

CASE STUDY · LOGISTICS & FLEET

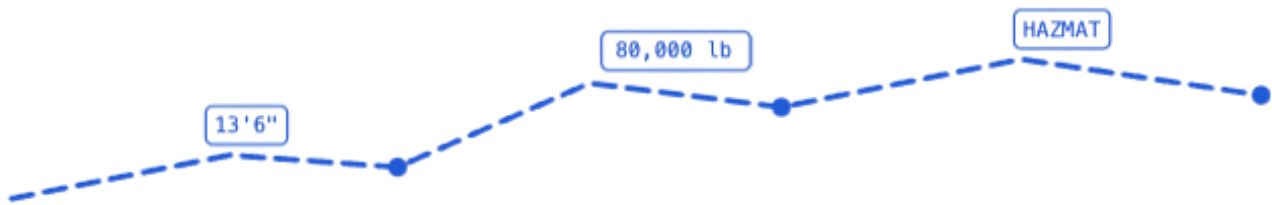
# Powering Fleet Compliance and Asset Optimization

US-based ELD provider integrates HERE Location Services through Placematic for truck routing and asset management.

INDUSTRY  
**Fleet Technology / ELD**

LOCATION  
**United States**

SOLUTION  
**HERE Routing API + Maps SDK**



## THE CHALLENGE

### Truck-specific routing at commercial fleet scale

A US-based ELD provider serving commercial trucking companies needed precise, truck-aware routing integrated directly into their driver application. Generic mapping APIs failed to account for road restrictions specific to commercial vehicles — bridge heights, weight limits, and hazmat routes. Manual workarounds increased dispatcher overhead and created compliance risk.

## THE SOLUTION

### HERE Location Services delivered through Placematic

Placematic delivered a full HERE Location Services integration tailored to commercial fleet operations:

- HERE Routing API with truck-specific logic — road restrictions including weight limits, height clearances, and hazmat routing fully enforced at the routing layer
- Asset Optimization Plan — spatial logic for matching available vehicles to upcoming jobs based on current location, availability windows, and route efficiency scoring
- Asset Optimization Plan for SDK — optimization layer embedded directly into the client's platform for real-time decision support at the dispatcher level
- HERE Maps SDK integration — embedded into the driver-facing mobile application for real-time navigation and HOS-compliant route guidance.

## THE RESULTS

# Measurable impact across fleet operations

The client's ELD platform now operates on enterprise-grade location infrastructure built specifically for commercial vehicle operations. Routing accuracy reflects real-world truck constraints — not passenger vehicle assumptions. The asset optimization layer gives fleet managers a data-driven foundation for vehicle deployment decisions, and the SDK integration delivers reliable in-cab navigation that meets federal HOS compliance requirements.

### Truck-aware

Routing accuracy

### 1 contract

ALL HERE services via Placematic

### Weeks

From pilot to production

### Zero

Direct HERE account needed



Placematic gave us the location layer we needed to build faster and focus on what matters — our core ELD product. One contract covered everything.

ELD Provider · Fleet Technology · United States

## HOW IT WORKED

### 01 Scoped pilot

30-min call to define routing and maps requirements. Placematic set up test credentials within 1 business day.

### 02 HERE API integration

HERE Routing API integrated into dispatch system. Truck profiles, road restrictions, and load optimization configured.

### 03 Maps SDK in driver app

HERE Maps SDK embedded in driver-facing mobile app. Real-time navigation with truck-specific overlays.

### 04 Production with Placematic contract

Single agreement with Placematic USA LLC. No direct HERE negotiation. One invoice, one support contact.



Placematic is a Location Intelligence SaaS company based in Rolling Meadows, IL. We build spatial software, operate proprietary location APIs, and deliver HERE Technologies services to B2B companies. HERE Gold Partner since 2016.

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