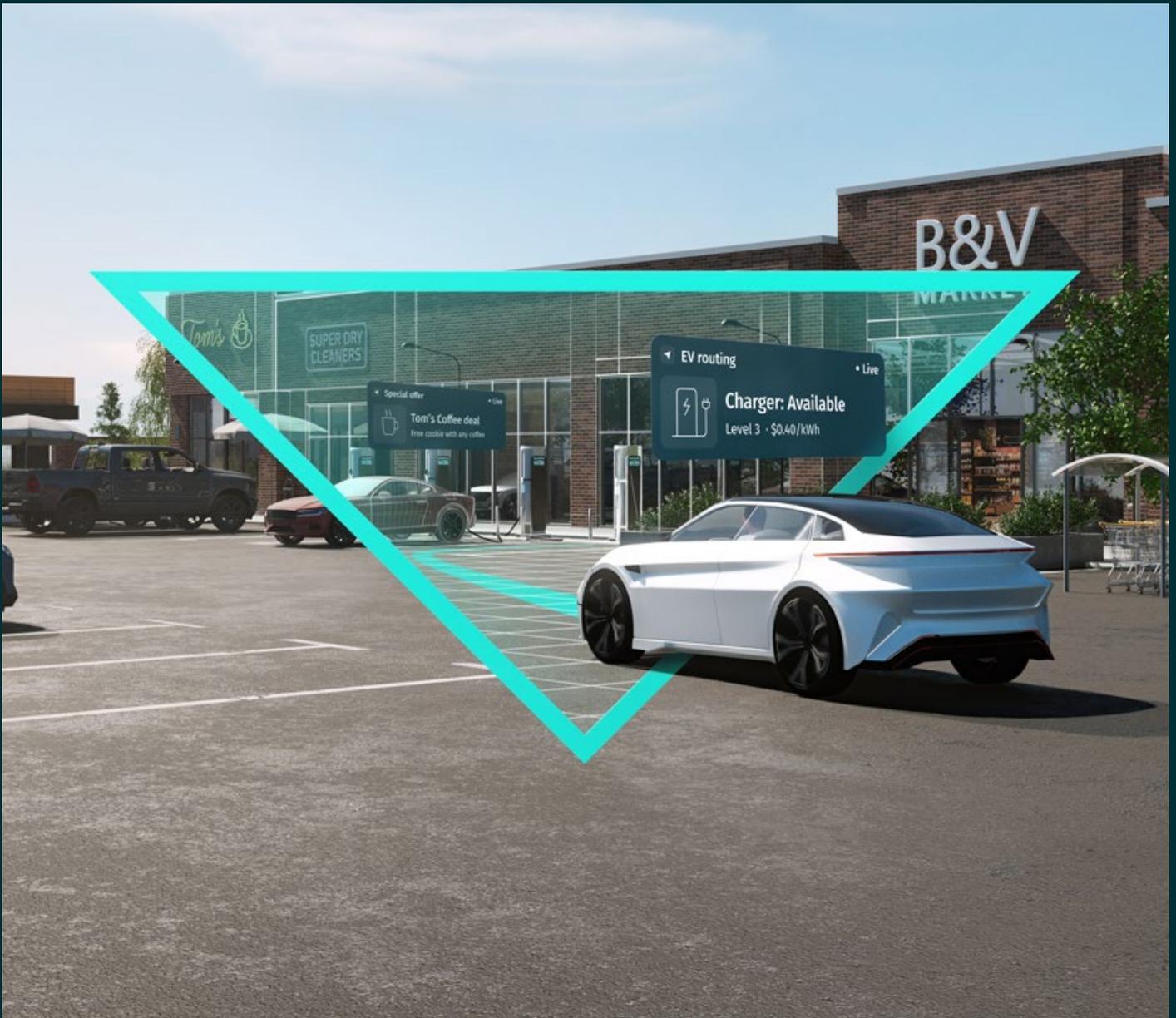


here

# HERE and the ecosystem effect

Reach insights from Omdia





## Introduction

Omdia's annual Location Platform Index is an independent assessment that ranks the leading providers of location intelligence platforms and services, with a focus on mapping and navigation capabilities.

The index has placed HERE Technologies in the market-leading position for seven consecutive years, assessing it and its leading rivals – Google, TomTom and Mapbox – on the criteria of reach and completeness.

In a companion eBook we discuss how Omdia measures completeness, which considers attributes such as core data, mapping and platform capabilities, value-added services and monetization.

