Expanding the Reach and Power of Your Data with HERE Maps

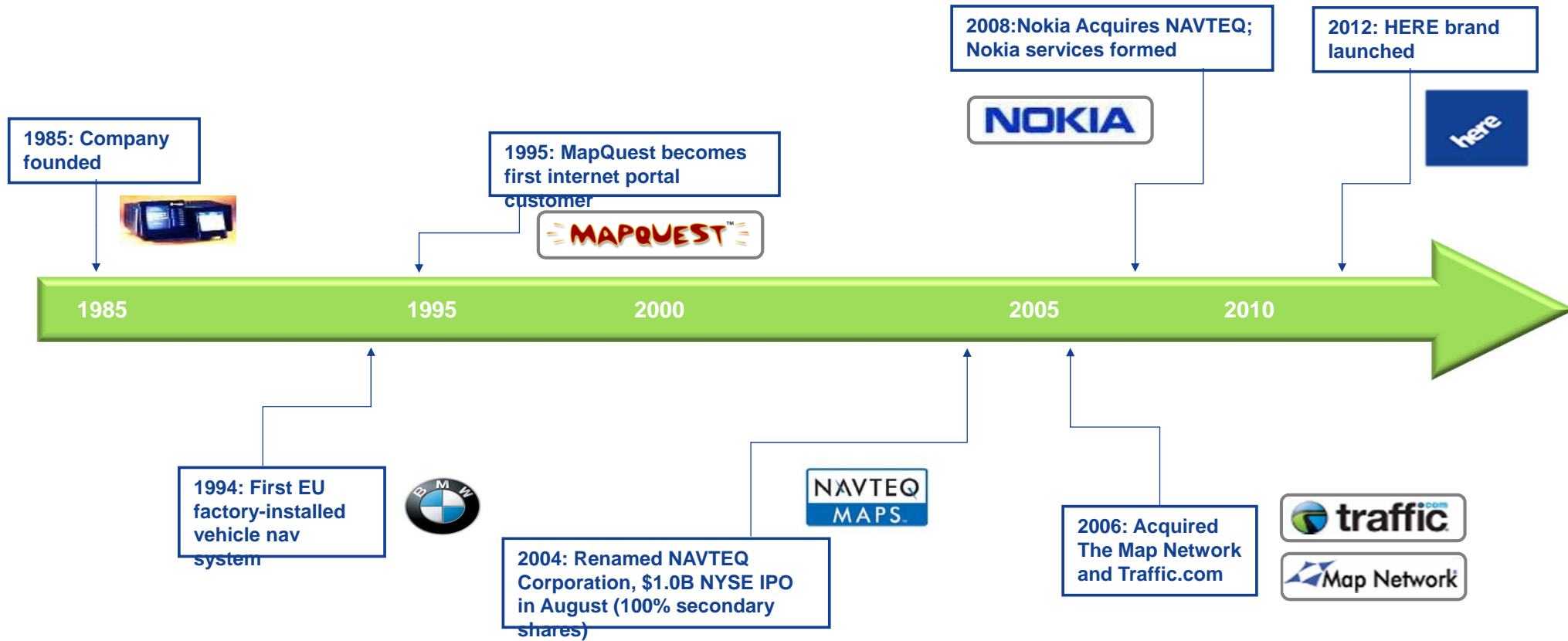Travis Franz, GISP

HERE

Agenda

- HERE

  - Who we are, what we do, history and company background

- Map Building – How we do it and how you can contribute!

