



PRODUCT DATA SHEET

Waypoint™

AN ONLINE DELIVERY PLATFORM
THAT ENABLES USERS TO ANALYZE
AND INTERACT WITH SPATIAL DATA
VIA A MAPPING PORTAL.

Product Overview

Waypoint™ is an easy-to-use, online application for data mapping and reporting that supports customized forecasting models. It is designed for users who visualize and analyze spatial data when making important business decisions. A Waypoint™ user can upload key inputs (i.e. unit, competitor, and customer data) to evaluate the existing landscape and to plan for future growth.

Users can choose units (existing and proposed) in Waypoint™ and compare their trade-area demographics. Trade areas can be simultaneously defined in distance rings and drive-time boundaries and by geographical unit.

Pitney Bowes Business Insight can customize user rights to suit a client's internal hierarchy. User restrictions can also be set for data types and geographical territories.

The Benefits of Waypoint Technology

- Waypoint™, an online application, requires only internet access. Users can access the powerful reporting and mapping capabilities of Waypoint™ to make strategic marketing, site-selection, and market-evaluation decisions anytime, anywhere.
- Waypoint™ is easy to navigate, empowering all levels of decision-makers, from entry-level users to executives.
- Waypoint™ is a hosted solution. There is no hardware to buy. All software updates are automatically pushed through the web environment.
- Waypoint™ is integrated with the popular Bing™ mapping platform. Waypoint™ can be customized to be Google™ map compatible.
- Waypoint™ can support national screening and hot-spot analyses. Functionality can be further extended to feature advanced forecast modeling.
- Waypoint™ can be customized by the Pitney Bowes Business Insight Services team to fit a client's specific needs.

EXPECTED ROI

Waypoint™ is an efficient, easy-to-use, and cost-effective way for an organization to interact with its own data. As a hosted solution, PBBI manages the infrastructure. Its intuitive design decreases time and money spent on training.

Waypoint™ grows with an organization. Users can continually update their data, keeping store-network information up-to-date. Any data added in Waypoint are instantaneously disseminated.

A Waypoint Use-Case Scenario

An organization that is in high-growth mode needs a quick and consistent way to evaluate potential sites for development. Currently, all prospective sites are being filtered through the home office, which is cumbersome and time-consuming. The organization needs a means to enable its field personnel to quickly and effectively evaluate new sites, thereby permitting them to concentrate only on the best opportunities, which they will present to corporate headquarters.

The organization signs up for Waypoint™. During the customized set-up phase, the Pitney Bowes Business Insight (PBBI) Services team defines user permissions such that field personnel are authorized to access the application. Additionally, the PBBI Services team works with the organization to develop a customized forecasting system that resides in Waypoint™. The added functionality allows for quick screening of new opportunities. Field users perform initial site screenings in Waypoint™; sites that show potential are passed on to corporate headquarters for further review. Now the organization spends more time evaluating quality opportunities and less time screening marginal locations.

Because the field personnel are able to use Waypoint™ remotely to take over initial site-screening responsibilities, the organization is able to more quickly and efficiently evaluate a greater pool of prospective sites.

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PRODUCT HIGHLIGHTS

- Fully hosted online solution
- Leverages Bing™ map technology
- Customization (reports, graphs, charts) included in the setup
- User can upload and manage point and boundary data
- Supports customer-specific forecasting models and hot-spot analyses
- International capabilities
- Assign roles and restrict data access
- Print, presentation quality, maps
- Base level MapInfo demographic data included



One of the many capabilities of Waypoint™ is that it allows users to select multiple sites for comparison at various, user-defined, geographical boundaries (i.e. drive-time polygons and distance ring parameters).

Specifications

Browser Specifications

Waypoint™ supports all major web browsers, including Firefox, Chrome, Internet Explorer, and Safari.

For more information, call 800.327.8627 or visit us online: www.pbinsight.com

UNITED STATES

800.327.8627
pbbi.sales@pb.com

CANADA

800.268.3282
canada.sales@pb.com

EUROPE/UNITED KINGDOM

+44.800.840.0001
pbbi.europe@pb.com

ASIA PACIFIC/AUSTRALIA

+61.2.9437.6255
pbbi.australia@pb.com
pbbi.singapore@pb.com

