



Case study

A more open road

How app creator, Eleos, freed drivers from their cabs with easy-to-integrate location technology from HERE



Eleos needed

To boost its app platform with cutting-edge location features

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HERE delivered

Easy-to-integrate location APIs and SDK, with ongoing support

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Eleos gained

Delighted freight customers and a partner for innovation

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Eleos needed

To help its freight customers go truly mobile

Eleos Technologies creates apps for trucking companies that help them work more efficiently, transparently and safely. In a competitive market, it needs to continue adding new features to stand out. In 2019, it wanted to help its customers free their drivers from the cab.



See how Eleos uses HERE location data to improve the truck driver experience

The company's white-label mobile platform already offered features like messaging, news and documents, but Eleos now wanted to add real-time location intelligence. This would mean drivers could use their phones to do their job, without being confined to the truck, and dispatchers could gain more visibility of their fleets.

Experience has shown Eleos that working with an external expert is a powerful way to boost its apps, fast. "We need to find software that takes very complex work and does it for us," says Kevin Survance, CEO and co-founder, and former CTO of MapQuest. "When we find partners that make that available to us through their APIs, that's a win."

After searching for a technology partner, Eleos chose to work with HERE to add the new mobile functionality. Kevin says: "We considered other competitors, but HERE was the one that had the full package."

"We needed a platform that would allow us to build our own version of the driver experience."

Kevin Survance, Eleos CEO and co-founder



About Eleos Technologies

Eleos offers a mobile development platform for fleets, so they can rapidly develop cutting-edge communications and workflow applications. Founded in 2011, Eleos' vision is to "make life easier for truck drivers, mobile workers, and the people who support them." The company is based in the US, and customers include UPS, FedEx and Schneider.

Why HERE?



Relevant expertise

Deep understanding of transport and logistics-specific challenges.



Ease of integration

Open solutions that would be straightforward to plug into the Eleos platform.



Trusted reputation

Eleos' CEO knew HERE as leader in location, with the world's #1 location platform.



One-stop shop

Complete range of products, so Eleos would only need one location partner.



Pricing

Competitive pricing tailored to Eleos' go-to-market strategy.



A real-time way to set drivers free

Eleos added a large range of location capabilities to the mobile apps it provides – including truck routing, navigation and real-time traffic.



Trucking companies can now build their own branded mobile apps with location intelligence built in

This was made simple through the HERE platform. Eleos simply selected the HERE SDKs and APIs it wanted, then integrated them directly into its iOS and Android platforms.

Kevin says Eleos was happy it chose HERE: “It’s uniquely equipped to serve Eleos because it brings together very powerful capabilities around mapping, routing, geocoding and navigation.”

Through Eleos, freight companies can now send best-in-class location intelligence straight to their drivers’ smartphones. This includes accurate navigation, designed to be safe and legal for heavy trucks, enterprise maps giving live information on weather, accidents, hazards and events, and even good rest stops. And this is all hosted on an open platform, so it’s easy to add on new functionality as needed, in bitesize pieces.

“HERE has given us an open platform that allows us to constantly build functionality.”

Kevin Survance, Eleos CEO and co-founder

The collaboration process | How HERE worked with Eleos to ensure success



Discover

HERE interviewed key decision makers and created a tailored proposal.

Partner

Eleos and HERE finalized a solution and signed a contract to move forward.

Integrate

Eleos plugged in a range of HERE APIs and HERE Mobile SDK, HERE provided training.

Revise

After a testing phase, HERE revisited Eleos' solution and optimized it further.

Support

HERE sends Eleos regular product updates and helps with any queries.



Eleos gained

A flexible competitive edge

Through partnering with HERE, Eleos has a channel through which it can continue to pass on the latest location features to trucking customers. This gives it a powerful way to stand out from other freight tech companies and stay at the cutting edge.



By adding location intelligence to its platform, Eleos has solved many of today's trucking challenges

Drivers can now see details of their trip and freight laid out clearly on a map before they leave, including where to rest, eat and find fuel. They can wait in a nearby café while waiting for a dispatch, instead of being tied to the truck. They can respond to issues like traffic and bad weather on the go, and save time, without having to rely on dispatchers.

This in turn brings benefits to the freight companies, through increased efficiencies and reduced costs. And it helps solve the recruitment problem, by easing truckers' lives on the road and offering a less stressful worklife, supported with the latest location tech.

Kevin says finally: "We're taking mapping, routing, geocoding and POI-type services, and are creating very unique, highly crafted experiences for specific audiences.

"We couldn't have done that in years past. That's truly exciting."

"We're creating very unique, highly crafted experiences for specific audiences."

Kevin Survance, Eleos CEO and co-founder

New features

- Accurate routing
- Enterprise maps
- Safe navigation
- Real-time view of traffic, weather and more

The results



Enhanced apps
by adding industry-leading location features.



Faster innovation
with easy access to the latest location technology.



More control
through better planning, routing and real-time information.



Reduced costs
through optimized journeys and fewer calls to dispatchers.



Happier drivers
now they can work outside the cab, reroute easily and find rest stops.

Want to follow in Eleos' footsteps?

You probably have some questions first: What's it like to work with HERE? Will it be an easy process? How much will it cost?

here

Get answers

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How to improve your drivers' job satisfaction

About HERE Technologies

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business 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 360.here.com and www.here.com.

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