  - Field Data Collection

  - Production Teams

  - Local Source Data

  - Map Creator, Expert Communities

HERE – Historical Timeline

1985: Company founded

1995: MapQuest becomes first internet portal customer

2008:Nokia Acquires NAVTEQ; Nokia services formed

2012: HERE brand launched

1985   1995   2000   2005   2010

1994: First EU factory-installed vehicle nav system

2004: Renamed NAVTEQ Corporation, $1.0B NYSE IPO in August (100% secondary shares)

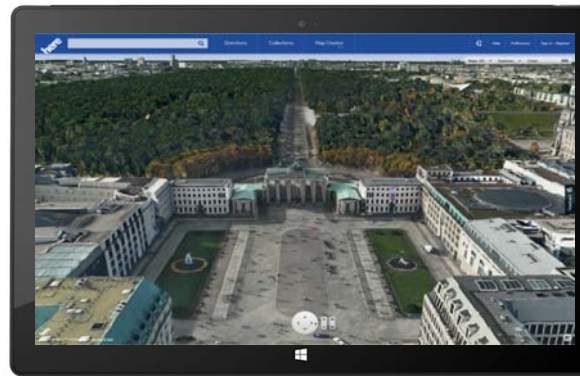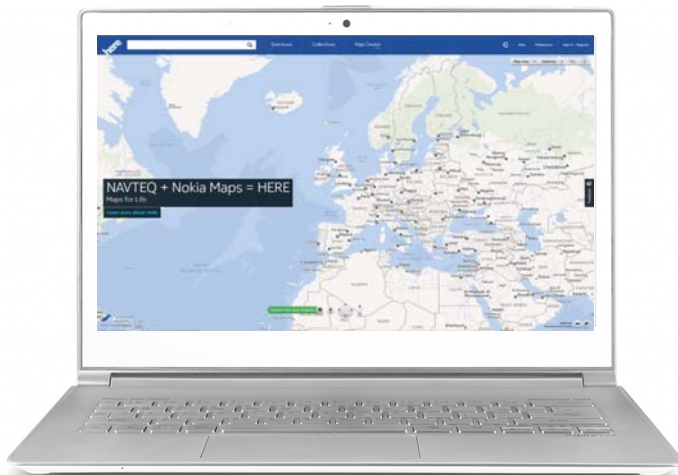**2006: Acquired The Map Network and Traffic.com**

Strong Customer Relationships

We make maps!

We make a navigable map database that is used in a variety of end products, computers, tablets, phones and navigation devices.

Maps…..

Highest quality maps with
fresher data and faster mapping

196
countries

93
countries with turn-
by-turn navigation

50+
languages

147M
map tiles served
every day

80K+
Local sources used

here

...with unparalleled assets

Real World Computable
Content

Sensed Behavior
Smart Data

Powerful Platform
Experiences

1B
devices in use around the world

100M
uses of NAVTEQ/HERE Map data every day

175M
navigation-enabled devices globally

11B
probe points collected monthly

How do we build and maintain the map?

The Power of Up-To-Date Maps

Did you know that...?

- 92% of consumers state that the navigation system is somewhat or very important to their overall vehicle satisfaction[1]

- An outdated map is a leading contributor of unsatisfactory navigation experience[2]

- Outdated map issues generate 30% of all call center costs[3]

- 62% of consumers would buy a map update if one would be available[4]

1. Nokia L&C 20011 MapCare Value Trade-off Study
2. JD Powers 2011 Navigation Usage and Satisfaction Study
3. Nokia L&C 2011 customer feedback
4. Nokia L&C 2010 Map Update Research Findings

