



Press Release / 1 (2)

August 23, 2016

## **HERE Open Location Platform wins top spot in Ovum Location Platform Index**

Berlin, Germany - Market leading research and consulting firm Ovum rated the HERE Open Location Platform as the most complete platform beating out Google, TomTom and Apple in its most recent semi-annual Location Platform Index.

Ovum, which rates the overall capabilities of providers in the location-based services market, gave HERE an overall score of 7.73 and the clear number one spot in completeness, mapping data, features, traffic, device compatibility and other categories.

“With its detailed mapping data, strong enterprise and automotive service propositions and continuous effort to innovate in the space, HERE has secured the top spot in the completeness category of Ovum’s Location Platform Index,” said Neha Dharia, Senior Analyst, Consumer Services, Ovum. “HERE has demonstrated that with its strong foundation of mapping information, overlaid with tools and services designed specifically for the enterprise and automotive industry, it continues to be the most complete platform in the market.”

“We are honored that Ovum has recognized our HERE Open Location Platform,” says Edzard Overbeek, Chief Executive Officer of HERE. “Location intelligence is our DNA. As digitization sparks an explosion of location-based data, HERE has the platform best equipped to harness that data and create unique and differentiated products, services and solutions for our customers and partners globally.”

In a world where data is paramount, HERE is helping people, enterprises and cities the world over harness the power of location.

The HERE Open Location Platform (OLP) is a cloud-based platform that delivers a rich set of location-based data and services. Agnostic to data type and source, the Open Location Platform unlocks new levels of location insights and assets by aggregating, normalizing, and conflating data sets from across industries.

Many of the world’s leading automotive, enterprise and Internet companies leverage the HERE platform today to run their businesses.

To learn more and read an interview with Ovum’s Neha Dharia, visit [HERE 360](#).

### **Media Enquiries:**

HERE Communications

[https://company.here.com/newsroom/contacts/  
press@here.com](https://company.here.com/newsroom/contacts/press@here.com)



Press Release / 2 (2)

**About HERE**

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 delivering 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>.

**About Ovum**

Ovum is a leading global technology research and advisory firm. Through its 180 analysts worldwide it offers expert analysis and strategic insight across the IT, telecoms, and media industries. Founded in 1985, Ovum has one of the most experienced analyst teams in the industry and is a respected source of guidance for technology business leaders, CIOs, vendors, service providers, and regulators looking for comprehensive, accurate, and insightful market data, research, and consulting. With 23 offices across six continents, Ovum offers a truly global perspective on technology and media markets and provides thousands of clients with insight including workflow tools, forecasts, surveys, market assessments, technology audits, and opinion.