placematic

# Powering Fleet Compliance and Asset

## Optimization with HERE Location Services

**INDUSTRY:** Transportation & Logistics / ELD Technology
**GEOGRAPHY:** United States
**TECHNOLOGIES:** HERE Routing API · HERE Maps SDK · Asset Optimization · Fleet Telematics

### THE CHALLENGE

A US-based Electronic Logging Device (ELD) provider serving the trucking industry needed reliable, scalable location infrastructure to power two core capabilities: real-time vehicle tracking across the US road network, and an asset optimization layer to help fleet managers make smarter decisions about vehicle deployment and route efficiency.

Off-the-shelf mapping solutions lacked the precision and trucking-specific road restriction logic required for commercial vehicle operations — including weight limits, height clearances, and hazmat routing compliance.

### THE SOLUTION

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 RESULT

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.