

## **Public Sector: MBI offers attractive licensing models for routable road data from HERE Technologies**

**Karlsruhe, November 12th 2020:** Michael Bauer International GmbH, one of the largest global data providers with headquarters in Karlsruhe and a certified HERE Technologies Distributor, offers optimized and adapted licensing models for the needs and requirements of the public sector and educational use.

HERE Technologies' routable maps that are used in over 150 million vehicles can support cities and municipalities, public sector, universities and non-profit organizations in meeting their current and future challenges. With location data and technology, more efficient results and sustainable success for spatial planning tasks can be achieved, for example, in the following areas: Infrastructure planning, new mobility concepts, smart city strategies, traffic modeling, construction management, road maintenance planning, urban development and land use.

### **Use in GIS (Geographic Information Systems) and for internet applications**

The adapted and customizable license models for GIS applications can be applied to the public sector and make it possible to license individual cities. There is also the option of using the data for public internet applications. The optimized license model allows a more budget-friendly acquisition of either an annual subscription or a perpetual usage right (one-time license fee). Additionally, flexible update options and maintenance can be added to the license. Special conditions are also available for educational use.

Road maps from HERE Technologies comply with high data standards as well as the requirements of the GDPR (General Data Protection Regulation). They meet the precondition for data use in the public sector, where central hosting and compliance with strict data policies are often of particular importance.

Carina Ziegelmüller, Global Senior Partner Manager, responsible for HERE Technologies Distribution at Michael Bauer International GmbH, says: "Especially in the current situation, it is important that budgets are planned and used in a more targeted manner, whether for GIS use or public internet applications. With MBI and the new, optimized licensing models for HERE Technologies data, we have the possibility to serve even small budgets with high quality data. It doesn't matter whether we're talking about Germany or any other region in

Europe. In addition to our extensive data portfolio, steadily growing partner network and many years of expert knowledge, we also offer well-founded consulting services."

Interested IT sourcing partners for the public sector can find information on the various licensing models and individual support at <https://www.mbi-geodata.com/en/contact-us/>

#### **About HERE Technologies:**

HERE, the Open Location Platform company with a legacy built on mapping technology, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location they empower their customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely.

For more information please visit [www.here.com](http://www.here.com)

#### **About Michael Bauer International GmbH**

##### **MBI geographic data - globally consistent and comparable**

Being a specialist for small-scale data for Geomarketing, Michael Bauer International has grown to one of the largest global data providers for over ten years. MBI unites passion and scientific know-how to provide globally consistent and comparable geographic data.

Today MBI is not only recognized as a key data source but is also the preferred data provider for the largest leading GIS software and technology companies globally. For a vast variety of companies, MBI's data is the foundation for location-based questions related to company locations as well as branch and distribution networks. MBI mobile data offers valuable insights into the global consumer behavior and their customer journey.

Companies from all industries are supplied with up-to-date data for market analyses and visualization by MBI, to take informed and data-based decisions.

Both Michael Bauer Research GmbH and Michael Bauer Micromarketing GmbH are part of the Michael Bauer Group.

For more information please visit [www.mbi-geodata.com](http://www.mbi-geodata.com)

**Michael Bauer International Press and Public Relations:**

Nadja Schwannauer

Greschbachstr. 12

76229 Karlsruhe

+49 721-46470342

[nadja.schwannauer@mbi-geodata.com](mailto:nadja.schwannauer@mbi-geodata.com)

[www.mbi-geodata.com](http://www.mbi-geodata.com)

Jessica Hablowetz

Greschbachstr. 12

76229 Karlsruhe

+49 721-46470339

[jessica.hablowetz@mbi-geodata.com](mailto:jessica.hablowetz@mbi-geodata.com)

[www.mbi-geodata.com](http://www.mbi-geodata.com)