

# HERE Technologies - Point address data in the Nordics

Nordic Address Forum 6.5.2021

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**About HERE**





# We're the world's leading location data and technology platform

HERE Technologies moves people, businesses and cities forward by harnessing the power of location.

We empower our customers, partners and developers to achieve better outcomes by leveraging our open platform.

According to Omdia, Counterpoint Research and Strategy Analytics, 2020



# Location technology opens up new opportunities in multiple industries and markets

## Industries



Automotive



Transportation & Logistics



Tech, Media & Telco



Retail



Public Sector



Finance & Insurance



Manufacturing



Accommodation & Food Services



Healthcare

## Markets



Fleet Management



Supply Chain



Urban Mobility



Connected Driving



Automated Driving



Infrastructure Planning



Public Safety



**Who we  
work with**

# Point Addresses - Nordics





Value proposition

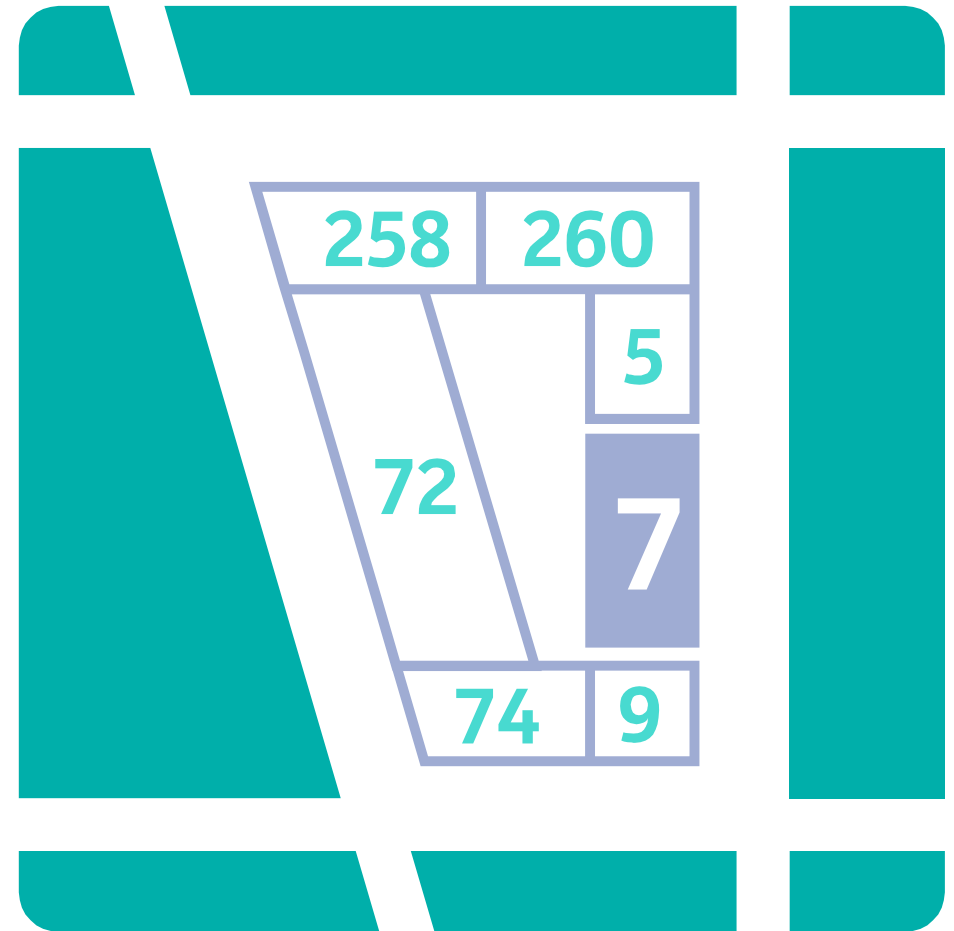
Enables the highest level of destination  
selection and “to-the-door”  
arrival accuracy

