

# Location Intelligence



Solutions for Customer Intelligence, Communications, and Care.

Every connection is a new opportunity™

 **Pitney Bowes**  
Business Insight



Our Location Intelligence capabilities help organizations make better decisions by integrating data quality, geo-demographics and analytics with traditional mapping and geographic information systems.

### Data Management

- Data Integration
- Data Quality
- Data Enrichment
- Data Profiling and Monitoring
- Business Intelligence

### Location Intelligence

- Mapping and Analytics
- Geocoding
- Enterprise Tax Management
- Geographic/Risk Data
- Asset Management

### Analytics

- Site Selection
- Customer Demographics
- Customer Segmentation & Modeling
- Custom Services

### Customer Communications Management

- Document Management
- Web Self Service
- E-Billing
- Transpromo
- Customer Service and Support

### Mailing Efficiency

- Mail and Postal Compliance (US, Canada, Australia)
- Move Verification (US, Canada)
- Address Quality (Global)

## See your customers from a new, more complete perspective.

Over 70% of all business records include a location component.

More than a simple matter of 'where', location serves as the one constant that connects disparate data elements such as demographics, competition, company assets and customers. With Location Intelligence, organizations can turn this abundance of data into customer insight and true business value.

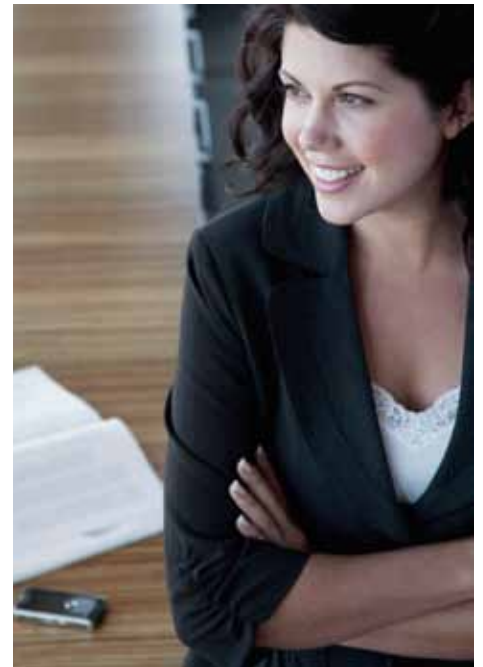
Pitney Bowes Business Insight makes it easy to visualize enterprise and market data in the context of location, so you can make smarter choices regarding targeting, networks and risk. Our geocoding, mapping, data and analytic capabilities add accuracy and confidence to most every business decision.

### Location Intelligence can help you acquire, serve and grow relationships with customers and citizens.

Where are the greatest pockets of opportunity? How should you organize your teams to ensure a rapid response? What offer will resonate most with the person who just called?

In nearly every facet of business, location-based insights have a direct impact on your relationships with customers and prospects. Consider:

- **Market analysis.** Population trends in key geographies, including incomes, demographics and purchasing behaviors, can make or break a new product launch.
- **Risk assessment.** The ability to pinpoint the distance between a property and a fault line can ensure that a deal is underwritten at the proper price.
- **Effective targeting.** Finding hidden pockets of opportunity in neighborhoods—including consumers who will pay more for convenience—can turn poor performers into market leaders.
- **Network investments.** The placement and management of strategic assets such as power plants, cell towers, ATMs, public facilities or retail branches often require multi-million dollar investments—with long-term implications.
- **Citizen outreach.** Keeping customers and constituents informed about the location of assets and public services can improve municipal planning and government administration.
- **Portfolio management.** On a macro-level, organizations must understand exposure beyond traditional boundaries and across location-based factors such as economic conditions, weather, tax jurisdictions and market demographics.





**Comprehensive, business-strength capabilities deliver a measurable advantage.**

The growth in portable navigation devices, smartphone applications and Web-mapping services has increased awareness of location-based technologies. While such consumer applications are common, corporations and government agencies face far more complex challenges. In business, Location Intelligence must drive both analytical and operational needs so organizations can automate decision-making and streamline workflows. Here, the speed, integrity and flexibility of industrial-strength solutions provide much-needed value, including:

- More powerful platforms
- Enterprise-wide access
- Increased data accuracy
- Stronger integration

While many technologies help render maps, only Pitney Bowes Business Insight combines geocoding, data quality, mapping, predictive analytics and geo-data management—the end-to-end capabilities needed to grow revenues, eliminate waste and increase customer satisfaction.

