

# HERE Cellular Signals

## for Transportation & Logistics customers

Provides information on all available cellular networks along the road network

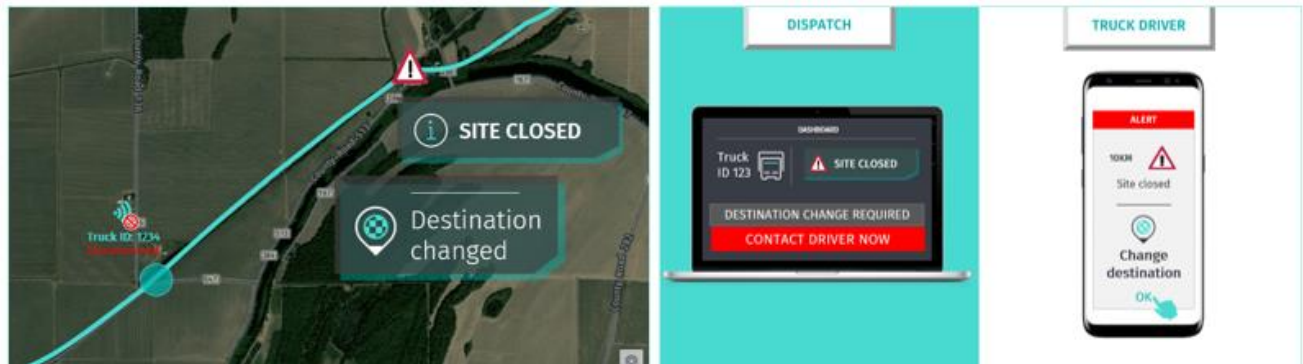


HERE Cellular Signals provides multiple layers of information on the cellular networks in areas of service delivery, including network coverage, carriers, signal strength and frequency bands.

- Broad global coverage spanning more than 190 countries
- Built with data from more than 250M connected devices
- Aligned to the road network of the HERE map, one of the most accurate maps on the market
- Designed for the navigation use case of fleet customers and to reflect their road connected experience

