



# Glympse Reduces Onsite Safety Challenges by Enhancing Navigation with HERE and AWS

Learn how Glympse empowers steel mills and other heavy-industry yards to boost safety, reduce driver dwell times, and streamline operations with real-time navigation and visibility.

## Overview

Since 2008, [Glympse](#), the pioneer in location-sharing technology, has been providing innovative solutions that predictively visualize and provide notifications and updates about where people, products, and assets are while in motion. When Glympse learned that companies in heavy industrial environments struggle with safety challenges, it saw an opportunity to help. Glympse, with [AWS Partner HERE Technologies](#) and supported by AWS, developed a unique solution—one that provides onsite drivers and visitors with web-based, turn-by-turn directions. The Glympse solution reduced collision risk and supports timely hazard response. It keeps yard operators aware of all onsite activity, supporting quicker responses to potential hazards and alerting operators about who is in the yard.

## Opportunity | Navigating complex industrial yards safely and efficiently

Heavy industry yards, including steel, aluminum, and mining facilities, are extensive and often challenging to navigate. These yards are frequently on private, unpaved roads with limited visibility and unclear directions. New drivers typically receive a paper map and verbal instructions, which can be hard to follow because of visibility issues, language barriers, and the movement of markers within the yard.

Lost drivers create traffic bottlenecks, accidents, and delays, affecting “dwell time”—the hours trucks are onsite, which count against the limited number of daily hours drivers can legally operate. Excessive dwell time affects driver availability and hinders the timely delivery of materials, with negative implications for both safety and business. Additionally, accidents can trigger OSHA investigations, further highlighting the need for transparency and efficiency.



## About Glympse

Headquartered in Seattle, Washington, software vendor Glympse helps the world’s greatest brands use the power of location to transform their businesses. Glympse technology—deployed on more than a billion devices—captures, ingests, and processes location data to predictively visualize where people, products, and assets are while in motion.

## AWS services used

- Amazon Elastic Compute Cloud (Amazon EC2)
- Amazon Elastic Block Store (ELB)
- Amazon Simple Storage Service (Amazon S3)
- Amazon Relational Database Service (Amazon RDS)

## Benefits and metrics

- 80% planning acceleration using accurate location data
- 50% faster processing speed for routing and logistics
- Fewer navigation-related incidents and accidents

## Solution | Turn-by-turn navigation built for visiting drivers

When heavy industry clients reported these challenges to Glympse, it saw an opportunity to solve the industries unique geo-location and visibility use-case challenges with the Glympse geo-location platform. An agile partner that truly knows and understands the time-critical logistics space, Glympse used APIs from HERE Technologies, a leader in mapping and location technology. Glympse developed a web-based solution that allows customers to provide their inbound drivers and visitors with turn-by-turn directions specific to them—in the language their browser is set to. Through SMS text notifications, the driver is prompted to click on the link they were texted upon arriving onsite. They're then delivered browser-based, turn-by-turn directions on where to go onsite. Glympse customers are provided with a back-office, intuitive dashboard. It offers helpful data and analytics, such as how long drivers spend in each yard or zone, time onsite, speed of vehicles, and driver feedback.

The solution also required custom mapping. These properties are often on private roads, so incorporating these roads into safety frameworks enhances operational oversight. The mapping needed to integrate with AWS services—Glympse runs 100 percent on AWS—so Glympse turned to AWS Partner HERE for help. Glympse has been a satisfied HERE customer since 2014, and HERE services run on AWS. “In 2018, the mapping provider Glympse was using announced a very sharp increase in pricing for the API it offered developers to integrate the service within their apps. When we looked for a solution to combat this, we selected HERE Technologies,” said Cami Zimmer, chief business officer at Glympse. “Working with HERE Technologies is more like a strategic partnership. They care about working with us, and not treating us like just a number.”

The technologies chosen were [HERE Routing](#), [HERE Real-Time Traffic](#), [HERE Geocoding & Search](#), and [HERE Map Rendering](#). These products provide fresh, accurate, and detailed map data and routing APIs. Glympse uses these to build advanced fleet management and routing software. The underlying cloud infrastructure for these HERE solutions is [Amazon Elastic Compute Cloud](#) (Amazon EC2), along with services for Amazon EC2 instances, that allowed HERE to achieve [50% faster](#) processing speed for routing and logistics. For data storage, HERE uses [Amazon Simple Storage Service](#) (Amazon S3) and [Amazon Relational Database Service](#) (Amazon RDS). For the automatic distribution of application traffic across multiple targets and virtual appliances in one or more Availability Zones, HERE uses [Elastic Load Balancing](#) (ELB) from AWS.

**“The efficiency of knowing when the drivers are coming in, when their pickups are, and where they’re going onsite is something I think none of us expected.”**

**Cami Zimmer**

Chief Business Officer,  
Glympse



## Outcome | Enhanced safety, reduced delays, and improved efficiency

The Glympse solution has significantly reduced safety incidents and improved efficiency in complex yard environments. And the HERE technology added to the solution accelerates planning by 80 percent. It uses accurate location data to allocate transportation resources and improve asset utilization, thereby reducing costs, travel distance, and emissions.

Operators report fewer navigation-related accidents, and drivers are better equipped to reach their destinations quickly and safely. Real-time location data enables yard operators to plan resources and scheduling more effectively, minimizing dwell times and ensuring timely pickups and drop-offs.

This solution has also increased yard-processing efficiency, reducing driver waiting times (dwell times). It has led to quicker turnarounds for pickups and deliveries, as well as enhanced customer satisfaction due to more reliable delivery schedules. “We’re seeing safety benefits and unexpected gains in efficiency,” said Zimmer. “HERE and AWS have been invaluable partners, and their technologies continually equip us to innovate in this space.”

**“Through all our experiences with HERE, we find that they truly care. They care about working with us, and not treating us like just a number.”**

**Cami Zimmer**

Chief Business Officer,  
Glympse

## About AWS Partner HERE Technologies

Headquartered in the Netherlands, HERE has been a pioneer in mapping and location technology for almost 40 years. Today, its software is used in industries ranging from manufacturing to retail and the public sector, and more than 200 million vehicles have HERE maps onboard.

