

Challenges and Benefits of Integrating Geographic Intelligence to Business Management

MundoGEO

here

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June 2013
Company confidential

Building the Location Company

1985 – 2008>

NAVTEQ

1985: Company Founded

1994: First EU factory-installed
vehicle navigation system

1996: First NA factory-installed
vehicle navigation system

1995: First Internal portal customer

2008: Nokia acquires NAVTEQ

2009 - 2012

NAVTEQ

+

map24

NOKIA

gate

OVI NOKIA

NAVTEQ
MAPS

NAVTEQ
TRAFFIC

+

earthmine

2012 onwards

here

We Have a Vision

A new brand for our new location cloud that delivers the world's best maps and location experiences across screens and operating systems.



At HERE, we believe in maps that make us more human. Therefore, we create maps for life that make sense of the real world.

HERE: A Superior Map and Unmatched Capabilities



196
countries

47m
km road

85m
places

4.5 of **5** cars*

1b devices
in use*

250m
annual investment

2.7
map changes/day

230m
transactions/day

20b
probe points/month

**cars with integrated navigation powered by HERE map content; devices using HERE map content*

The Largest, Most Highly Trained Cartography Team On The Planet



1,400 Production Technicians, 1200 Field Analysts, 180+
Offices in 60 countries, Over 250+ vehicles



Deepest Toolbox for Map Building

- Heat Maps / Activity data
- Source Metrics
- Consumer Research
- Community
- Point Addressing
- Probe
- Local Cartography Teams
- Real World Testing



- Quality Processes
- Local Cartography Teams
- Vehicle Fleet
- Automation
- Probe
- Communities
- Global Production Centers
- Process certification (ISO)

