

Making a last mile in the e-commerce world

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HERE Technologies

The HERE logo consists of a dark grey square with a white triangle pointing downwards and to the right, followed by the word "here" in a white, lowercase, sans-serif font.

here





We're the world's leading location data and technology platform

HERE Technologies moves people, businesses and cities forward by harnessing the power of location.

We empower our customers, partners and developers to achieve better outcomes by leveraging our open platform.

According to Omdia, Counterpoint Research and Strategy Analytics, April 2021

Today

#1 location platform
in every analyst evaluation

Source: Strategy Analytics, 20 April 2021

A large graphic consisting of a teal number '1' and a blue number '#'. The '1' is significantly larger and positioned to the right of the '#', which is also blue. The '1' has a slight shadow effect.



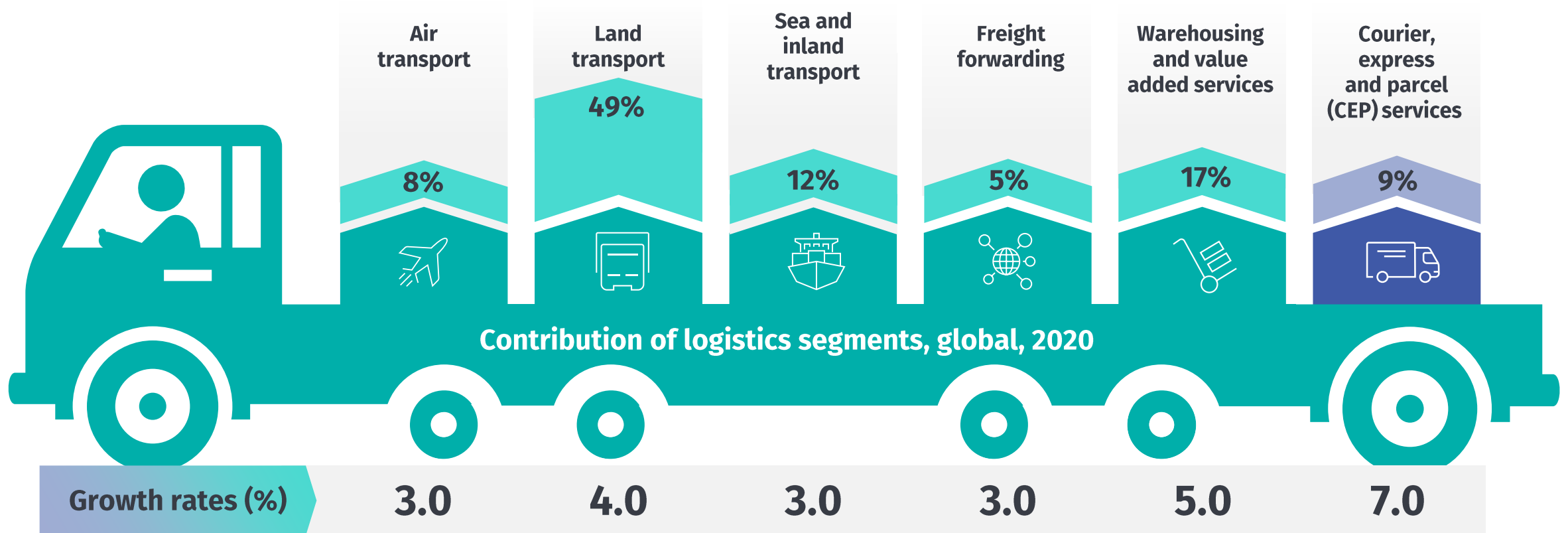
HERE remains the leader

in Ovum, Counterpoint Research
and Strategy Analytics