here

# Point Addressing

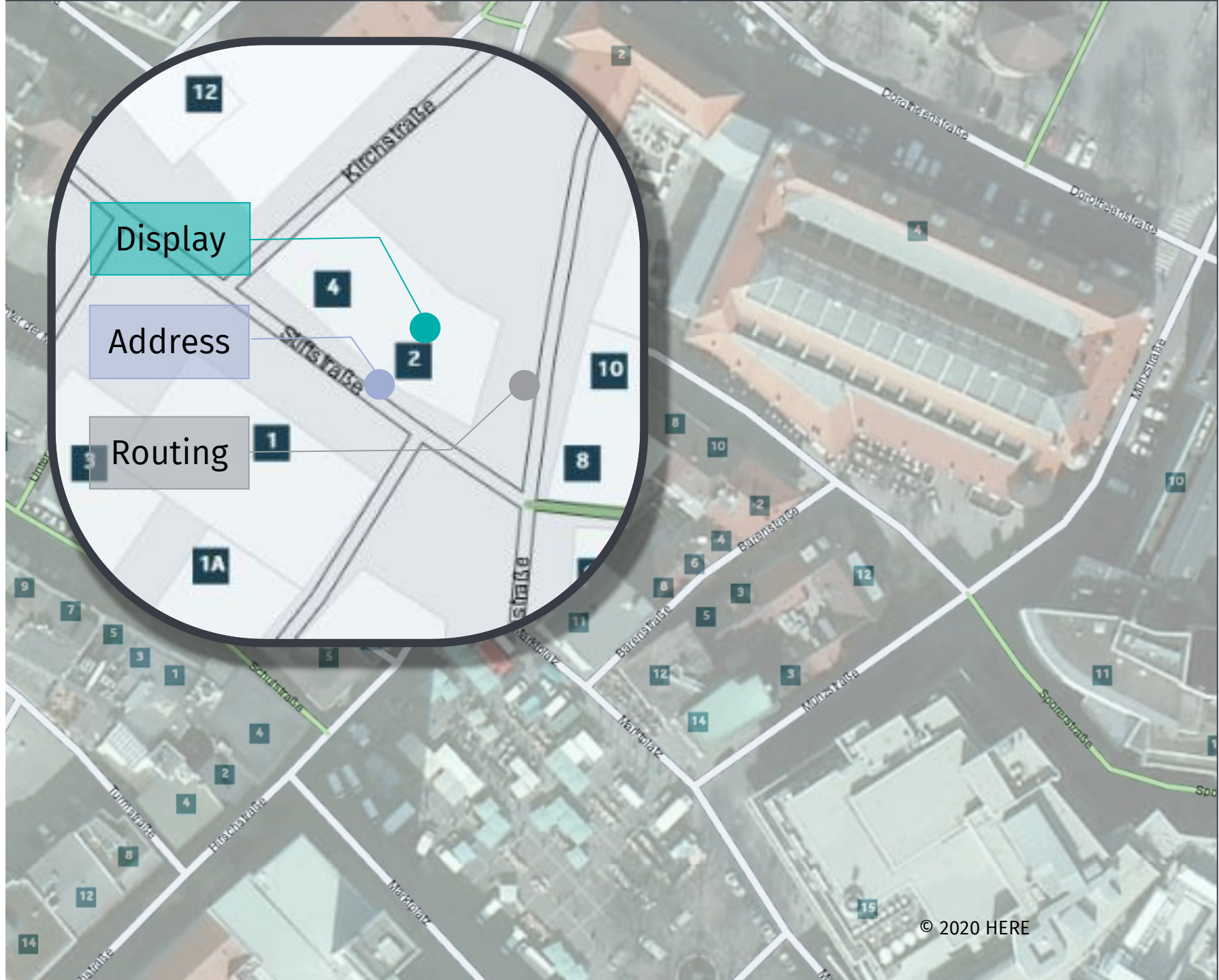
A point adjusted to the road provides a precise address location

- Exact location for every address, exceeds Address Ranges in accuracy
- Supports irregular addresses and non addressed areas
- **Micro Point Addressing:** offer micropoints for sub-addresses (apartments, suites, etc.)
- Displays location and **routing** location





# Accurate display and routing location



# Source data preference, Owner to HERE

- ✓ Structurally stable API
  - National level with easy access to pull data on a frequent basis.
  - Update cadence getting faster
  - Time stamps and deltas (add/update/delete).
- ✓ Routing points
  - Match to reality and geometry
  - Manual. Not purely distance based
  - Remote addresses without drivable roads (island, inland routing)
- ✓ Micro Point addressing, last meter guidance



# Point Address, data flow from owner to consumer

## Owner/creator

Municipality, planning and address creation

## Address database

National / local

## HERE

Aggregating and harmonizing near global Point Address product

## Online service to consumer

Fast update, HERE SDKs, HERE WeGo

## 3<sup>rd</sup> party vendor

Vendor product creation

## Offline service to consumer

Freshness potential, In-dash SD card

# Point Address sources in Nordics

- ✓ Advanced databases in comparison to most countries
- ✓ National Open Governmental Data  
Iceland, Faroe Islands, Norway, Denmark and Finland
- ✓ Norway and Denmark market leading delivery mechanisms



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# Thank you



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