



# HERE Technologies and Netstar expand partnership to enhance fleet management operations

- *Strategic partnership marks the 16<sup>th</sup> year of working together to empower businesses with improved fleet management solutions*
- *HERE Technologies sets the stage for Netstar's upcoming Asia Pacific expansion plans*

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**Melbourne** – [HERE Technologies](#), the leading location data and technology platform, and [Netstar](#), Australia's leading provider of telematics solutions, today announced the expansion of their strategic partnership to empower businesses down under and beyond with enhanced asset management and navigation capabilities for commercial and heavy vehicles.

Netstar Australia and HERE Technologies have partnered since 2008 to deliver valuable location-based solutions for transportation and logistics companies. Netstar Australia has been leveraging a comprehensive suite of HERE Location Services and HERE Map Content to power its asset tracking solutions for commercial and heavy vehicles. The partnership has enabled Netstar to provide its customers with real-time guidance for commercial and heavy vehicles on the road, enhance driver safety, and improve fleet management through optimized routing and tracking the precise locations of vehicles.

This latest phase of the partnership is focused on enhancing truck navigation with Netstar's use of [HERE SDK Navigate](#) (software development kit). This equips Netstar with the latest location-based tools and capabilities to help businesses in Australia, New Zealand and Asia-Pacific efficiently track their assets and build smarter navigation applications to support safer driving.

Australia's road freight is expected to increase by 77 percent between 2020 and 2050, with more trucks, drivers, and distance travelled to come<sup>[1]</sup>. With the National Freight and Supply Chain Strategy review underway to prepare Australia to meet its growing freight needs, this extended partnership between HERE Technologies and Netstar directly supports the Strategy's objectives to enhance the efficiency, sustainability, and competitiveness of the country's freight and supply chain operations.

**Neil Shah, Research Vice President at Counterpoint Research**, said, "Over the last three years, the global pandemic and other geopolitical and macroeconomic issues have accelerated a need for highly efficient, reliable and sustainable transport, logistics and supply chain system. Advanced location-centric solutions such as HERE SDK can help achieve these goals and growing demand for safer navigation, intelligent routing and real-time visibility of the assets at scale. This helps leading telematics companies such as Netstar to build innovative solutions and digitally transform the fleet telematics."



Netstar is gearing up for business expansion across the Asia-Pacific region within the next three years. The company is planning to introduce the solutions developed in partnership with HERE Technologies to a global audience. This expansion aligns with Netstar's mission of transforming the way companies manage their fleets and assets, making it more efficient and cost-effective.

**Grant Fraser, Group Managing Director at Netstar** said, "Our partnership with HERE Technologies has been instrumental in enabling us to provide our customers with industry-leading asset tracking and management solutions. With the addition of HERE SDK Navigation, we are well-positioned to support businesses with its fleet management across Australia, New Zealand, and the Asia Pacific region. We are enthusiastic about our upcoming global expansion and the impact we will make on the fleet management landscape."

**Mark Wallace, Head of Partners for HERE Technologies in Australia and New Zealand** said, "We are excited to continue our journey with Netstar, who has been a remarkable partner over the years. This expansion of our partnership reinforces our commitment to delivering cutting-edge location-based solutions for the trucking industry – one that relies heavily on fleet management to streamline operations and maximize efficiency. In alignment with the National Freight and Supply Chain Strategy in Australia, this partnership allows us to provide innovative and reliable tools for asset tracking and navigation, addressing the evolving needs of businesses in this dynamic market."

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#### **About Netstar**

Netstar, a leading provider of fleet Telematics and vehicle tracking solutions, is set to commemorate a major milestone this year as it celebrates its 30th anniversary. With a steadfast focus on innovation, Netstar continually develops and enhances its technology to help businesses improve safety, efficiency, and productivity in their fleet operations.

Founded in South Africa, Netstar has evolved into an international leader in vehicle tracking and fleet management technology, boasting over 1.7 million subscribers globally. As Netstar prepares to mark three decades of excellence, it reaffirms its commitment to driving advancements in fleet Telematics and delivering unmatched solutions to its customers worldwide.

Netstar operates as a subsidiary of JSE-Listed Allied Electronics Corporation (Altron – AEL), a prominent service provider in the Information & Communications Technology (ICT) sector. Altron's expertise spans digital transformation, smart IoT, managed services,



and health & financial technology. Netstar plays a pivotal role in delivering the group's smart mobile IoT functionality.

To learn more about Netstar, visit – [www.netstaraustralia.com.au](http://www.netstaraustralia.com.au)

### **About HERE Technologies**

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at [here.com](http://here.com).

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<sup>[1]</sup> <https://datahub.freightaustralia.gov.au/updates-insights/insights/navigating-australias-freight-future>