Powering Smarter Cities with Location Intelligence Platform
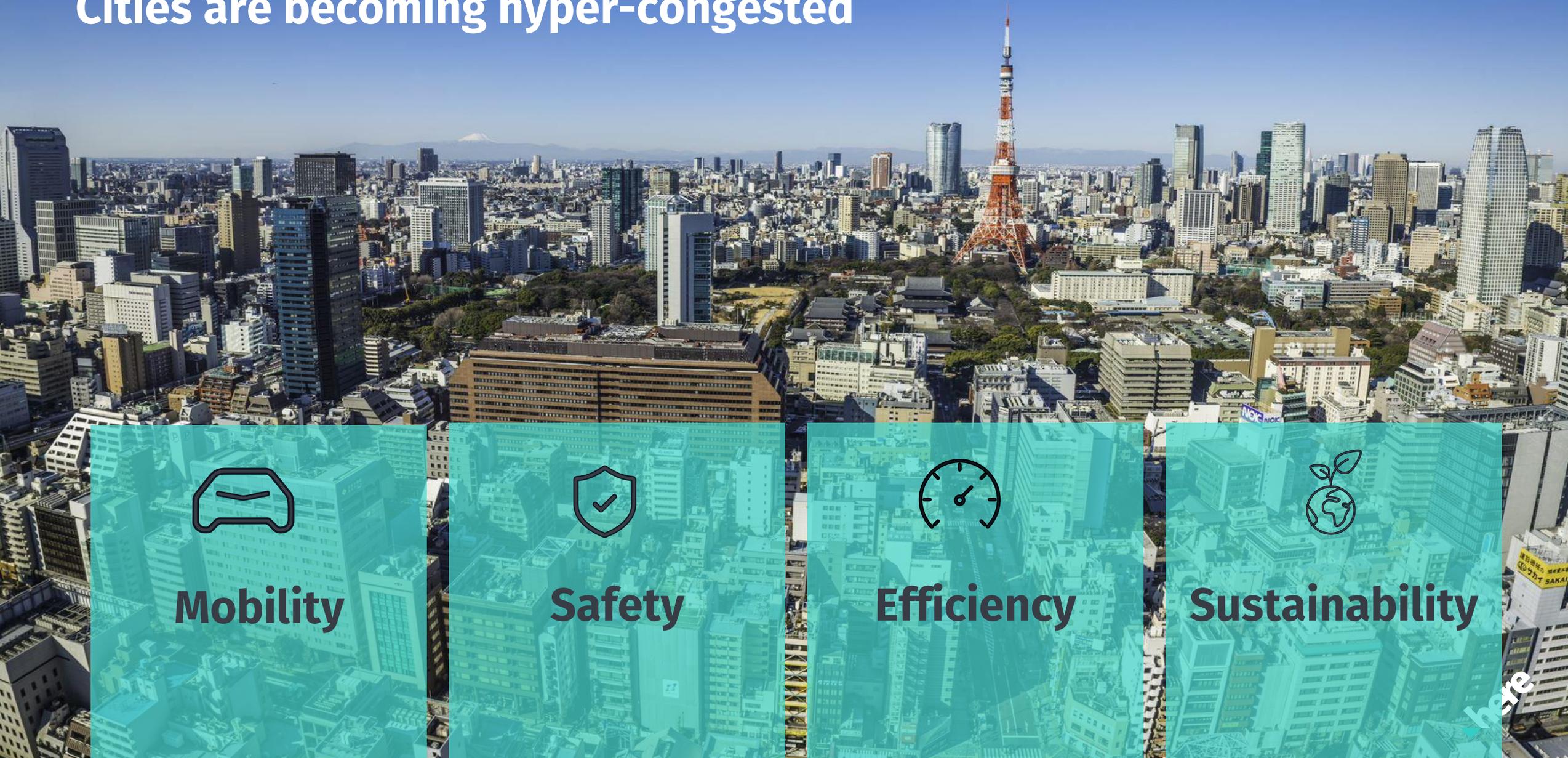
Michael Cheong

2019 International Open Data Summit
Oct 8, Tokyo

2050 | 10B Global Population | 50 Megacities
Cities are becoming hyper-congested

Mobility

Safety

Efficiency

Sustainability

Location Data is Everywhere...

Spans across multiple different industries, segments and use-cases.

