

DATA SHEET

# Location Intelligence Module

GET ACCURATE LOCATION DATA—AND PROVIDE GREAT  
CUSTOMER SERVICE



## OVERVIEW

### Powerful Spatial Applications

Integrating the best of customer data quality capabilities with rich location intelligence in a unified, robust platform provides increased ability to solve complex business problems.

Why spend the time to evaluate a location if you have incorrect or incomplete information? Or waste computer and human resources to analyze the same location more than once? Or unknowingly summarize and base important business decisions on inflated results? Pitney Bowes Group 1 Software's Customer Data Quality Platform featuring the Location Intelligence Module can create a true view of your data.

Sometimes making sound business decisions requires that you know your customers' locations beyond their address. You may actually need the geospatial data. The Customer Data Quality Platform now features a Location Intelligence Module. This module empowers users to easily confirm geospatial locations within geospatial boundaries from a specific location and a list of targeted geospatial location to find the closest geospatial location.

With pinpoint precision, you'll reduce risk and serve your customers better without the need for specialized Geographical Information System (GIS). Further, organizations that must rely on location attributes can automate the conversion of quality geospatial and other data into practicable business information.

The Location Intelligence Module, empowers you to create a utility that verifies location and in turn confirms closest site for customer service. So you can determine need, eligibility and nearest service location within a single operation.

### Key Components

**Point in Polygon:** Using a spatial boundary database (Polygon) and latitude/longitude coordinates of locations (Points), identifies the geographic inclusion or exclusion of the points within the polygon. This spatial analysis determines whether or not a given location resides in an area of interest. Further, the distance to the edge of the Polygon is reported with the option of including a "buffer" around the Polygon to identify those locations that are close to the edge.

**Closest Site:** Using a location's latitude and longitude coordinates as input and a spatial database of target location latitude and longitudes, you can determine which sites are closest.

### Wide Range of User-Defined Spatial Data

No two organizations use spatial data exactly the same. It is even rare for different departments of the same organization to do so. The Location Intelligence Module databases provide a vast selection of key geospatial databases for a wide range of uses and industries. You choose one or as many of these databases that contain the information required to meet your needs.

## Location Intelligence Module



FOR MORE INFORMATION  
CALL US TODAY AT  
888.413.6763 OR VISIT  
US ON THE WEB  
AT WWW.G1.COM.

**Pitney Bowes Group 1  
Software offers end-to-end  
integrated solutions and  
services to help you grow  
revenue, cut costs and  
strengthen customer loyalty  
by better understanding  
your customers.**

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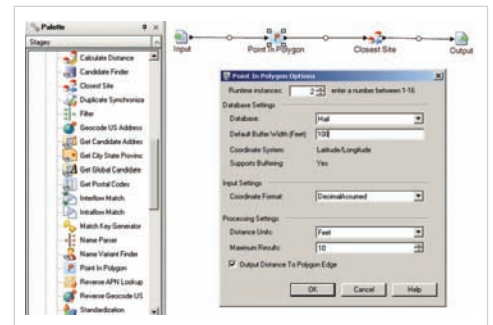


You just provide the location and your location information will be enriched with database specific results. Depending upon the databases you utilize, you can find out if a specific property is in a flood zone, near a mud slide area, has experienced hail or tornado damage, the school zone in which it may reside, or the closest airport. This is just an example of how our data can enrich your data. But while these databases offer hundreds of enrichment data fields to a location, they may not provide all that your organization needs. Which is why the Location Intelligence Module also enables you to import other spatial databases through common formats. You also have the flexibility to process a single location in real time as a web service or run millions of locations behind your firewall in a batch format.

### Reduced Cycle Time

Rely on the Customer Data Quality Platform and the Location Intelligence Module for a true view of your data. Incorporating other Customer Data Quality Platform modules, your input data can be location addresses or Accessor's Parcel Numbers (APNs). With this level of source data, you can confirm that the address does exist and match against other addresses to insure it only exists once in your data.

The adage "time is money" is even more true today. Companies relying on the Location Intelligence and the Customer Data Quality Platform's quick and powerful engine are assured reductions in the time it takes for



The screen caption above is part of a demo whereby an insurance customer was caught in a hail storm which damaged their automobile.

business processes—transactions, queries, analysis, service—versus previous methods. Not requiring the time and complications of "custom programs" or a GIS analyst's time to process. The platform allows those with a knowledge of their data and business objectives to quickly and effectively produce the desired results. Enabling your organization to confidently keep pace with the speed of business.

### Capitalize on Risk Reduction and Increased Customer Service

Pitney Bowes Group 1 Software partners with clients to help address a number of challenges and opportunities resulting in the optimum solution for your business. We analyze where location intelligence can contribute to an organization's economic value, reduction in risk and increased customer performance and suggest spatial databases and processes. Just ask.

[GET TO KNOW YOUR CUSTOMERS BETTER WITH THE CUSTOMER DATA QUALITY PLATFORM AND THE LOCATION INTELLIGENCE 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 TAX MODULE
- ENTERPRISE GEOCODING MODULE
- ADVANCED MATCHING MODULE
- UNIVERSAL NAME MODULE
- LOCATION INTELLIGENCE MODULE
- DATA NORMALIZATION MODULE