Real world testing program against ground truth in hundreds of global locations

HERE True Vehicle, the New Generation On the Road

Massive scale and super fast image processing

45 True

150 Earthmine

206 Multicam

The most comprehensive
data collection platform in
the world



Leading Brands Using HERE

Automotive



System Vendors



Telematics



Internet & Wireless



Mobile Devices



Enterprise



Providing Superior Location for Enterprise Solutions

Utility
Management

Public Transport
Management

Traffic
Management

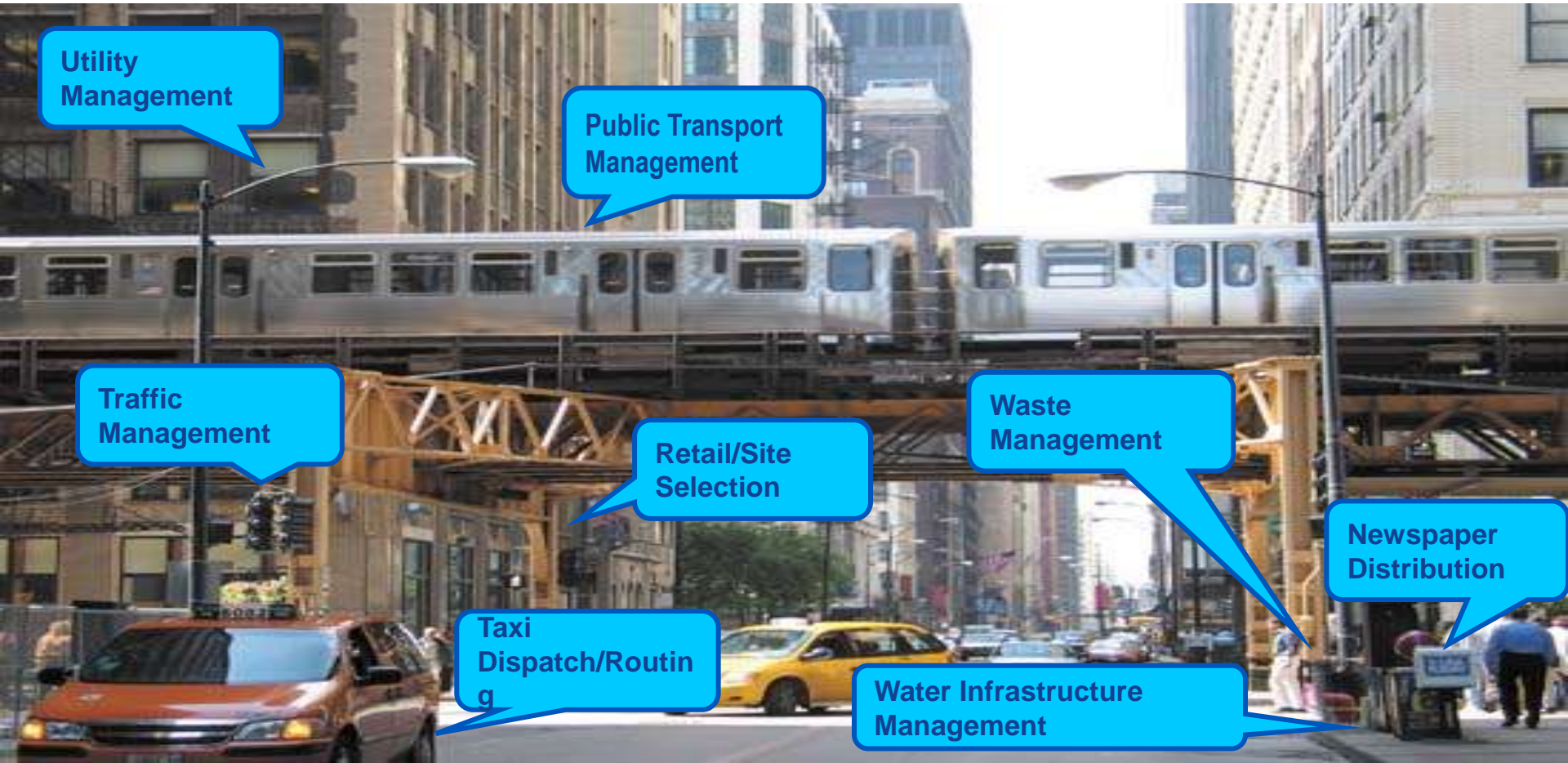
Retail/Site
Selection

Waste
Management

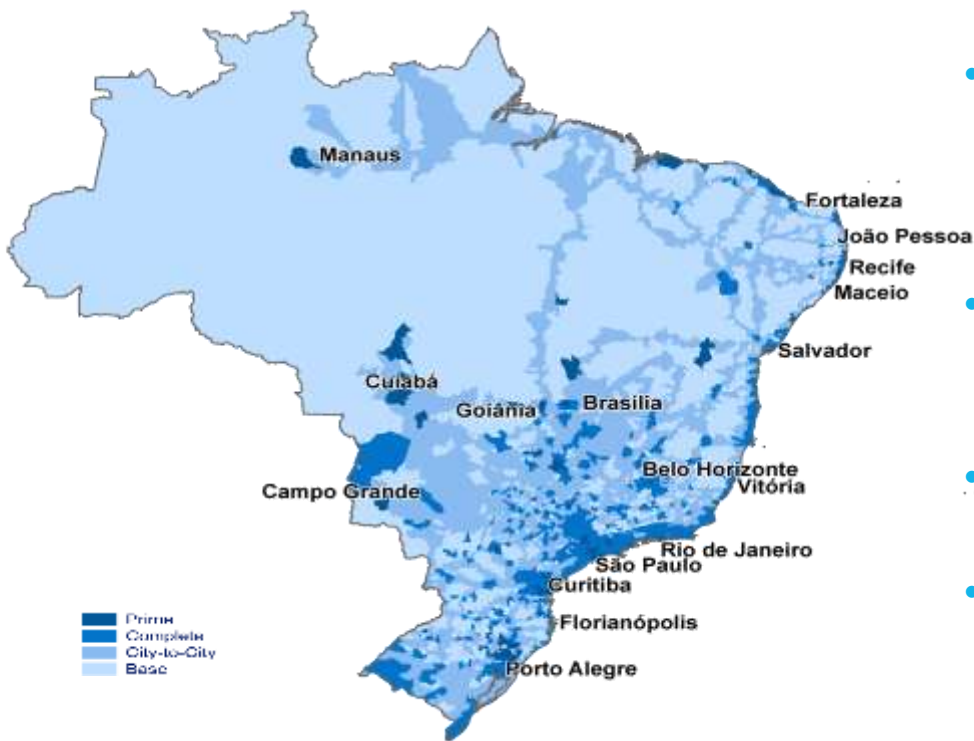
Newspaper
Distribution

Taxi
Dispatch/Routin
g

Water Infrastructure
Management



Brazil



- 61% Prime & Complete Population Coverage
- Leading Visuals content provider in Brazil (3D City Models & 2D Generic Junctions)
- 400K Core POIs, 1.9M Supplemental Listing POIs
- Over 400 Landmarks available
- Transit and Pedestrian Content for the Top 22 Cities in Brazil
- Traffic available in 13 major markets

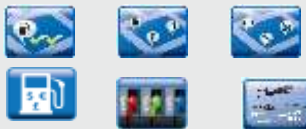
Brazil Advanced Content Portfolio

Navigation (Drive & Walk)



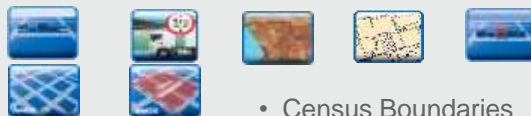
- Speed Limits
- Toll Cost
- Extended Lanes and Lane Markings
- Safety Cameras
- Voice Phonetic Transcriptions
- Transit and Pedestrian Content
- Venues
- Environmental Zones

Point of Interest



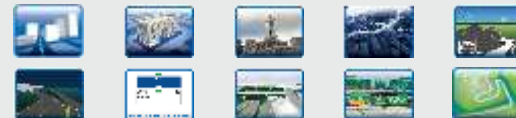
- Core POI
- Supplemental Listings
- Fuel Types
- Fuel Prices
- Air Travel Status

Address & Enterprise



- Trucks™
- Address Range
- Census Boundaries
- Postal Code Points
- Postal Code Boundaries

Visuals



- 2D Signs
- 3D Junctions