Automotive

Real Estate

Retail

Telco & Utilities

Electronics

Location data

Media

Insurance

Public Sector & Infrastructure

Transport & Logistics

Healthcare

here
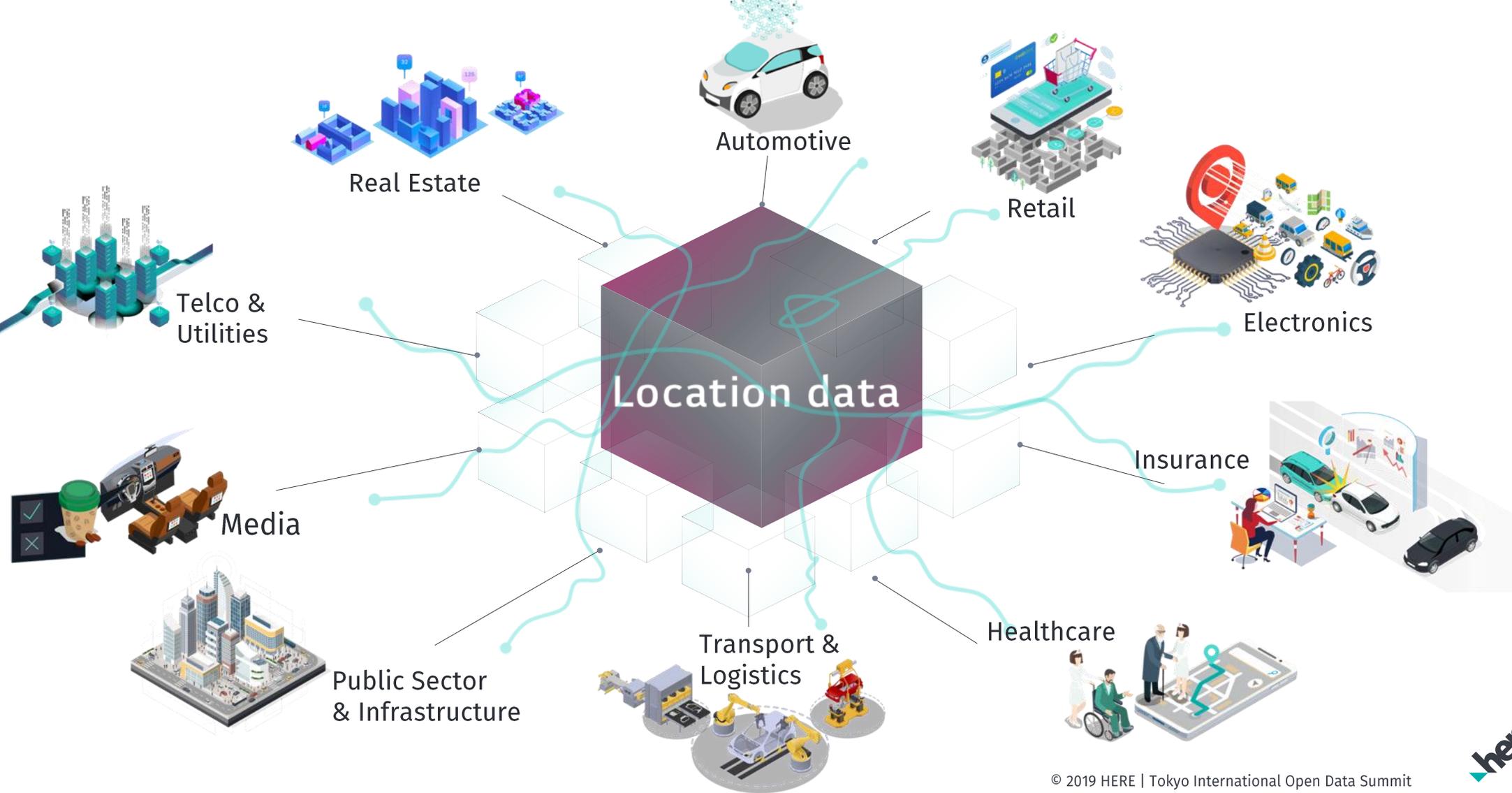
Connecting
Data Silos

Location data will increase 50X

Example: Navigation & Guidance

Road Sign Validation

On-Street Parking

Hazard Warnings

Real-Time Traffic

Video Data

ABS Data

Headlight Data

GPS Data

Break Data

Hazard Light Data

Ignition Data

Ultrasonic Parking Data

