# HERE Technologies partners with AWS to enhance automotive location services



HERE Technologies (HERE) has announced a significant collaboration with Amazon Web Services (AWS) aimed at enhancing automotive operations and location services. This partnership, unveiled during CES 2025 in Las Vegas, is formalized through a ten-year cloud infrastructure agreement valued at $1 billion. The initiative is expected to revolutionise how automotive companies develop location-aware software essential for electric, automated, and software-defined vehicles (SDVs).

The collaboration merges HERE's advanced mapping technologies with AWS’s robust cloud capabilities, facilitating the development of cutting-edge tools to speed up the advancements in automotive technology. These improvements include the acceleration of Advanced Driver Assistance Systems (ADAS) and new digital driving experiences that are increasingly dependent on precise location data. Mike Nefkens, CEO of HERE, stated, “Location technology is at the heart of the automotive industry's software-defined vehicle revolution, and HERE's collaboration with AWS is boosting our ability to deliver game-changing tools that dramatically accelerate this complex transformation for our customers.”

One significant product of this collaboration is SceneXtract, a new solution that streamlines the process of transforming real-world environments into simulation-ready data. This will aid automotive developers in validating the performance of ADAS and other driving technologies, thereby reducing the costs and time needed for simulation preparations. This system employs HERE's HD Live Map data along with AWS's AI services, including Amazon Bedrock, to enable developers to export precise mapping data quickly.

In addition, the partnership will support HERE’s existing automotive customers in addressing complex data aggregation and testing challenges, optimising driving routes, and enhancing electric vehicle (EV) driving efficiency. The extensive ability to process and analyse real-time data empowers automotive firms to implement new hands-free driving features and improve overall user experience.

Beyond the automotive sector, AWS and HERE are set to expand their collaboration into transportation and logistics. A Strategic Collaboration Agreement (SCA) will allow them to create and scale new solutions using HERE’s mapping content and analytics. Through AWS, these offerings will be available to various enterprise clients, optimising supply chain processes by giving businesses real-time visibility into shipments and assets, critical for maintaining operational efficiency.

Simultaneously, AWS is advancing its positioning in the customer engagement domain through its partnership with WhatsApp, which has become a crucial channel for connecting with customers. WhatsApp now boasts nearly three billion active users worldwide, making it the leading messaging app across numerous countries. Amazon’s integration of WhatsApp with its cloud infrastructure allows businesses to leverage customer insights effectively while providing convenience and accessibility.

With 70% of customers feeling more connected to brands they can message, the combined power of AWS and WhatsApp enables organisations to create seamless omnichannel experiences. The WhatsApp Business API allows businesses to maintain centralised communication, engage users asynchronously, and employ AI-driven chatbots to enhance service capabilities.

The introduction of Amazon Connect for WhatsApp Business messaging ensures businesses can seamlessly integrate this communication channel into their existing frameworks, enhancing efficiency and improving the customer experience. Rich media support within WhatsApp allows for interactive customer communications, whether through product inquiries or service requests.

AWS is also rolling out AWS End User Messaging Social, enabling developers to create interactive messaging experiences via WhatsApp. This new feature provides businesses with the ability to send notifications and promotions, all while relying on AWS's secure and scalable infrastructure to manage customer data and privacy concerns.

The evolving relationship between HERE Technologies, AWS, and WhatsApp signifies a substantial advancement in how businesses are utilising AI and automation within their operations. With both partnerships poised to reshape the automotive sector and customer communication landscape, technological innovation continues to be a driving force behind operational improvements across various industries.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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