Ranked #1 in growth vision,
openness across the industry

Outranking Google, Mapbox
and TomTom

The global logistics industry size is a massive US\$5.4 trillion

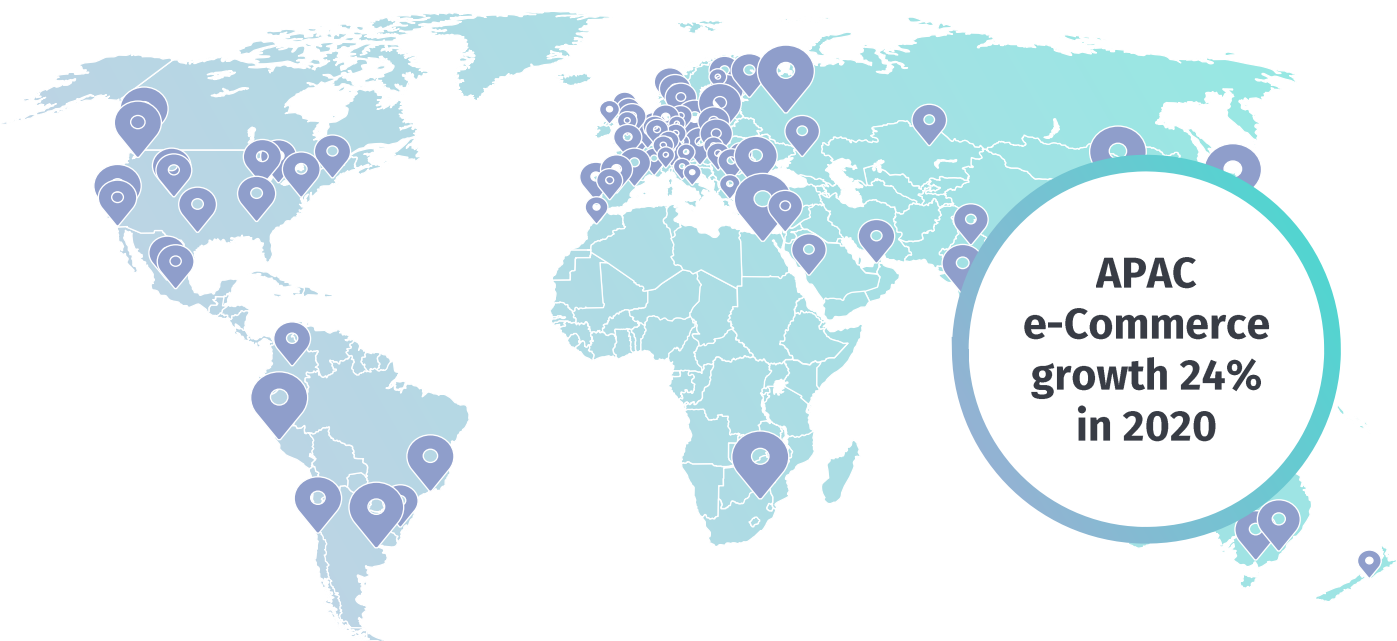


E-Commerce, a segment of CEP, growing at >20% in many countries

Source: Frost & Sullivan Analysis

COVID-19 impact on e-Commerce

Boom in e-Commerce growth, consumer delivery expectations combined with COVID-19 restrictions contributing to increase in last mile delivery cost



Impact on e-Commerce logistics in APAC

- 1 Diverse product categories (groceries, e-Commerce, pharmacies)
- 2 Increased pressure on last mile delivery
- 3 Look out for alternate delivery solutions

Source: Frost & Sullivan Analysis

The current pandemic has had an unprecedented influence on India e-commerce market



36% increase in e-commerce orders in the last quarter of 2020



India e-Commerce expected growth to **USD 200Bil** by 2026



88Mil users CY20 in e-commerce market showing **87%** jump over previous festive season

Sources: www.ibef.org/industry/ecommerce (India Brand Equity Foundation)