Reach measures how widely a platform is adopted, including the number of consumer and enterprise customers, the size of its developer community, and the number of automotive OEMs using it. It also considers the range of vertical industries served and evaluates the platform's broader ecosystem to gauge its overall appeal to businesses.

It is these reach attributes that we will explore in this eBook.

**“In the location  
and navigation  
space, HERE  
remains the  
solid leader.”**

Omdia Location Platform Index 2024

# Why reach matters for a location platform

One of the key criteria evaluated in the Omdia Location Platform Index is the strength of the ecosystem supporting a platform. This includes:

- Industry partnerships that provide access to or enhance positioning in key industry verticals
- Geographic partnerships that create access to new markets or improve reach in existing markets
- The developer network is reflected in the number of active developers engaged with the platform
- The depth and breadth of developer frameworks (e.g. number and range of APIs, flexible pricing and business models, and developer tools and support)

For HERE, the ecosystem is a collaborative network of developers, customers and partners working together to shape and deploy location-based solutions. This ecosystem creates a powerful network effect: as more participants join, the quality and accuracy of data improve, enhancing the overall value of the platform.

	Rank	Player	Score Nov 2024	Score Nov 2023	Score change
<b>Leaders</b>	1	HERE	8.14	7.95	+0.19
	2	Google	7.08	7.00	+0.08
	3	TomTom	7.03	6.76	+0.27
<b>Challengers</b>	4	Mapbox	5.58	5.61	-0.03
	5	Esri	5.05	5.06	-0.01
	6	Apple	4.95	4.98	-0.03
	7	Microsoft	4.79	4.89	-0.10

## Competitive differentiation

Omdia observes that in-vehicle navigation in most of the world is a triopoly, consisting of Google, HERE and TomTom. Creating and maintaining maps requires vast amounts of data and increasingly sophisticated technology, so the report notes that “leading players are insulated but not immune from competition.”

HERE’s leading position in Omdia’s rankings indicates that it has the greatest reach of the three main players in the field, which is undoubtedly a result of longstanding and newly consolidated partnerships with major companies operating across numerous industries. Currently, the likes of Accenture, AWS, Oracle, SAP and Vodafone all work with HERE.

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# The platform

Omdia notes that HERE's UniMap, launched in 2023, provides enterprises with a "rich, low-code toolkit with which they can combine their own data with HERE's maps and data". It adds that HERE has implemented artificial intelligence (AI) technology, helping to create more efficient and better-refined maps.

Omdia also describes the network effect of UniMap, which can improve its algorithms and, in turn, HERE maps. This continual improvement makes HERE maps more attractive to users operating in B2C, B2B and B2B2C business models.

For example, HERE recently announced that it was working with European container shipping giant Hapag-Lloyd, supplying tracking devices for more than 1.5 million shipping containers. As the volume of connected assets using HERE increases, the more valuable and precise the platform will become for all users.

## Strengths

HERE has a strong financial footing, including a healthy business booking, that will sustain the company for many years. This position allows it to take risks that other companies cannot. HERE is laser-focused on mapping and location services. It selectively adopts and implements technologies like AI/ML to advance its capabilities in these areas. It leads in HD Maps and ADAS Integration.

## Opportunities

HERE has a grand vision for how maps will become central to the vehicles' software architecture. If HERE can convince OEMs to embrace this vision and successfully implements its vision, the value of HERE's maps and services will increase exponentially. Even if HERE cannot convince OEMs to adopt its vision, it still has a strong position to deliver HD Maps to a growing number of vehicles with more sophisticated ADAS.

## Weaknesses

HERE is not as diversified as some of its competitors, as its services are almost solely focused on automotive and enterprise. Its brand - a strong selling point for Android Auto and Apple CarPlay, which help entrench its maps - does not resonate with consumers.

## Threats

Components suppliers promoting vehicle architectures that will likely compete against HERE's vision for software-defined cars. Qualcomm's announcements with Google are evidence of this. Other companies - such as NVIDIA, Intel, and Mobileye - also have visions for future vehicle architectures. Google has broadened product offerings, including its map, which have been attractive to some OEMs.

# The scope of B2C, B2B2C and B2B customers

The Omdia report highlights how HERE has had success in engaging a diverse range of customers across high-demand, technically complex industries, which demonstrates the scalability and adaptability of its platform. This ability to support such a wide spectrum of customers not only validates the flexibility of the HERE business and technical model, but also contributes to ecosystem robustness.

