Get the most of your data

here | kinetica

Empowering customers with market-leading location context and real-time streaming analytics

The opportunity

Advances in location intelligence and streaming analytics have the potential to enhance insights while reducing planning and operational costs across many industries

The challenge

Legacy tools struggle to visualize and analyze terabytes of location data and deliver actionable insights

Legacy tools were not built to converge analysis of location intelligence with other important data in-context

The solution

Kinetica and HERE partner to deliver location intelligence solutions that empower enterprises to make game-changing business decisions

Want to talk? We do, too. Get in touch here.

Location is key to addressing major challenges across industries

Location data plays a critical role in almost every industry. Companies from telecommunications, automotive or public sectors look for new ways to advance their businesses. They want to make more informed decisions, improve efficiency, increase revenue and reduce risks. That's why understanding location and knowing how to leverage it in real-time is essential for them.

However, traditional location technology solutions can't operate at the scale and complexity of today's data. The volume and velocity of data from IoT devices, 5G networks and digital sources like mobile phones and connected cars are too great. Legacy analytics and GIS tools can't keep up. This leads to a lack of real-time insights which undermines critical products and services that are increasingly driven by location.

We are in need of new solutions. Ones that not only analyze highly accurate location data but also instantly combine analysis with other data sources. The Kinetica Streaming Data Warehouse unites historical and streaming analytics, location intelligence, graph analytics, and machine learning to tackle massive scale data challenges. The platform blends your streaming and historical location-enabled business data - on demand. This way, it can deliver interactive geospatial analysis at an unprecedented scale.

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When it comes to location data, the quality of the data is essential. The analysis is only as good as the data provided. As the world's leading location platform, HERE Technologies provides access to fresh and highly accurate location data. And it does it at a global scale and with unmatched feature breadth or depth. HERE has a vast offering of location datasets that cater to a wide range of use cases across many industries. Global 2D road geometry, administrative boundaries, truck-specific road attributes, points of interest, 3D visualizations of cities, real-time traffic, and traffic analytics, are just but a few examples. Currently HERE is creating living, three-dimensional maps that will help identify the optimal placement for the 5G antennas.

Speeding up the development of location-based products and services for everyone is HERE's priority. To achieve this goal, the company offers its users access to location expertise, big data as well as DaaS and SaaS capabilities in one place, via a secure, open, collaborative and neutral platform.

Ultimately, it is not location data or spatial analytics that delivers the value to your business. It is the ability to embed them into decision making, actions and experiences that does the trick. Building on 35 years of experience working with key players across many industries (including automotive, transportation and logistics, manufacturing, telecommunications, retail, media, public sector, technology and more,) HERE understands it like no other.

Improve operational efficiency by adding precise location data to streaming analytics and machine learning

Together, Kinetica and HERE enable large scale interactive analysis of detailed streaming as well as historical and geospatial data. Organizations can ingest location technology and Geodata Models from HERE into Kinetica for real-time analysis. This will give them new operational efficiencies and drive their products and services. Kinetica delivers simultaneous streaming and analysis. And HERE offers precise location datasets, enhancing the quality and speed of results.

