HERE OLP Marketplace

A neutral and secure marketplace for location-centric data exchange

HERE OLP Marketplace, a key element of the HERE Open Location Platform (OLP), is a global location-centric data exchange within and across industries. Along with a development workspace for data normalization and enrichment, the OLP Marketplace provides a secure and reliable system enabling exchange of existing data, enriched data and pooled data.

OLP Marketplace: a value amplifier

* Available 2019
Customer Benefits

For Marketplace Providers
- Ready monetization with demand from HERE, its partners, and customers
- Full control over how your data is discovered and consumed by others
- Amplify your data value by using the OLP Workspace for standardization, normalization, and enrichment
- Opportunity to join HERE-created data pools to generate more demand for your data with increased data coverage and density
- Customized professional service for demand-supply match and data preparation

For Marketplace Consumers
- Get data from trusted sources across industries, globally
- Single integration to get data from multiple providers
- Access to data pool products that HERE aggregates and harmonizes for you, from multiple sources
- Single access point to all of HERE’s highly accurate and fresh location data in a consistent format
- Customized professional service for demand-supply match

Product Feature Highlights

For Marketplace Providers
- Unlimited listing creation and publishing
- Control over discovery and consumption of data
- Consulting services to connect with Marketplace Consumers
- Customized monetization and optimization services
- Service level agreement (SLA)

For Marketplace Consumers
- Unlimited listing search and discovery
- Single integration to get data from multiple providers
- Consulting services to connect with Marketplace Providers
- Data sampling
- Service level agreement (SLA)

Differentiators

Ready monetization with demand from HERE, its partners, and customers.

Flexible go-to-market options including Private Marketplace and Public Marketplace to meet your needs.

Integrated development Workspace, as an option, for amplifying your data value through data enrichment, standardization and normalization.

Access to global data from HERE, premium-brand auto OEMs and other industry providers.

Access to data pool products* that HERE aggregates and harmonizes from multiple sources to increase data coverage and density.

On-demand data service and monetization consulting with HERE’s expertise on location data processing and commercialization.

Visit openlocation.here.com/marketplace/overview to learn more about the HERE OLP Marketplace and to contact us.

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

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