Map Building, Map Maintaining

Content

Methods

Field Data
Collection

Production
Teams

Local Data
Sources

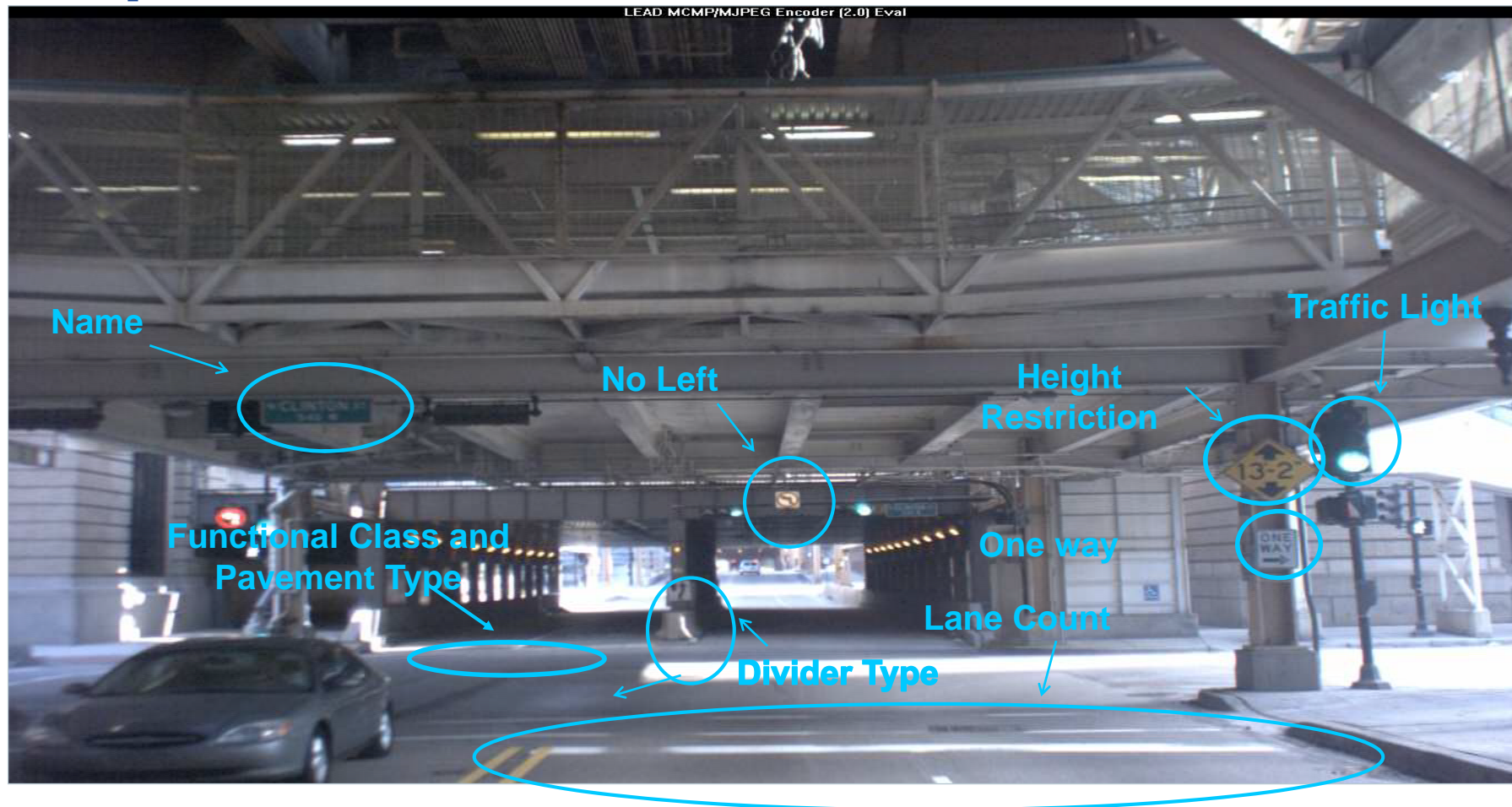End Users/
Community

Smart Data

Map
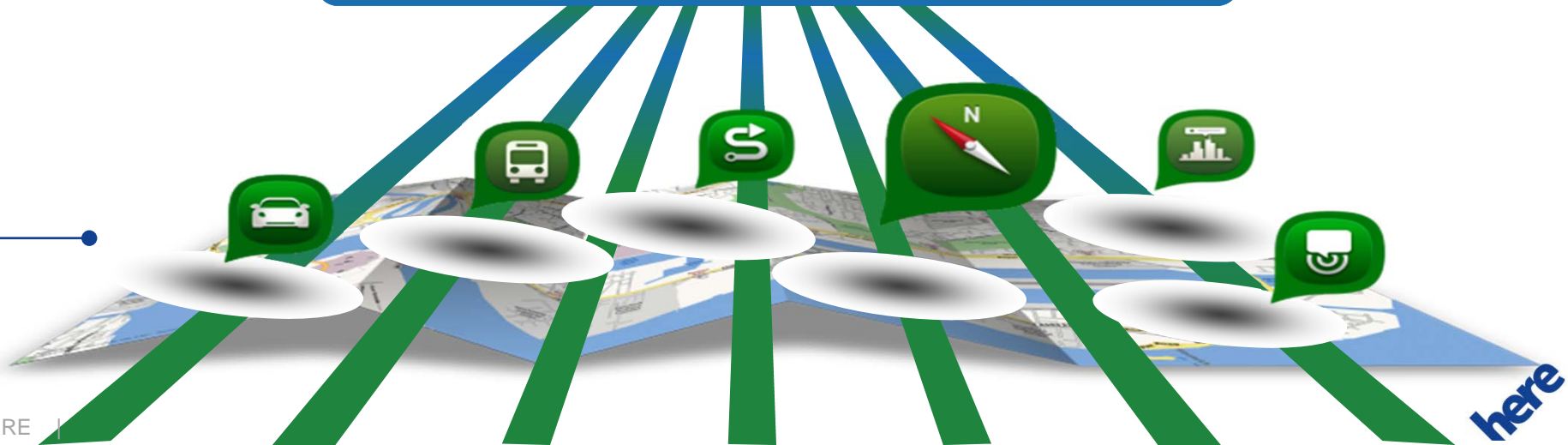
Field Data Collection

- Local offices
  - 228 globally, 67 in US
- <u>Still</u> driving the roads
  - Competitive advantage
- Acquisition of Earthmine, Inc.
  - November 2012

  Strengthening data collection processes

  Supplement to NAVTEQ True

Example of Attributes Collected

Map Building, Map Maintaining

Content

Methods

Map

| Field Data Collection | Production Teams | Local Source Data | End Users/ Community |