Let's take 5G network planning as an example. An accelerated analysis powered by Kinetica and HERE has the potential to drive value. It allows telecommunications organizations to develop an interactive, digital network planning at a massive scale. 5G network planners and radio frequency engineers can interact with visualizations of geospatial city models in real-time. And thanks to that, conduct digital field surveys to speed up network deployments and reduce operating costs.
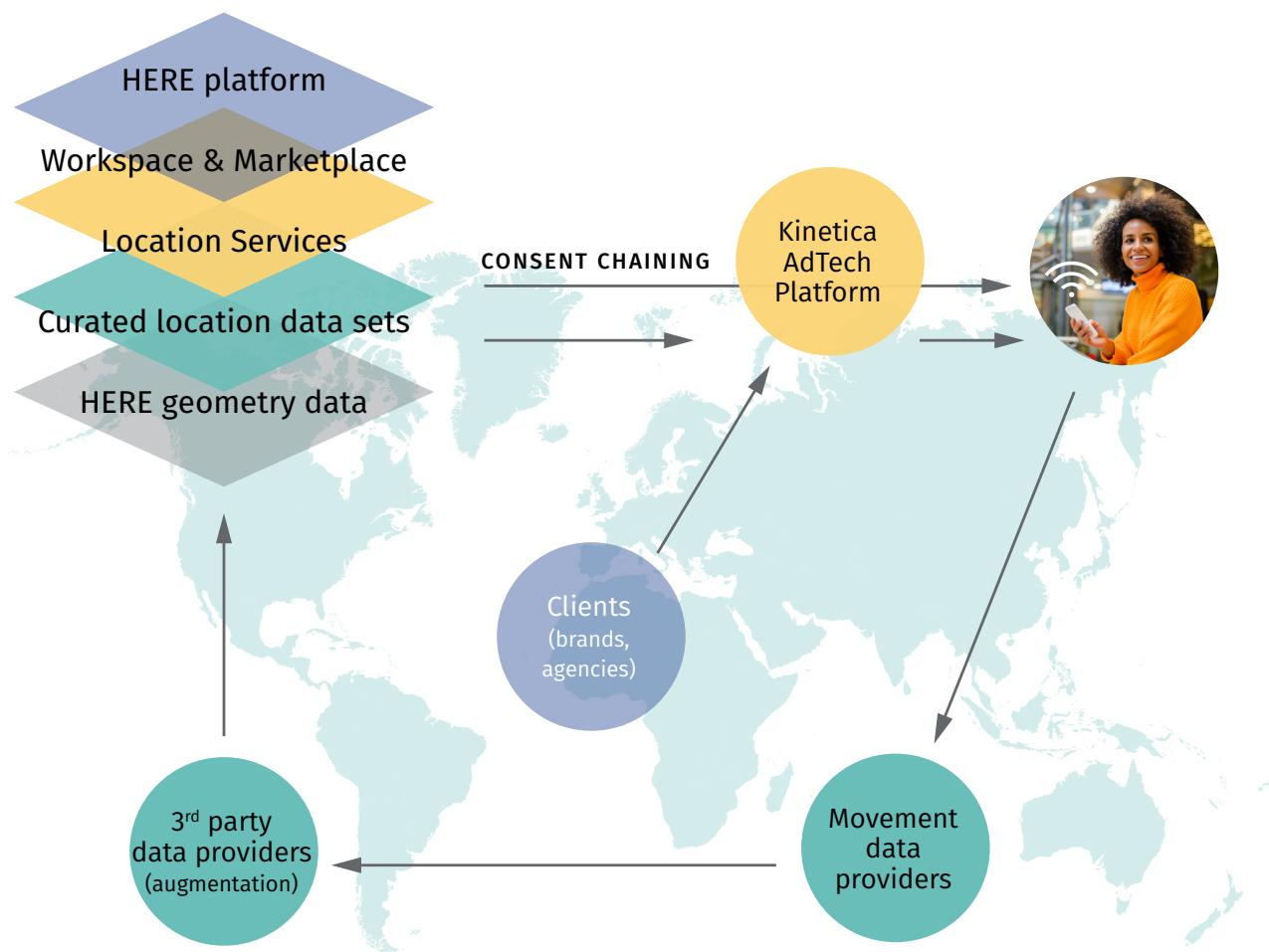
Identifying the optimal placement of small-cell antennas makes network planning more efficient. Understanding the impact of obstructions enhances 5G planning. And running a scenario analysis before sending out field teams helps to maximize ROI. A single iteration of a big data analysis like this could take 8-10 hours, but it could also take days. With Kinetica's solution, the analysis can be completed in less than 11 seconds. This way, telecommunications companies can analyze more deployment scenarios and make smarter decisions.

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Manage risk and improve business insights by understanding real-time location context

Companies in the AdTech domain that are looking to improve data security and combat fraud need to understand real-time location context. They can do it by accessing relevant location-data sets. Geolocation fraud affects advertisers' ROI across many regions. The main culprits are fake geocoordinates from mobile applications. These fakes can artificially inflate footfall counts and, as a result, skew campaign performance measurements. The Kinetica Streaming Data Warehouse, combined with location data and services from HERE, enables companies to aggregate and analyze data streams faster. This combination also makes it possible to flag fraudulent activity before it can impact returns.

HERE platform

Workspace & Marketplace

Location Services

Curated location data sets

HERE geometry data

CONSENT CHAINING

Kinetica AdTech Platform

Clients (brands, agencies)

3rd party data providers (augmentation)

Movement data providers

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Industry applications

Kinetica and HERE partner across industries to help the world's largest organizations build streaming analytics and machine learning applications that leverage the power of location.

Telecommunications

- 5G Market Planning
- Network Signal Analysis
- Network Utilization Analysis

Automotive

- Autonomous Vehicle Tracking and Reporting

AdTech

- Location Based Advertising
- Advertising Fraud Detection
- Customer 360 (Audience Insights; Targeting; Buying Experience; Market Insights)

Public Sector

- Public Health and Safety Analysis
- Emergency and Disaster Response
- National Security and Defense

Supply Chain and Logistics

- Dynamic Route Optimization
- Fleet Management
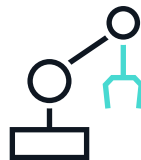
Manufacturing

- Asset Performance Monitoring and Predictive Maintenance
- Field Service planning and optimization

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here

To find out how HERE can empower
you to make decisions faster and
with the best location context

[Get in touch]

Contact Kinetica

[Get in touch]

About HERE

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, please visit **https://here.com** and **https://360.here.com.**

About Kinetica

Kinetica helps many of the world's largest companies solve some of the world's most
complex problems, including Citibank, GSK, OVO, Softbank, and Telkomsel, among
others. The Kinetica Streaming Data Warehouse combines historical and streaming
data analysis with powerful location intelligence and AI in a single platform, all easily
accessible via API and SQL, for instant results. Organizations across automotive,
energy, telecommunications, retail, healthcare, financial services, and beyond can
load and analyze their entire collection of data simultaneously, delivering instant
insight. Kinetica has a rich partner ecosystem, including Dell, HP, IBM, NVIDIA, and
Oracle, and is privately held, backed by leading global venture capital firms Canvas
Ventures, Citi Ventures, GreatPoint Ventures, and Meritech Capital Partners. For more
information and to try Kinetica, visit **kinetica.com** or follow us on LinkedIn **(https://
www.linkedin.com/company/kinetica/)** and Twitter **(https://twitter.com/Kineticahq).**