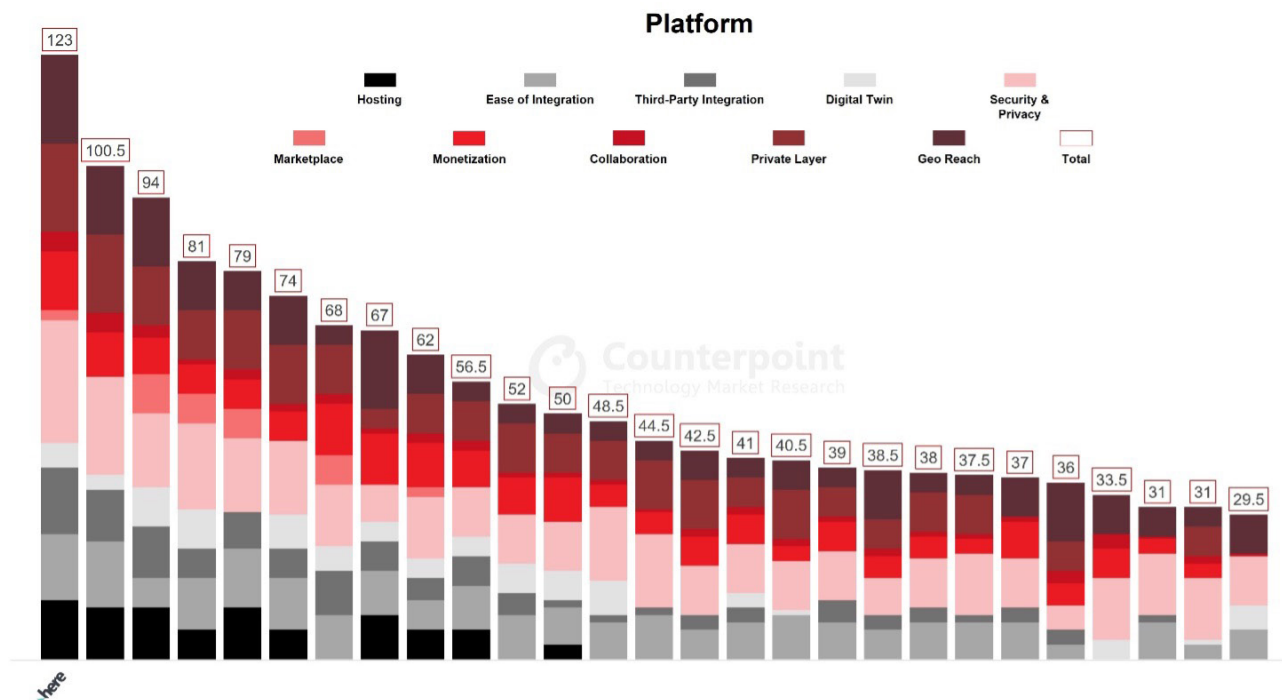# Counterpoint CORE Scorecard 2024 Capability Analysis

Data Platform is the fourth category. It forms the core of the Platform-as-a-Service model for engaging partners and customers to securely integrate, exchange and monetize HERE and third-party providers' data and services.

HERE ranked first in the Platform category, scoring highest on 8 out of 10 parameters and achieving a total score of 123 out of 150.

→ HERE continued to adopt a flexible and collaborative approach to hosting the platform in various scenarios. HERE has excelled beyond other platforms in meeting the needs and requirements of its partners and customers.

→ HERE provides top-tier privacy solutions for businesses to meet data protection regulations. In 2023, it earned the HITRUST Information Security Certificate, adding to its existing certifications in information security and privacy.

→ HERE showcases its competitive edge in the private mapping sector by introducing private maps that allow users to integrate their own data. This feature distinguishes HERE from its competitors by empowering customers and partners to create maps tailored to their specific needs. In 2023, HERE has further enhanced the customization aspect by rolling out personalized search results. This development benefits companies by providing personalized experiences for their customers and creating new revenue streams.

→ HERE has been leading the platform charter with ease of **integration,** including multiple APIs, SDKs, and third-party data and services integration within the platform.

→ HERE **Marketplace** has helped build strong **collaboration** across the location ecosystem by allowing the sourcing and buying of location data. This has also assisted HERE in scaling its own location data services rapidly. However, HERE Marketplace has not been updated with new partners and customers for the past few years and has stopped offering third-party data and now mainly offers HERE data.

→ This marketplace model has expanded HERE's business model and **monetization** opportunities. With new location services and offerings, HERE continues to address new business challenges, thus also opening new opportunities for monetization with existing partners and customers.

→ Highly scalable across verticals and different sets of customers, the model adds to HERE's robust pipeline of data and services that cater to automotive OEMs, enterprises, and various app developers.

→ HERE has partnered with **Bedrock Analytics** to create a **digital twin** for Yala's Smart City initiative. This digital twin will help government officials, urban planners, and policymakers simulate and analyze real-world scenarios in a virtual environment.

→ The next challenge for the data platform involves integrating with IoT platforms and developing spatial intelligence capabilities, such as digital twins. These advancements will enable users to visualize, analyze, and consume insights more intuitively, ultimately creating new business opportunities and enhancing user experiences. HERE is accelerating its efforts and is already working on adding these capabilities in the coming years. However, competitors like ESRI and Microsoft Azure Maps are currently ahead in the race for digital twins.

Read the full report

Authors, Copyright, User Agreement and Other General Information

Mohit Sharma
Senior Research Analyst
mohit.sharma@counterpointresearch.com

Greg Basich
Associate Director
greg.basich@counterpointresearch.com

COUNTERPOINT TECHNOLOGY MARKET RESEARCH
Hong Kong | USA | South Korea | India | UK | Argentina | China | Taiwan | Japan
info@counterpointresearch.com