



HERE Marketplace Datasets: Urban Mobility

See how data in the HERE
Marketplace can support the
next generation of urban
mobility solutions



Create a new era in mobility with location intelligence

Data and services in the HERE Marketplace can help you improve urban transport efficiency, create smarter customer experiences and identify new monetization opportunities. Urban Mobility use cases cover:

Mobility Operator Services

- Improve your mobility business operations with location data and technology that scales solutions and drives growth
- Reduce time to market and boost service efficiency by accessing real time location data.

Mobility Planning

- Build and strengthen user loyalty through better user experiences.
- Future-proof your mobility services with new capabilities, including big data processing and data visualization.

Dataset Features

Use Cases	Supporting Datasets and Services
Deliver Efficient Rides	Traffic, Weather, Hazard Warnings, Road Rules & Regulations, Cellular Signals, Road Signs, Road Intelligence, Vehicle Battery, Vehicle Electric Range, Vehicle Fuel, Vehicle Mileage, Parking
Create Intermodal Routing	Parking, Traffic, Weather, Cellular Signals, Road Intelligence, Vehicle Battery, Vehicle Electric Range, Vehicle Fuel, Vehicle Mileage, Road Signs
Define Operational Zones	Cellular Networks, Traffic, Weather, Road Intelligence, Parking, Vehicle Battery, Vehicle Electric Range, Vehicle Fuel, Vehicle Mileage, Road Signs
Improve Asset Management	Traffic, Weather

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, 360.here.com and here.com

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