In 1982, a small start-up company out of a university launched a computerised trip planning system—the first in the world. The system helped plan road networks for the German city of Mannheim, based on data it had about current road usage and traffic. The two creators of the program, Hans Hubschneider and Michael Sahling, knew that with growing city populations and more people moving around these cities daily, there needed to be a way to monitor and manage the movement of traffic.

This small start-up would become PTV Group, a company whose motto is ‘The Mind of Movement’. PTV provides solutions for the movement of people and goods—planning and optimising this travel that is so essential to everyday life. PTV does this through software, data, consulting, and research, working with innovative technology.

According to CEO Vincent Kobesen, PTV Group is unique in its offering because it operates in multiple markets, looking at transport and logistics. “PTV Group combines two markets. We plan and optimise the movement of people and goods worldwide. That’s our vision. We combine two worlds: the traffic world, where people are travelling, and the logistics world, where goods are moving between locations.”

Founded in Germany, PTV now provides solutions in more than 100 countries, and since bringing on Vincent four years ago, is going even further to develop its global business. Before joining PTV Group as CEO in 2011, Vincent had worked in logistics and consulting for over 25 years. After graduating from a degree in business administration, Vincent began his career at another start-up—a consulting company specialising in logistics. It was in this role that he helped set up PTV Netherlands, as well as over 500 other companies, advising on business practice and management.

“We combine two worlds: the traffic world, where people are travelling, and the logistics world, where goods are moving between locations.” – Vincent Kobesen

After more than 30 years of providing software solutions for transportation management, PTV Group is expert in the movement of people and goods, and is constantly developing new technology to solve today’s mobility problems.
Reinvigorating PTV meant not only looking outwards to the customers, but looking inwards to the company culture. Vincent decided to introduce a concept that he dubbs the ‘Five Happys’, which he believes are key to any successful business. The Happys have driven Vincent’s approach to the internal and external culture at PTV, and are something he attributes to his success as CEO.

“The first Happy should be the customers. A company can’t exist without happy customers. The second Happy is the environment—having a company, creating a community and flexible workspaces. Then the fourth one is having a Happy management. When the employees are happy the management should be happy by reaching their goals. The fifth Happy is the stakeholder, the shareholder of the company, and they should be happy at the end as well. Because they put money in the company to make it grow, and when they are happy normally you can say we have a successful company.”

PTV has invested a lot in ensuring their employees are happy and invested in the company. Shortly after Vincent started leading up the PTV, he and his management team decided on a new set of goals and values to drive the company forward. They redesign the PTV logo, and came up with a new maxim for the company—the Mind of Movement. Vincent then set about ensuring that every PTV employee understood and committed themselves to the company, creating a community instead of just a workplace.

“PTV also wants to make the roads safer; it has a special interest in helping its customers utilise PTV solutions to improve road safety. “There’s more than a million casualties around the world in traffic every year and something has to be done—traffic has to become safer. Road safety is an important issue. Therefore, we develop software providing additional information on road safety.”

For the future, Vincent says it’s an exciting time for PTV and the industry. With technological advances, the company can have instant access to data about the movement of traffic, and instead of planning for tomorrow, it can calculate exactly the CO2 footprint of a company, for instance,” Vincent says. PTV also wants to make the roads safer; it has a special interest in helping its customers utilise PTV solutions to improve road safety. “There’s more than a million casualties around the world in traffic every year and something has to be done—traffic has to become safer. Road safety is an important issue. Therefore, we develop software providing additional information on road safety.”

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Location is increasingly central to the way businesses make decisions.

As the only pure-play location company with global reach in the market today, HERE is in a prime position to take advantage of these trends in location. HERE is building on our foundation as the leading map content company to become the leading location cloud company. Our ambition is to reinvent the map, making it the prime source of location intelligence for businesses across industries, capable of providing fresh, predictive and highly contextual answers for every question.

HERE helps companies and organisations understand and analyse their operations and assets using our location data and tools. Consider the taxi application that had a customer satisfaction problem. It needed to provide taxi drivers with a reliable mapping application in emerging countries to prevent sending them on false routes. By integrating HERE Platform for Business into the booking app, complete with mapping features such as satellite view and street-level imagery, the company reduced wait time and delays, and ultimately boosted its requests for taxis.

Then there’s the logistics company that needed to find a way around unstructured address systems in the Middle East. The company used HERE Platform for Business to track its fleet, and develop a website that gave its customers the ability to directly pinpoint their addresses on the map. Now dispatchers don’t need to verify each address manually, and drivers don’t have to waste time searching for delivery points.

Our location services don’t end with vehicles. Today, apps and services from HERE are available on the web at here.com and for mobile devices running Android, Windows Phone, Windows 8, iOS, and Firefox (mobile web-based). Our mobile apps are designed to work seamlessly with here.com so that people can collect places they like and sync them between their app and here.com. Thus they can easily access them from anywhere and also share them easily with friends and family.

HERE has been at the forefront of the mapping business for years. In 1994, we delivered the first automotive grade map to BMW. Today, four out of five cars sold in Europe and North America with factory-fitted navigation carry our maps. Over the past decade, we have continued to invest in our automotive grade map and location services, taking them beyond just plain ‘navigation’.

As more vehicles come with connectivity technologies built on board, it is our ambition to connect these vehicles to our location cloud. We offer vehicles a range of cloud-driven driving experiences. In the future, we also intend to leverage our location cloud to deliver high-definition maps and other services to power an entirely new class of driver experiences, starting with highly automated driving.

Our location services don’t end with vehicles. Today, apps and services from HERE are available on the web at here.com and for mobile devices running Android, Windows Phone, Windows 8, iOS, and Firefox (mobile web-based). Our mobile apps are designed to work seamlessly with here.com so that people can collect places they like and sync them between their app and here.com. Thus they can easily access them from anywhere and also share them easily with friends and family.

The unique hybrid capabilities of our location platform are a clear differentiator setting us apart from the competition, especially for government officials, executives and other frequent flyers. These allow our native apps to leverage offline data as much as possible and draw on complimentary online services when necessary for an optimal experience.

When you travel often, costly roaming charges and high cellphone service can make an already hectic day unbearable. Avoid the headache by using HERE Maps on your smartphone. Simply download full city or country maps on your phone using minimal storage, and easily search, plan routes, and find your way around unfamiliar cities without an internet connection. There are no extra charges, and the maps work well regardless of how many bars of reception you have on your phone.

For more information about HERE, visit us at here.com.