recognized on Counterpoint's 2024 Location Platform Effectiveness Index as a top location platform, based on its AI-powered mapping, strategic partnerships, and customer-centric solutions.

Together, HERE on AWS can help you:

Plan and optimize end-to-end logistics. Deployed natively on AWS, HERE's location services help you provide new levels of asset visibility and ETA accuracy to the last leg of delivery. HERE truck-specific data can optimize fleet utilization, increase driver safety, enhance driver-facing applications, and enable precise location services. HERE APIs and content bundles can be tailored to the unique needs of the trucking and logistics industries so your supply chain software includes dynamic routing, fleet monitoring, and ETA predictions. You can control how routing software responds to disruptions and your developers can add unique business logic to routing algorithms.

Impact your sustainability goals. With HERE on AWS, you can build applications and automated systems that optimize EV routing and charging, transportation planning, fleet utilization, and driver efficiency to make mobility and logistics cleaner and safer.

We'd love to hear from you. Drop us a line.

About HERE

HERE is a 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.