

DATA SHEET

# Enterprise Geocoding Module

GET EXACT INFORMATION — WHEN LOCATION REALLY COUNTS



## OVERVIEW

The Enterprise Geocoding Module performs address geocoding and postal code centroid geocoding for locations in the U.S. This module provides you with actual location coordinates, including the latitude, longitude, altitude and Assessor's Parcel Number (APN), which makes it easier for you to analyze data geographically — and make better business decisions.

### With Pinpoint Precision, You'll Know Your Customers Better

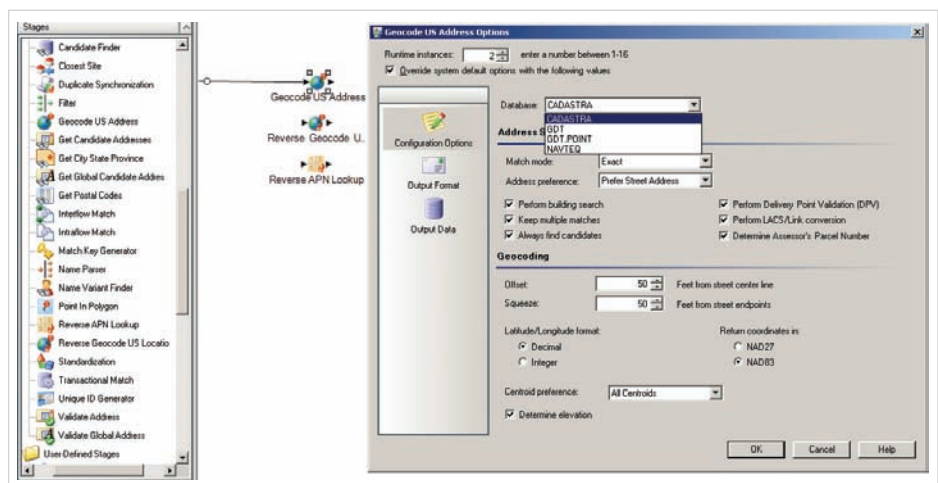
While an address is important for postal delivery, it does not, by itself, give you the answers you need to run your business effectively. Especially if your business processes depend on precise location.

The Enterprise Geocoding Module, part of Pitney Bowes Group 1 Software Customer Data Quality Platform, returns specific geographical coordinates. So you can assess risk, determine eligibility for service, calculate distance between two points, locate prospects and more.

### Key Components

**Geocode U.S. Address:** Takes an input address, matches it to a physical location and returns a precise latitude and longitude.

**Reverse Geocode U.S. Location:** Takes a geocode (latitude and longitude) and returns a possible address match for that location.



Orchestration of Enterprise Geocode components into a CDQP dataflow using Enterprise Designer.



FOR MORE INFORMATION  
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PITNEY BOWES  
GROUP 1 SOFTWARE  
4200 Parliament Place  
Suite 600  
Lanham, MD 20706-1844  
main: 888.413.6763  
[www.g1.com](http://www.g1.com)

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GROUP 1 SOFTWARE

## Enterprise Geocoding Module

**Reverse APN Location:** Takes a geocode (latitude and longitude), creates a boundary area, and retrieves the possible addresses within that boundary.

### More Precise Geocodes

Enterprise Geocoding Module geocodes at successive degrees of precision to help ensure an accurate match for address data with minimal user effort. Our cascading geographic logic uses street address, postal codes, intersection, road segment, named place and APN.

### Unrivaled Throughput

Provides unmatched speed and flexibility, with the ability to geocode millions of addresses an hour.

### Permanent Location Codes

Ensures year-over-year reports are accurate and relevant, because unlike postal codes, longitudes and latitudes never change.

### Widest Range of Spatial Data

Combines USPS postal data and the user's choice of spatial data from the world's leading data providers, including TIGER, GDT, Tele Atlas, NAVTEQ and Centrus Points databases, into a single unified data set. This process, called conflation, provides significant advantages, including more matches and fewer false positives.

### Powerful Spatial Applications

Provides for better decision making by making it easy to calculate:

- Distance between two locations
- Distance to a boundary
- Situation in a particular zone

### Improve Your Location Intelligence

Reduced risk. Precise calculations. Better decisions. The Enterprise Geocoding Module helps you determine the exact geographical coordinates for any address. With this information, you can improve the quality and accuracy of any process or business determination that depends on location data. The Pitney Bowes Group 1 Software Customer Data Quality Platform provides the customer data quality tools you need to create and maintain accurate, rich customer information. With our customer data quality solution, you can clean, match and consolidate customer data to leverage the most up-to-date, complete view of your customers across your organization.

[GET TO KNOW YOUR CUSTOMERS BETTER WITH THE CUSTOMER DATA QUALITY PLATFORM AND THE ENTERPRISE GEOCODING MODULE. CALL US TODAY AT 888-413-6763.](#)

### PITNEY BOWES GROUP 1 SOFTWARE'S CUSTOMER DATA QUALITY PLATFORM OFFERS A SUITE OF HIGH-IMPACT MODULES:

- UNIVERSAL ADDRESSING MODULE
- ENTERPRISE GEOCODING MODULE
- UNIVERSAL NAME MODULE
- DATA NORMALIZATION MODULE
- ENTERPRISE TAX MODULE
- ADVANCED MATCHING MODULE
- LOCATION INTELLIGENCE MODULE