**Pitney Bowes Business Insight makes it easy to incorporate Location Intelligence in every facet of your operation.**

Our modular, scalable technologies integrate easily with your existing CRM, ERP, business platforms and Windows® environments—so you can make customer relationships real in so many ways:

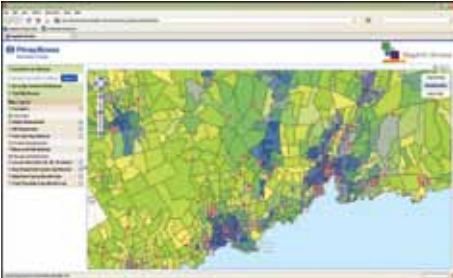
- **Customer Intelligence.** Manage, integrate and enrich data assets in ways that transform information into actionable customer intelligence.
- **Customer Communications.** Deliver the right message to the right customer through the right channel for maximum effectiveness and impact.
- **Customer Care.** Give customer-facing personnel the accurate, up-to-date information needed to interact with customers more efficiently.

Learn how Location Intelligence from Pitney Bowes Business Insight can help you develop smarter business strategies, generate greater business value and gain a significant advantage over your competitors.



23% of all addresses contain errors—and poor data quality leads to poor decisions. Before any analysis, you must first assign accurate latitude and longitude coordinates.

## Geocoding and Data Quality



*Identify the retail stores or competitive sites within driving distance of your customers.*



*Use parcel-centroid accuracy to pinpoint the exact location of customers and key assets.*

### Gain confidence in your geocodes.

When it is not possible to deliver a geocode centered on a specific address or parcel, the tools you use should apply consistent rules, automatically cascading to the next most-specific point of reference, from address point, to street level, down to postal code, city or state. In some cases, no geocode may be better than a wrong geocode. Only Pitney Bowes Business Insight offers a GeoConfidence Index that alerts you when the quality of data is poor or uncertain—so you can automate these exceptions and render confident decisions.

### Enrich your data—and your relationships.

An accurate geocode can provide new insights about your customers. Our products and services make it easy to append data sets, including demographics, purchasing preferences and lifestyle data. You can also append spatial data derived from your analysis—such as territory assignment or flood zone determination—improving the day-to-day decisions that affect you and your customers.

### Geocodes put relationships in context.

Addresses help postal services deliver mail. They do not, however, indicate important geographic-related attributes and characteristics that can impact risk, customer satisfaction and profits. Before you can analyze, extrapolate or profit from location data, you need to first associate each record with an accurate latitude and longitude coordinate—a process known as geocoding.

**When organizations take a close look at the risks associated with a poor or inconsistent geocoding, they find that accuracy, flexibility, functionality and experience can make all the difference.**

### Standardize and validate addresses in a single pass.

Geocoding is complex and mistakes in geocode assignment can lead to poor business decisions that impact risk, profits and customer relationships. Our geocoding platforms cleanse data, standardize addresses and validate the accuracy of source addresses before calculating geocodes. By applying multiple parsing and matching algorithms across postal, third-party and proprietary data sets, you can overcome problems associated with changing postal codes, poor data entry and missing information to generate more precise data.

### Increase the accuracy of your insights:

- Integrated address validation
- USPS CASS-Certified™
- Street-level data matches
- TIGER, TomTom, NAVTEQ and Centrus® Points databases
- Single-pass processing
- User-defined address dictionaries
- Cascading geographic logic
- Batch and real-time deployment
- Geoconfidence index
- SaaS and OnDemand solutions



Overlay customer data against territories, market demographics, company assets and geographical terrains to discover the trends and relationships that go undetected in spreadsheets and charts.

## Mapping and Analytics

### Business-strength maps bring insight to life.

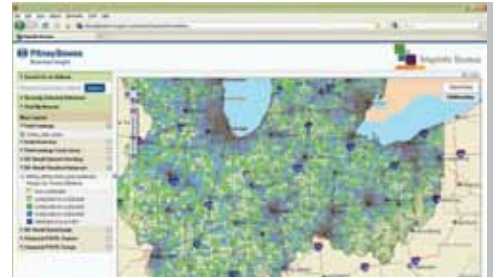
When you can distinguish the relationship between complex variables, patterns emerge, opportunities materialize and problems reveal their own solutions. Pitney Bowes Business Insight makes it easy to unlock information from spreadsheets and databases in order to improve the most important decisions your organization makes.