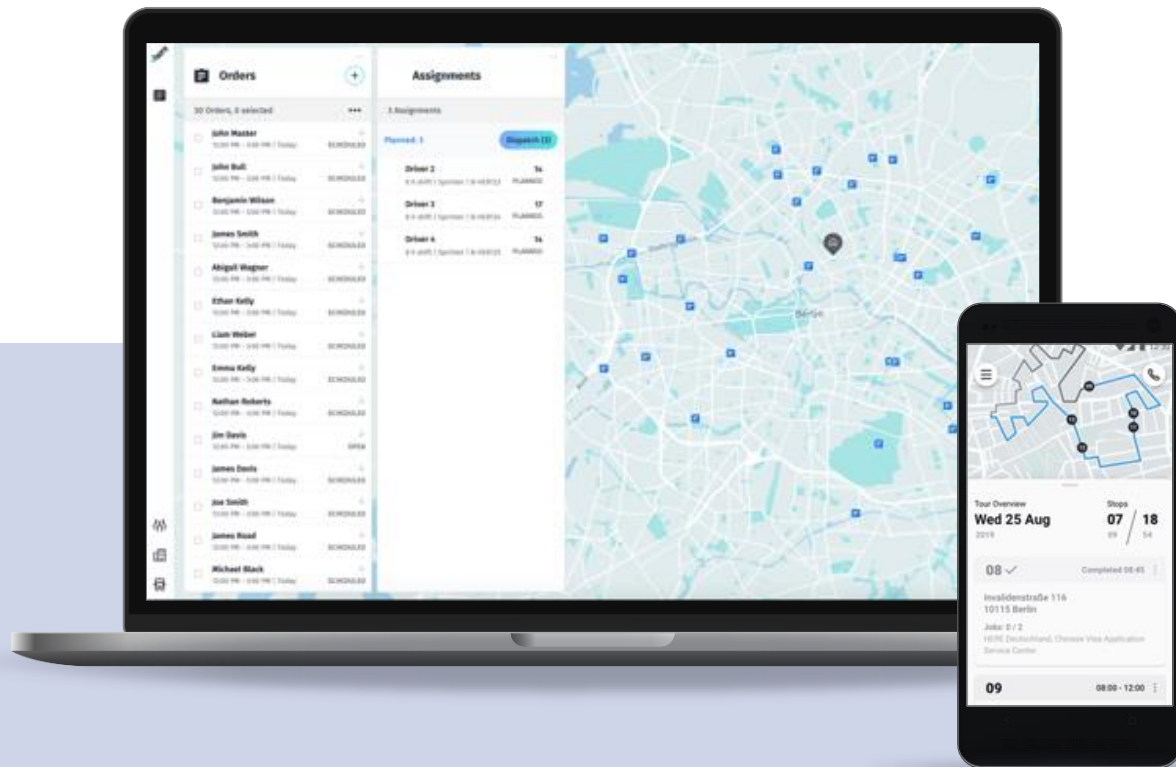
At HERE, we recognize a need to help address logistical challenges particularly in the last mile

50% of the total cost of delivery occurs in the last mile

Movement of commercial vehicles



HERE Last Mile is a full-service SaaS product to help you plan your operations from job planning to delivery



- High performance route optimization for multiple commercial vehicles
- Tour optimization for 1000s of jobs
- Real-time tracking and full visibility
- Traffic-aware navigation for drivers
- Dynamic job scheduling and automatic re-routing on the go

Route optimization for multiple vehicles

Plan tours for the whole fleet with the high-performance route optimization from HERE



Configurable route planning



Traffic aware

Optimization based on real time and historic traffic



Flexible constraints

Specify the constraints you need for your fleet



Truck attributes

Specify your vehicle profiles for specific routing needs



Dynamic re-planning

Re-plan to react to changes in the tour, traffic or new orders



Optimize and dispatch tours

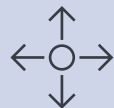
Create optimized tours for hundreds of jobs with the built-in route optimization while considering multiple constraints