“HERE has also successfully penetrated the ride-hailing and on-demand delivery market,” says Omdia. As the report points out, these markets have proven to be particularly difficult to address, because companies in the sector operate on tight margins, with many operating at losses. Omdia speculates that HERE is able to work with the global ride-hailing market leaders, including Uber and Lyft, because of a business model that is both creative and commercially viable.

The report also highlights how HERE’s reach includes a wide range of large enterprises and tech giants. Partners include Accenture, Alibaba, AT&T, AWS, Baidu, LG, Mitsubishi Corporation, Oracle, SAP, Samsung, Tencent, Verizon, and Vodafone, all of whom have turned to HERE for their maps and technology.

Omdia concludes that HERE’s ability to work with companies that each have different needs and integrations, points to the company’s flexible business model and the in-house expertise to provide professional services.

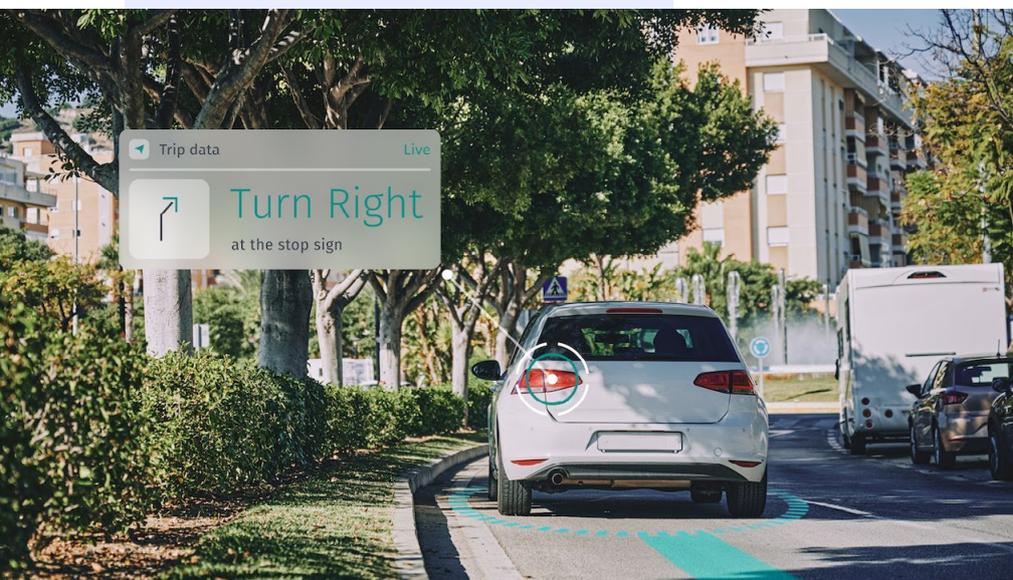


# OEMs: supporting SDV and EV growth

Omdia also recognizes the relationships HERE has built with carmakers and describes the company as: “excelling at helping OEMs comply with new safety regulations, in a way that improves the driver experience.” More than 70 brands – including BMW, Jaguar Land Rover, Toyota, Lexus, VinFast, IVECO, and Scania – currently use HERE products to comply with new European mandates and successfully pass homologation.

The Omdia report also makes clear that HERE’s reach in the automotive market is a result of product offerings that enable it to entrench itself in almost every segment of the navigation market. At the premium end of the market, the HERE HD Live Map for highly automated driving powers Level 3 autonomous driving systems from Mercedes-Benz and BMW. HERE also enables L2+ driving for three OEMs, and more than 44 million vehicles on the road are equipped with HERE ADAS solutions, according to Omdia’s research, and now also provides maps and navigation software for Lotus’s latest EV, the Emeya.

**“HERE’s reach in the automotive market is a result of product offerings that enable it to entrench itself in almost every segment of the navigation market”**



At the volume segment of the market, HERE has recently won new business with Dacia (part of the Renault Group) to provide the Duster and new Spring models with navigation. The deal involves a comprehensive navigation offering that includes automotive-grade maps, online and offline search, real-time traffic information, turn-by-turn voice guidance and over-the-air (OTA) updates on vehicles in the economy segment. Omdia says that this demonstrates HERE's ability to sell feature-laden products with OEMs in budget segments.

The report also highlights how HERE is leading the charge towards the new future of software-defined vehicles (SDVs). Omdia says: "HERE is challenging the automotive industry – including its own clients – to rethink the role of mapping in the context of SDVs."