Smart Data

Production Teams

- Fargo, ND hub
- 250+ employees
- Global project coordination

Probe Data

Map Building, Map Maintaining
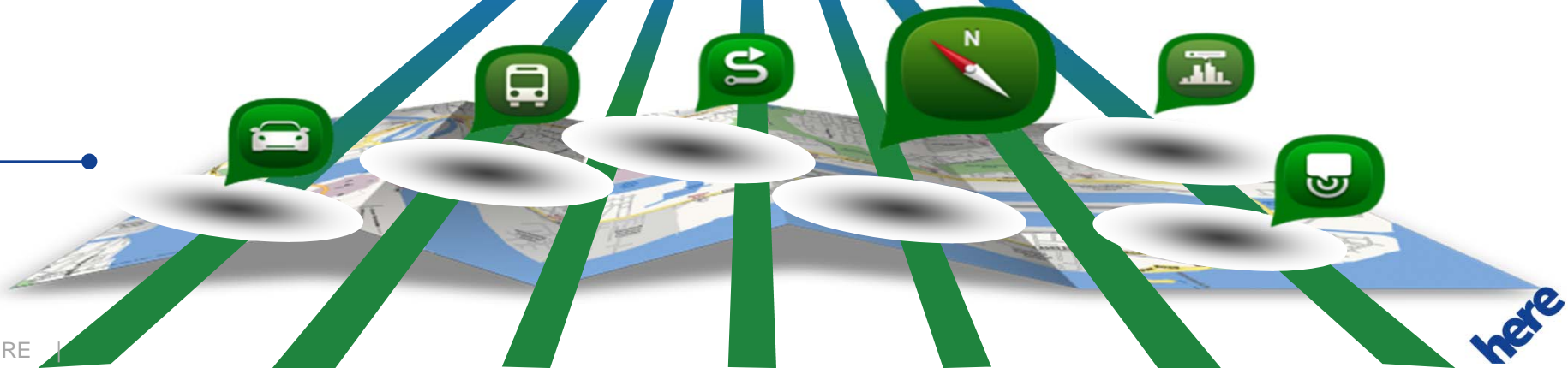
Content

Methods

Map

Field Data Collection
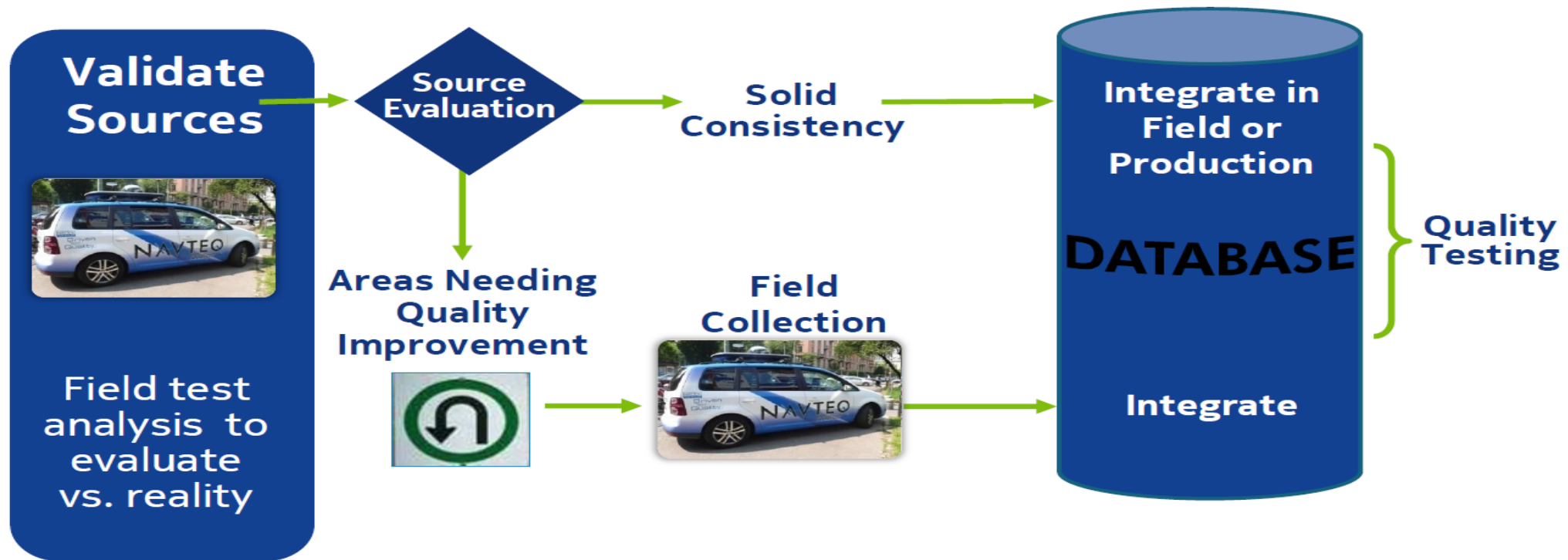
Production Teams

Local Source Data

End Users/ Community