- 2D Junctions
- 2D Generalized Junctions/Signs
- Advanced 3D City Models
- Basic 3D City Models
- 2D/3D Landmarks

Traffic



- HERE Traffic
- TMC Location Codes



Trucks

Enables sophisticated truck navigation as well as routing and dispatch optimization

- Attributes for the fleet industry and truck drivers
- Key attributes include height, weight, and length restrictions, dangerous goods limitations, hazmat and truck related warning signs



Trucks

Reduce Costs:

- Reduce fuel consumption/ Fewer unscheduled stops and reroutes/ Avoid damages/ Increase dispatching flexibility

Improve Customer Service:

- More timely deliveries/ Improved fleet efficiency/ Improved delivery time estimations

here

Powerful Platform

Content —●

Platform —●
& Services



Nokia Location Platform

Smart Data

Multiple —●
Enterprise
Use Cases

and more...



Call Center



Telematics



Fleet Management



Geomarketing

Leader in Map Content and Coverage



- **INVESTMENT** - We invest more in map making and maintenance than anybody else
- **TECHNOLOGY**- We deploy the most advanced map making tools & processes
- **QUALITY** - We test 350+ cities annually
- **PEOPLE**- We have the largest, most highly trained, and geographically dispersed cartography team in the world
- **AUTOMOTIVE GRADE QUALITY** – 4 out of 5 cars with integrated navigation systems are powered by our maps
- **COVERAGE & CONSISTENCY**- We offer 196 total countries (47M total km) with 92 fully navigable countries all built to one common global specific
- **PORTFOLIO** - We offer unique content that no one else can offer
- **PLATFORM** – A powerful platform

Thank You

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