Plan and manage operations



Route optimization

Create routes for your whole fleet at once



Dispatching

Dispatch optimized tours to your driver's mobile app



Reporting

Securely store relevant data from your fleet



Team management

Manage your driver teams and depots



Stay on track with your fleet

Track your progress and react to problems



Connected fleet

Stay connected with your fleet and track your vehicles



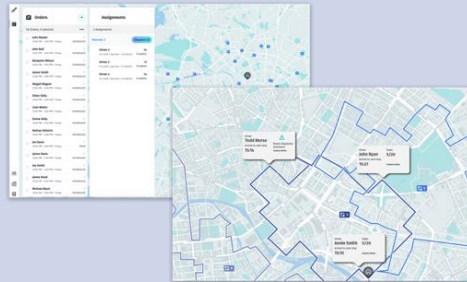
Live information

Receive updated arrival times based on traffic



Full visibility

Receive status notifications every step of the way



Guide your drivers during the day

Help your drivers find the best way with the HERE Last Mile driver app

Track your progress and react to problems



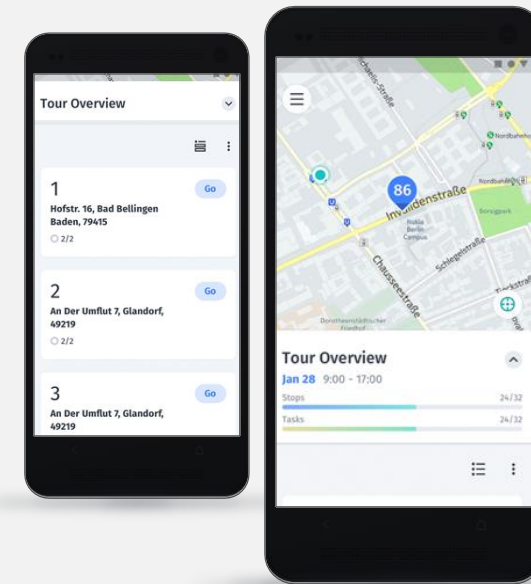
Navigation

In-built navigation guides drivers to the delivery location



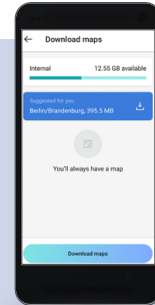
Proof of delivery

Collect proof of delivery with signature and barcode scanning



Stay on track, no matter what

Using the mobile app, drivers and dispatchers can always stay ahead of changing conditions with real-time rerouting, incident data, and offline maps for a better user experience



There to keep things moving



Go offline

Download maps to navigate offline and save data



Rerouting

Routes are replanned instantly based on traffic incidents



Real time traffic

Route to location based on live traffic information



Reliability

With stored events you won't lose the visibility of what happened while offline



Make the data work for you

Improve your fleet performance with the data collected through the HERE Last Mile platform

Collect the data that matters



Planned routes

Compare planned routes to actual routes taken



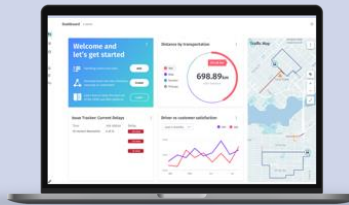
Stop times

See the average stop time for each stop



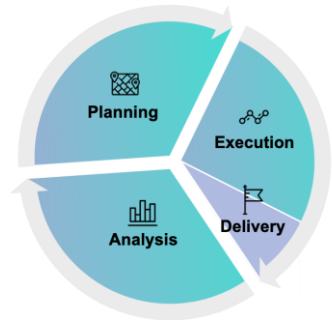
Privacy matters

Data stored in strict compliance with privacy regulations



Key takeaways

HERE Last Mile



Take control of your fleet with an end-to-end Last Mile solution

Last-Mile Optimization

- ✓ Improve fleet utilization
- ✓ Lower operating costs
- ✓ Offer new, high-value services

Driver Experience

- Ensure delivery ETAs
- Reduce traffic delays
- Improve driver retention

Flexibility

- Stay on top of changes
- Improved forecasting accuracy
- Better exception management



Thank you for your time.

The State of Movement: Asia-Pacific

Get the white paper



Thank you