



HERE vs. MAPBOX

Comparing Location Intelligence Attributes

When it comes to location intelligence, few providers can compete with HERE. Industry excellence in core data, mapping and location services, and monetization make HERE the perennial powerhouse, but Mapbox is also making its presence felt. Recent key vendor rankings compiled by Omdia¹ place Mapbox solidly among the location intelligence leaders for the first time last year, and momentum continues to build.

HERE or Mapbox? It's a question that gives developers pause since the two API/SDK providers are increasingly competitive in the location intelligence space. This side-by-side comparison of attributes will provide clarification around the right choice for your needs and next steps.

	Category	
- Advanced HD mapping, ADAS, and developing AI (including Live Sense SDK) - Working toward capabilities, core mapping, and services optimization in other verticals	Mapping 	Indoor mapping is supported but data is not collected or incorporated into core mapping data
Data curated from HERE and third parties to offer over 50 datasets across a variety of data sources and use cases	Data Ownership 	Does not own or control most data
- Key player in automotive industry; aligned with major brands including Daimler, Audi, BMW, and Mitsubishi Corporation - Continued diversification in investors, particularly in China and Asia Pacific - Track record and product development is spurring expansion into verticals beyond automotive	Partnerships 	- Pivotal developer-focused frameworks - Established presence in Japan, and new partnerships have been recently formed with Hitachi Solutions, Yahoo! JAPAN, and Strava — all with worldwide mapping and detailed data components - Additional strategic partnerships and investors would prove beneficial for resourcing
HERE Marketplace data exchange: - Is focused on speeding up development of location services and solutions - Encourages partnerships through centralized global network for data providers and consumers to trust and access information	Accessibility 	1.5 million registered developers, with 150,000 actively using Mapbox monthly - All APIs and SDKs are available on a pay-as-you-go basis - No direct consumer-service means a lack of visibility and loss of competitive standing, although newly released Data Services (allowing consumers to purchase datasets) may change status
Innovators in the prioritization of and ongoing commitment to data privacy	Security 	Does not own or control most data, which could compromise data privacy and, ultimately, user security
Automotive, with increasing reach into industrial, transport and logistics, telco and utilities, retail and media, and public sector	Industries Served 	- Minor player in automotive sector - Still a maturing provider, but gaining traction in additional verticals
Freemium, Add-on, and Pro options all available	Pricing 	- Reconfigured pricing structure to improve consumer use/value, and remain on-par with competitors - Pay-as-you-go API and SDK availability enables volume discounts

Determining which location intelligence and API and SDK provider aligns most closely with your short- and long-term needs is important, but sometimes underestimated. To learn more about how HERE compares to Mapbox and other competitors as well as how HERE can specifically benefit you, [contact the ADCi team](#) today.