Smart Data

The Role of Local Sources in Our Map Build Process

Source qualification adheres to our global specification
Integrating sources in our global operating model involves a multi-step process

Validate Sources

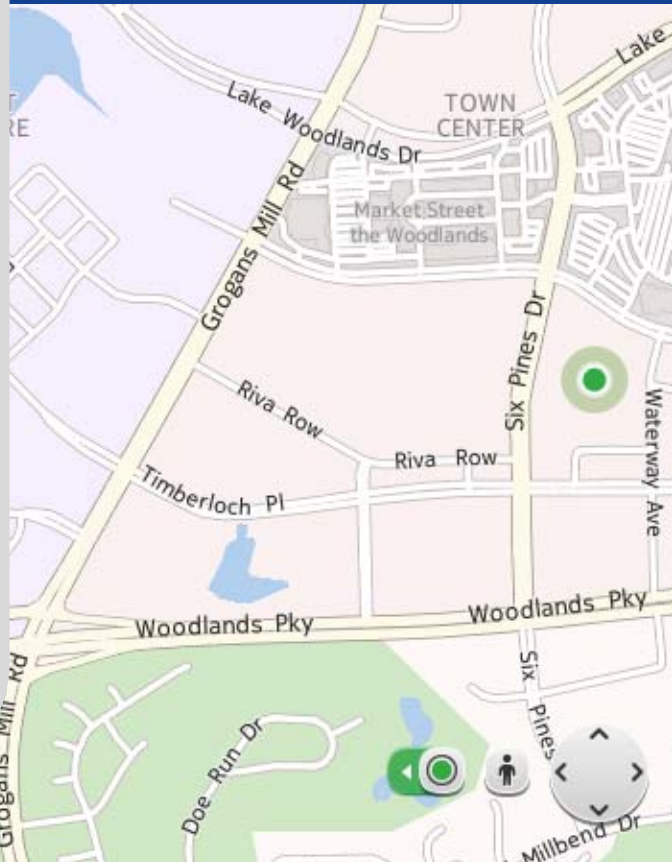Field test analysis to evaluate vs. reality