### Visualize high volumes of complex data with greater accuracy.

Satellite images, aerial photos, 3D buildings and street maps provide for strong visuals, but these images only provide value when you can overlay and analyze high-volumes of complex data. Our mapping systems incorporate information from multiple data sources at the same time, so you can transform demographics, customer segments, market trends, competition, historical data and the location of corporate sites and network assets into colorful, easy-to-grasp charts and presentations that deliver true spatial analysis.



*Combine photographic-quality imagery with geospatial data to uncover pockets of opportunity.*



*Incorporate complex data from multiple sources; add color to highlight trends; and provide real-time access to decision makers across the enterprise.*

**As a pioneer in the desktop mapping industry since 1985, Pitney Bowes Business Insight has a long history of excellence in providing Location Intelligence solutions around the world.**

### Generate more actionable insight:

- Satellite, aerial and 3-D imagery
- Multiple data sources
- Frequent data updates
- Spatial analytics
- Rich geographical attributes
- Raster and vector graphics
- Tile server technology
- Desktop, On Demand and Software Developer Kits
- Branded to your look
- Scalable environments
- Interactive Web presentations
- Easily configurable Web applications

### Generate, display and share more actionable information.

Through a simple user interface, you can automatically measure distances, calculate values, generate polygons and analyze retail trade areas, cellular service areas, voter registration districts or risk analysis reports. The ability to overlay scalable vector graphics with photo-realistic raster graphics provides flexibility and control, so you can shade or mark territories and boundaries through a simple wizard. Incorporate this analysis directly into business processes to automate decisions and leverage Web-mapping technologies to seamlessly share these insights across your entire enterprise.

### Improve your performance enterprise-wide.

As the demand for spatial data and maps increases, organizations must plan for a growing number of business challenges and even more business users. Our products and services are modular, quick-to-market and easy to use. A combination of desktop and OnDemand platforms are designed to process large numbers of records in record time. Tile server technology makes it possible to pre-render and pre-create map views at different levels in advance—increasing speed in a scalable, stable environment that can quickly adapt to changing business needs.



As the volume of geo-spatial data has grown exponentially, organizations must proactively manage these assets to eliminate waste, comply with new directives and provide ready access to critical information.

# Spatial Data Management

## New tools put you in control.

Organizations invest billions of dollars to create, update and maintain geospatial data. Often, this information is impossible to find, difficult to access and incompatible across departmental boundaries. Now, collaborative technologies and Web-based solutions can help you source, manage and share spatial data far more effectively.

## Create searchable catalogs quickly and efficiently.

The volume of spatial data can be overwhelming: maps, geocodes, elevations, topology, plus all natural and constructed features, as well as customer demographics, boundaries, territories and the geo-spatial analysis of risk, portfolios and networks. Our data management tools make it easy to harvest, catalog and update descriptive metadata—automatically—so users can reference a single source of truth to identify both the information available and the value it provides.

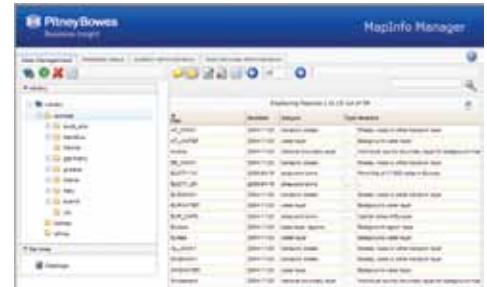
## Share spatial data to cut costs, improve service.

Ready access to searchable catalogs can help ensure that you never recreate analysis or purchase the same data more than once. You can manage data rights and determine whether catalog metadata should interface with other functions, such as display maps or related data. Plus, you can comply with new mandates (most relevant in the public sector), which require that data should be collected once, readily accessible in formats that support a variety of users and applications.

