



HERE shines in Ovum Location Platform Index

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HERE Technologies ranked number one for the completeness of its Location Platform services

Amsterdam – HERE Technologies “is ahead of the curve in location and mapping trends” and “the most complete”, according to Ovum’s latest Location Platform Index report.

Ovum, which assesses and ranks the major vendors in the location platform market, gives HERE an overall score of 8.17 for the second half of 2016, up from 7.30 in the first half. On ‘completeness’, HERE is ranked number one. In other words, HERE’s technology and content assets, monetization strategy and new features are rated the best in the world.

The report also praises HERE’S capacity to partner with a wide range of key players in diverse industries, thereby increasing the nature and volume of data it can provide to its clients. Ovum details in particular the benefits of current and planned partnerships with DJI, Facebook, Intel, Mobileye, NavInfo, NVIDIA and Tencent.

“That HERE Technologies is the most complete and the most open location service is a logical consequence of our business model. We are a marketplace for location services. That means we have to be on the one hand agnostic to data type and source and on the other hand able to aggregate, normalize and conflate data sets across all industries. I am honored to see that Ovum recommends all actors in the industry to adopt this new business paradigm. This shows that our strategy is the right one: partner integrations and data sharing are indeed key to building the location service of the future,” says Edzard Overbeek, CEO of HERE Technologies.

Neha Dharia, Ovum senior analyst and author of the *Location Platform Index: Mapping and Navigation, 2H16* report, said: “As a digital platform provider of data services built on location information, HERE is moving ahead of the changes occurring in the location and mapping industry.”

You can read a full interview with Dharia on [HERE 360](#)

Media Enquiries

HERE media relations

<https://here.com/en/company/newsroom/media-and-industry-analyst-contacts>

About HERE Technologies

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit <http://360.here.com> and www.here.com