Source Evaluation

Solid Consistency

Areas Needing Quality Improvement

Field Collection

Integrate in Field or Production

DATABASE

Integrate

Quality Testing

here

Benefits of Providing Data

- Accurate local maps online, in vehicles and on mobile devices

- Rapid emergency response

- Successful deliveries

- Economic development boost

  - More accurate location of local and regional businesses

  - Residents are able to route quickly, safely around your community

- Lessens cost to the public for duplicate data collection through coordinating between gov't entities

here

Data Submission

- Road/Street Centerlines
- Address Points
- Parcels
- Trails
- Cartographic
  - City/Admin boundaries
  - Parks
  - Zip code boundaries
  - Hydro

- Truck/Transport
- Pedestrian
- Public Transit
- Landmarks/POIs
- Building Footprints
- On-street Parking
- Venue Maps
  - Stadiums
  - Universities
  - Shopping Centers

How to Provide Your Data

- HERE Maps Supplier Portal
  - https://content.ext.here.com/
- Email
  - local@nokia.com

Map Building, Map Maintaining
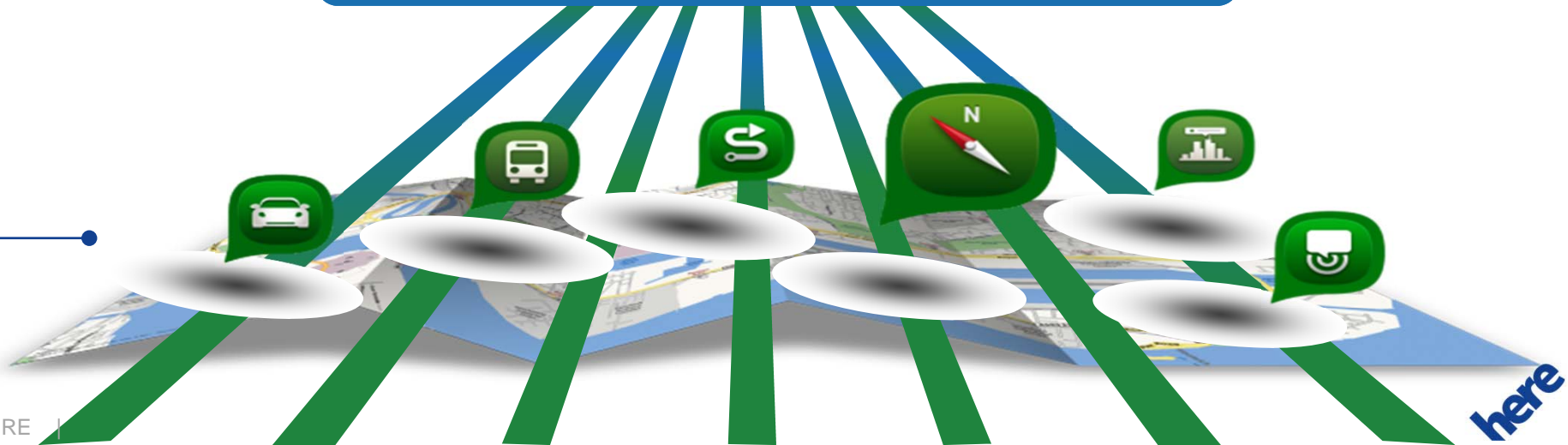
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Methods