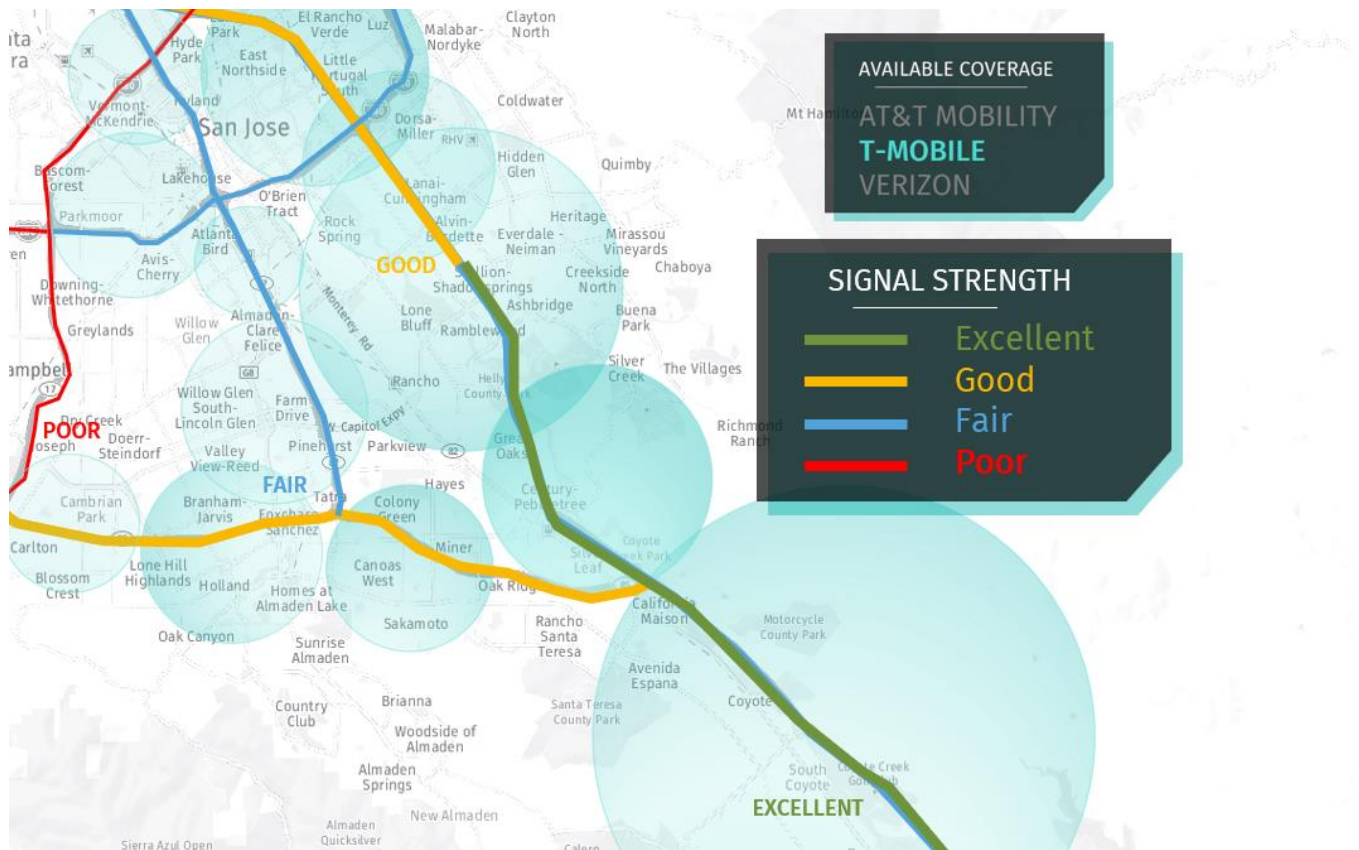
## Benefits & Use Cases

- **Improve communications**  
HERE Cellular Signals enables better communication for Transport and Logistics companies.
- **More efficient decision making**  
HERE Cellular Signals data on the quality of the cellular network can assist in better decision making about routing, staffing, and warehousing.
- **Pre-plan routes**  
Having HERE Cellular Signals data allows to plan routes in advance, around poor cellular signal areas.
- **Timely response times**  
HERE Cellular Signals data can help shorten response times. With information on availability of cellular networks, shippers and carriers can be react timely to unplanned events along the route, like bad weather or road infrastructure repairs.

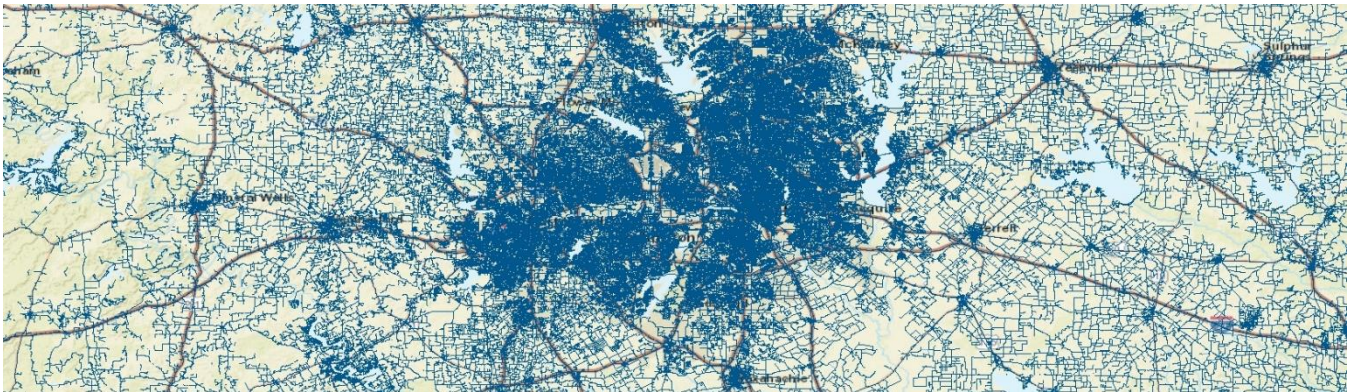


- **Help improve operational efficiencies and customer satisfaction**  
In today's world of online retailing and 24x7 information, greater expectations are placed on the supply chain. Customers, large and small, expect faster deliveries and want to know exactly when their orders will arrive. With a more comprehensive and realistic view of cellular network quality along the route, Transportation and Logistics operators can estimate more precise pick-up and delivery times.
- **Reduce downtime**  
The chronic shortage of dependable drivers in the T&L business makes it ever more critical to deploy these valuable resources in optimal ways, minimizing downtime and empty miles.
- **Improve emergency response**  
Often, delivery routes are long and go through remote locations. In case of a vehicle breakdown, accident, health issue or any other unexpected event, knowing where the cellular network is available to call for support can be critical.
- **Select best cellular plan and roaming agreement**  
HERE Cellular Signals is a strong tool to evaluate and compare cellular networks coverage and service plans, as well as most suitable roaming agreement, depending on regional area of interest.

- **Better analytics**  
Timely access to drivers and shipment transit data has become increasingly important to understand customer and product profitability and to perform detailed cost-to-serve analyses. With the bulk of e-retailing concentrating in few companies with significant transportation and logistics capabilities, shippers and carriers, large and small, need to make sense of the mass of unstructured and structured data to enhance performance in the complex supply chain environment. HERE Cellular Signals helps assess the robustness of the available networks, and mobile communications can be a fast and relatively inexpensive way to improve analytic capabilities.
- **Support asset monitoring & control**  
Sensor-equipped assets like trucks are in the increase, and cellular communication will be instrumental in capturing the flood of data to be channeled through the Internet of Things in the quest for agility and responsiveness. The information provided in the HERE Cellular Signal product can help support this development by offering information on network availability and quality.



# Technical Product Details



- The HERE Positioning product collects information regarding available networks and develops coverage maps to enable positioning services
- These maps are then translated into individual layers of map content and aligned to the HERE road network
- HERE Cellular Signals provides 'snapshot' of cellular coverage at regular intervals
- Each cellular carrier is identified with a 6-digit code
- Signal Strength is measured in 4 categories: Excellent, Good, Fair or Poor, each one represented in a different colour

AVAILABILITY	Yes	No		
STRENGTH	Excellent	Good	Fair	Poor
INTERFACE	2G	3G	4G	
BY CARRIER	Verizon	AT&T	Sprint	

## Format

FGDB (File Geodatabase)

## Availability

- November 30, 2018
- Quarterly updates
- 196 countries globally (excluding China, Japan, North or South Korea)

### 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](http://www.here.com).