here
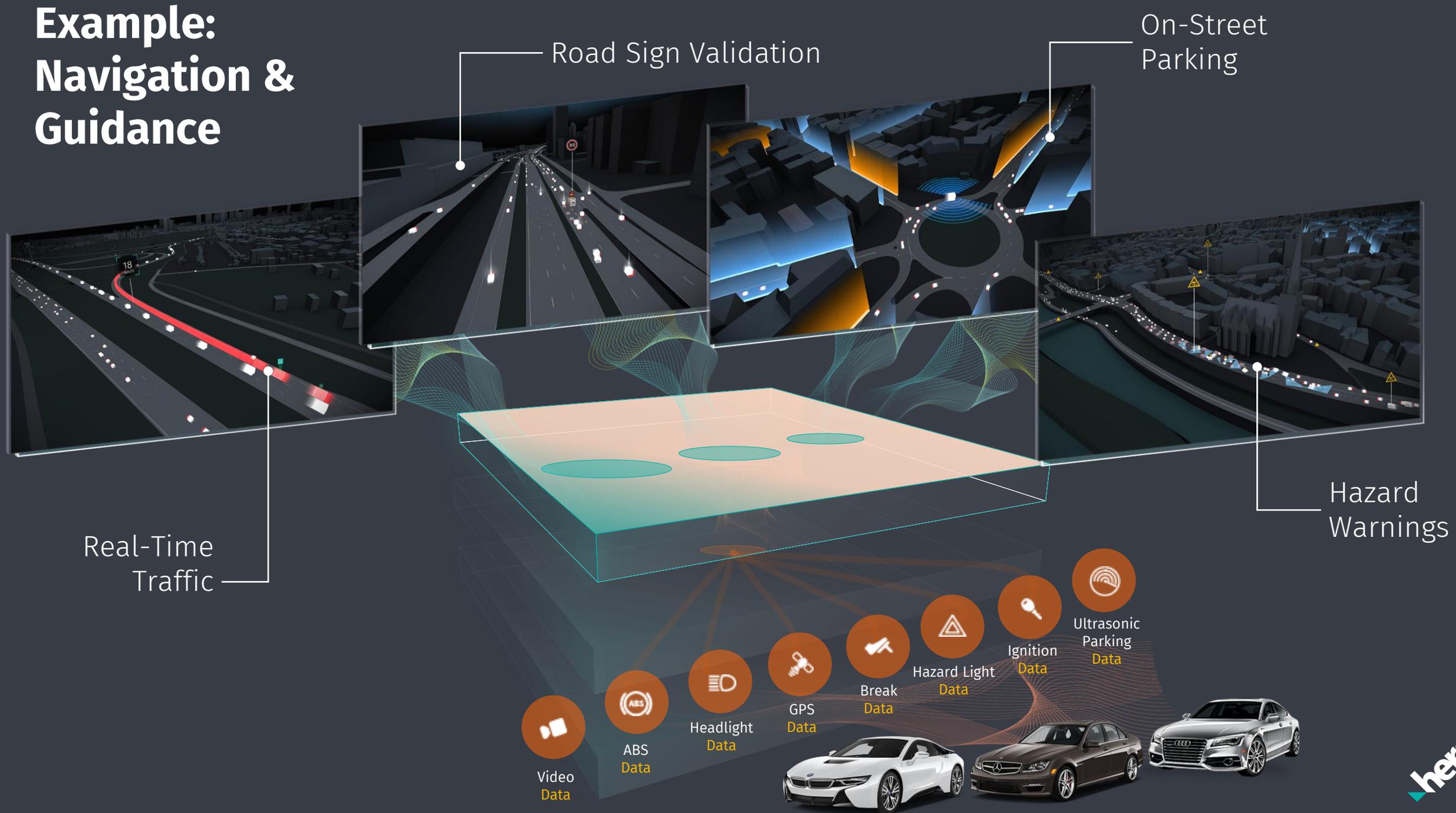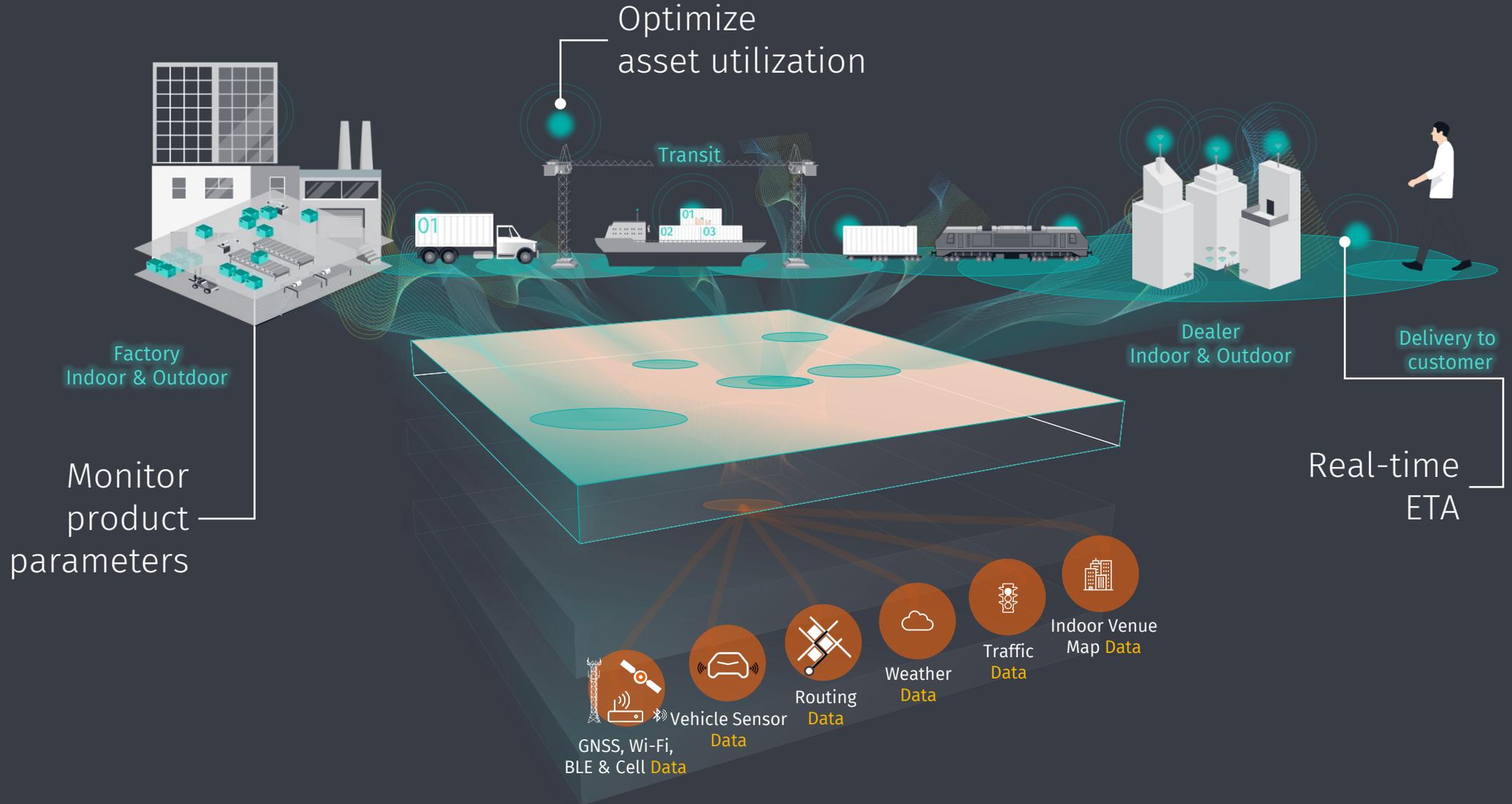
No single Government, Company or Individual can do it alone. Collaboration is KEY to enabling an Open Location Ecosystem

Example of Logistics Optimisation

Decreasing congestion from deliveries

With data and analytics tools to understand, quantify and influence consumer demand-related congestion

Collaboration throughout the supply chain

HERE Open Location Platform (OLP) – Cloud-based big data platform
Accelerates location-centric innovation and monetization in a single system

Build

Exchange

Workspace
Developer tools, analytics, data management and scaled-out processing plus access to HERE data

HERE Reality Index

Continuously fresh and comprehensive data enabling the Reality Index© which includes HERE map content, weather, traffic, and other 3rd party location content

Marketplace
Neutral and scalable marketplace enabling secure and controlled data exchange

Thank you