Map

Field Data Collection

Production Teams

Local Source Data
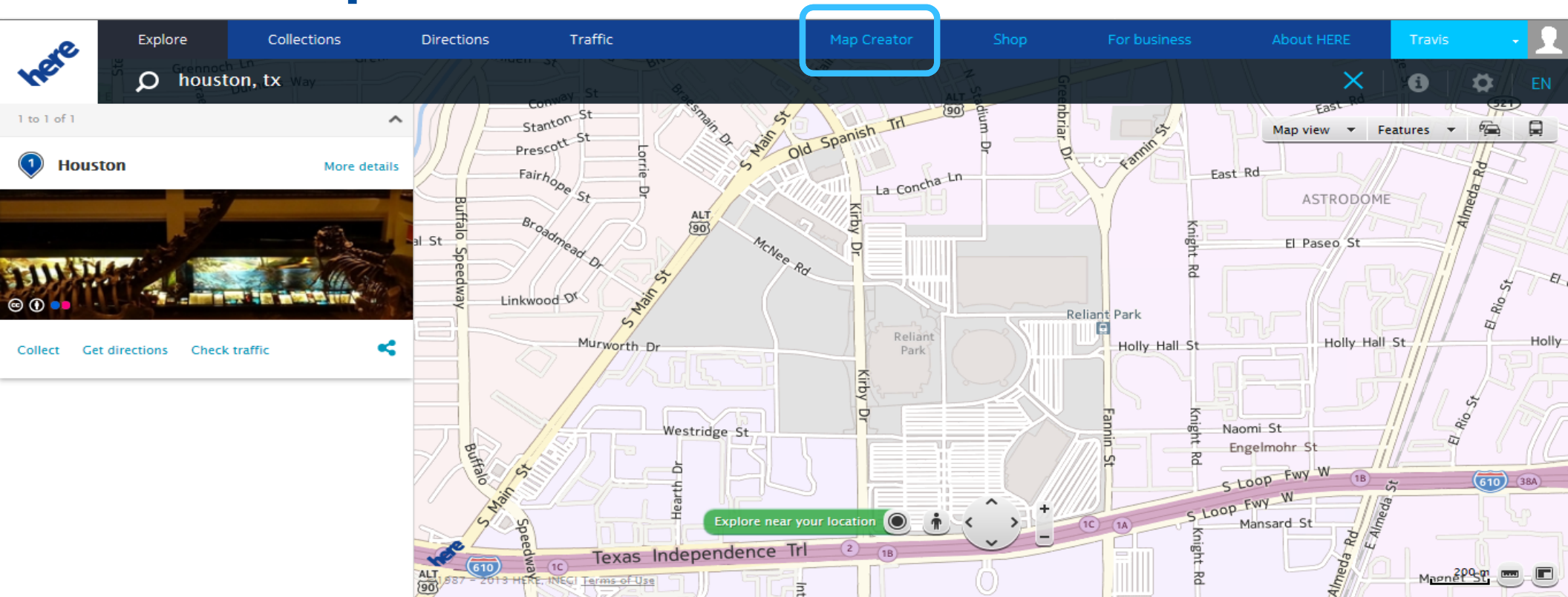
End Users/ Community

Smart Data

Community Feedback

- We have been collecting community feedback since 1997
  - MapReporter

- Allows customers and end-users to provide feedback on our maps and solve any related discrepancies