It adds: "HERE is clearly confident that its maps and capabilities are superior to competitors. It believes that if maps become more important to the overall architecture and function of the vehicle, then OEMs will be compelled to choose the supplier with the best maps, making them a clearer choice."

HERE's reach is also extended by thoroughly addressing the EV market. HERE currently works with more than 70 OEM brands, delivering map data, services, software development kits (SDKs) and applications. Omdia says that HERE "continues to distinguish itself by offering robust offerings to EV makers," with five EV-only OEMs already selecting HERE products. It adds: "HERE helps OEMs and their end users resolve key issues, such as range inaccuracy and anxiety, by incorporating data and insights regarding road slope, curvature and friction." Omdia also recognises that HERE goes beyond traffic conditions, using factors such as temperature (current and along the route) and wind resistance to ensure EV range data accuracy.



The report also highlights that HERE has created bespoke APIs for EVs that consider not only road information and trip planning but also the vehicle's exact specifications.

But perhaps HERE's most compelling product addressing the EV market, Omdia suggests, is HERE EV Charge Points, which provides information on more than 1.35 million EV connectors, including location, real-time availability and technical specifications. Omdia thinks that this is particularly compelling, as OEMs chart out their strategies for having a unified strategy for embedded and mobile apps.

**“HERE is clearly confident that its maps and capabilities are superior to competitors”**

# Tailored solutions for the auto industry

The Omdia report notes that HERE is creating product offerings that address an increasingly stratified automotive market, extending its reach by entrenching itself in almost every segment of the navigation market. At the upper end of the market, HERE has been a successful supplier of the most advanced commercially available autonomous driving systems, using HERE HD Live Map, in Mercedes-Benz and BMW models. The volume of the vehicles with L3 autonomous systems is currently low, but Omdia thinks these successes confer a halo on HERE's map quality that will put the company in a strong position to work with more OEMs to enable L3 vehicles. Another positive indicator, according to the report, is the previously cited L2+ driving capabilities for three OEMs and 44 million vehicles on the road equipped with HERE ADAS solutions.

To demonstrate the breadth of HERE's reach within the industry, Omdia points to the equipping of the luxury Lotus Emeya, while at the same time supplying economy brand Dacia (part of the Renault Group) with navigation capabilities for its Spring and Duster models. The Dacia business win is particularly noteworthy, because HERE has created an offering that includes automotive-grade maps, online and offline search, real-time traffic information, turn-by-turn voice guidance and OTA updates on vehicles. In supplying this package, Omdia thinks that this is a demonstration of HERE's ability to sell products with additional features into segments of the automotive market where costs are a major constraint.

Omdia also refers to the extension of HERE's reach through its presence in emerging markets, including India. Its EV charging products will create opportunities, as demand in emerging markets may differ from mature economies, as more low-cost EVs will have ranges and even battery chemistries that will be different to more premium EVs. In emerging markets, the types of vehicles supported at charging stations may look different and could include e-bikes and e-scooters. HERE already works with EV charge point partners to offer coverage of over 10,000 charging stations and more than 12,000 connectors across India, including information on the opening hours of the charging stations, connector types, the number of connectors and the status of each connector.

**“Omdia also refers to the extension of HERE’s reach through its presence in emerging markets.”**

Omdia Location Platform Index 2024



## Vertical industries

One of the most compelling strengths of HERE as a location platform is its presence across a wide range of industries. This broad reach is a key driver of the platform's value.

HERE is well-established in the automotive sector, but its impact also stretches across numerous other industries, from shipping to telecommunications. In logistics, HERE Routing and HERE Tour Planning support precise, efficient deliveries on a massive scale. Meanwhile, solutions like asset tracking bring real-time visibility and control to supply chains, no matter the industry.

This cross-industry adoption speaks to the versatility and scalability of HERE's technology. Whether it's optimizing fleet performance, improving customer experiences, or reducing operational costs, the common thread is clear: location intelligence transforms how businesses operate across verticals.



## Conclusion

The Omdia report makes clear from its analysis of the leading location platform providers that reach is a vital component for success. The network effects of the platform's ecosystem mean that as reach increases, so does the quality and accuracy of the data – and the platform itself.

In the case of HERE, not only has it successfully established itself as the leading player in the automotive sector, but it has also built strong relationships with partners in other verticals and emerging markets.

Omdia also concludes that HERE has a strong cash position and double-digit EBITA growth, which enables increased spending on R&D and greater stability when, as the report notes, “many tech firms are shedding jobs and taking defensive positions.” This augurs well for HERE and its customers.