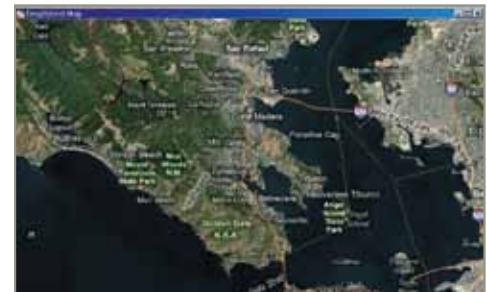
**New initiatives, including the INSPIRE Directive (EU) and the National Spatial Data Infrastructure (US), coordinate and facilitate the effective sharing of geographic information.**

## Purchase what you still need – instantly.

When you are missing key information, you can access the industry's largest catalog of geospatial data 24/7. Our innovative online marketplace allows you to navigate, browse, customize and download data in as little as 60 seconds. Purchase data by the square mile or kilometer in the format that's right for you, including streets, postal, demographics, boundaries, insurance risk, communications, retail and financial services data, parcel data and more.



*Catalog spatial data and maps automatically, giving your teams instant access to the information they need.*



*Zoom into any location and see what geospatial data you can add—including street data, demographics, economic trends and much more.*

- Take control of your data assets.**
- Metadata catalogs
  - Automated metadata harvesting
  - INSPIRE compliant
  - Intuitive interface
  - No coding or XML configuration required
  - Online marketplace
  - Complete spatial data
  - Insurance risk data
  - Demographic data
  - 24/7 data access



Contact Pitney Bowes Business Insight today and learn how the most comprehensive suite of Location Intelligence products and services can help you locate, connect and communicate with customers.

**MapInfo Professional®** Visualize the relationship between data and geography. This powerful Windows®-based mapping and geo-analysis tool can help you uncover the trends hidden in spreadsheets. Access, integrate and view disparate data across multiple data formats. Combine vector and raster graphics to customize displays. And incorporate advanced spatial analysis for more insightful decisions. Fast, scalable and flexible, this business-strength mapping application provides the foundation for location intelligence.

**MapInfo® Stratus™** Publish and share location-based data and insights. This interactive, online mapping application makes it easy to provide accurate, live information about the location of assets and services. Securely upload your spatial data to the cloud where it can immediately be accessed by internal or external users through a Web-browser—only to those that need it, exactly when they need it. Deliver a true Web 2.0 experience including user queries, multiple displays and configuration options, all without the IT burden.

**MapXtreme.NET** Integrate Location Intelligence with existing business systems. This software development kit allows developers to build custom mapping applications, provide tailored views of geographic data and automate and augment business processes. It's never been easier to create and deploy map-enabled apps in both desktop and Web environments.

**MapInfo Confirm®** Manage infrastructure with confidence. This modular software provides for the maintenance and management of Public Infrastructure Assets including roads, street lighting, bridges, properties, public grounds and waste removal. The powerful reporting capabilities and low administrative overhead make this ideal for agencies, contractors and field teams.

**Spectrum Technology Platform** Transform business data into actionable information. This comprehensive suite of customer data quality and geocoding solutions works to improve the accuracy, accessibility and value of your data. Standardize, validate and consolidate customer records. Integrate, match and normalize data from disparate systems. And geocode records with pinpoint accuracy so you can analyze and visualize data, automate calculations and make better business decisions—all via a single platform.

**MapInfo Crime Profiler** Analyze crime data faster and more efficiently. This comprehensive package of mapping and analytical tools provides law enforcement officials with the full-line of capabilities needed for real-time investigative and research-based analysis. Identify hotspots, pinpoint trends using spatial and temporal analysis and share insights into crime patterns.

**Geosk™ Marketplace** Capture the world in a minute or less. This online marketplace provides 24/7 access to the precise geo-data you need. Browse and view datasets, purchase data by the square mile or kilometer, and download it in the right format right from your desktop. The industry's largest catalog of geospatial data includes streets, demographics, boundaries, insurance risk, communications, parcel data and more.

**MapInfo Manager** Manage spatial data through a single repository. This server-solution enables organizations to quickly find, access and utilize spatial data no matter where it resides. Deploy and update metadata catalogs. Harvest metadata automatically and create tags that accurately reflect your data's value. Plus identify data owners and manage distribution rights. Intuitive and easy to deploy, this INSPIRE-compliant solution helps save time, cut costs and avoid redundant efforts.

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