- Valuable part of our map maintenance and quality improvement activities

About Map Creator

Community map editing tool that allows expert communities to build out new, update or enrich existing areas of coverage, and almost instantly make use of that coverage on a personalized community map layer.
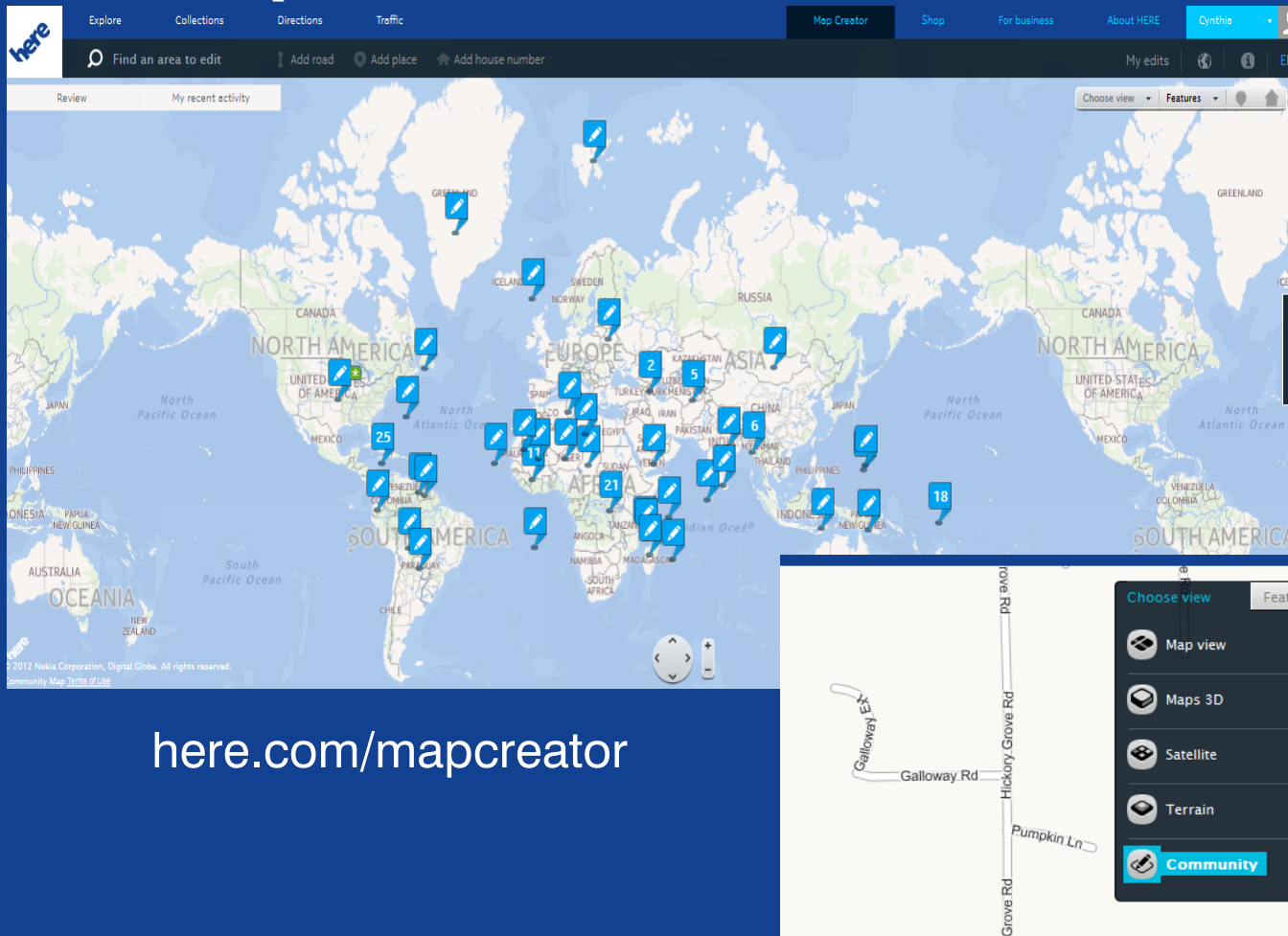
Map Creator Editing

Road Attributes

Places & Point Addressing

Map Creator Benefits

here.com/mapcreator

- Web-based
- Intuitive
- Instant publishing of edits in our Community Layer
- Daily refresh from live database
- Authoritative rights
- Community voting
- White labeling

In Summary.........

- Map Creator gives you the power to make updates to our map

- Recognize providing your local data as an opportunity

- Accurate maps are critical, make for better decision-making and overall experience

- Benefits you and your local community

- **A WIN-WIN for all!**

Thank you!

Questions?

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Maps for Life

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