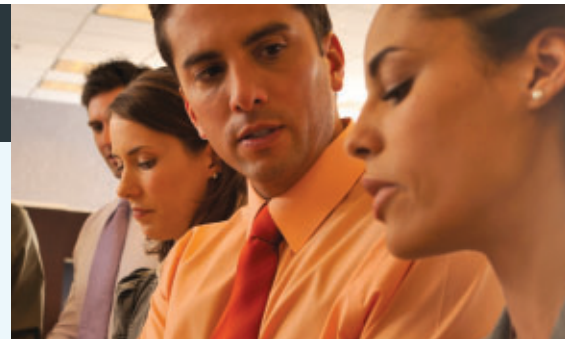


DATA SHEET

Risk Data Suite

for Communications Providers and Electric Utilities

THE INFORMATION YOU NEED FOR EFFECTIVE PLANNING AND ACTION



Summary

The Risk Data Suite contains weather, terror, natural disaster and wildfire risk data to improve the planning and management of valuable company resources. The result? Lower risk and fewer expenses associated with restoring damaged assets.

Benefits

- Comprehensive view of potential fire, weather, natural disaster and terror-related exposure
- Fully compatible with geographic information systems for fine-tuned analysis and predictions
- Access historic geospatial data
- High-definition data and aggregate exposure grids

OVERVIEW

Network and business continuity is a top priority and an enormous responsibility for both communications and electric utility providers. It's critical for enterprise success and for public welfare as a whole. In addition, repairing damaged assets can be a significant drain on company resources.

That's why you need comprehensive, reliable data for better advance planning and faster response as emergencies do occur.

Introducing the Pitney Bowes Business Insight Risk Data Suite

With network infrastructure and company assets dispersed across large geographies, planning for the what-if is essential. While such conditions as weather, wildfires, natural disasters or acts of terrorism may be out of a company's control, analyzing data for enhanced planning and management of company assets can drastically improve business continuity—and thereby reduce risk and associated costs.

Pitney Bowes Business Insight's Risk Data Suite for Communications Providers and Electric Utilities brings it all together with complete data on weather, terror, natural disaster and wildfire risk.

For long term planning, you'll gain a better understanding of the potential risk to your existing assets and you'll know where to place new assets to minimize potential damage. As destructive events do occur, you'll have the current status of what is projected and what is actually happening at your asset locations—in case you need to take action.

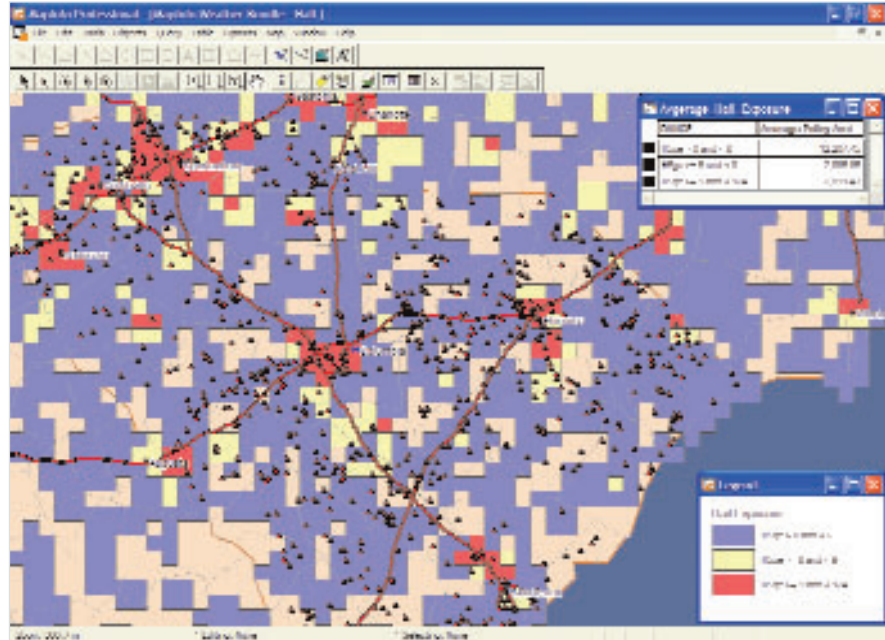
Access to such vital data helps providers make important decisions to stay in control:

- Re-allocate assets and secure network infrastructures to prevent potential outages
- Determine optimal locations for new assets to minimize structural and employee risk
- Establish priorities for service restoration, with effective management of time and mobilization of resources

Integrating the Risk Data Suite with MapMarker® Plus, ParcelPrecision™ and MapInfo Professional®, provides you with a winning combination!

Risk Data Suite

for Communications Providers and Electric Utilities



Understand facility exposure to weather-related events such as damaging hail.

Solution Data Sets for Protecting Your Assets

These comprehensive bundles help providers place facilities and resources where they are least likely to be damaged so they can keep assets safe for minimal service interruption and liability:

- **Weather bundle** contains comprehensive hazardous weather data including historic information for hurricanes, hail, tornados and windstorms
- **Terror risk bundle** provides terror-sensitive locations with exposure factors and vulnerability ratings
- **Natural disaster information** includes comprehensive earthquake datasets; a mass movement dataset to evaluate landslides, slump and debris flow potential; and a shoreline dataset to determine potential hurricane flooding risk

- Wildfire bundle identifies areas of potential risk for wild fires

Address Emergency Readiness Regulations

The Federal Communications Commission (FCC) requires all cable companies to implement a comprehensive emergency preparedness program to comply with its “Cable: Ready” initiative. This mandate is an operational and educational initiative to strengthen the nation’s cable infrastructure in the event of natural disasters and other emergencies.

By integrating weather, wildfire and natural disaster data into existing systems, our Risk Data Suite helps cable companies comply.

Understand Weather and Natural Disaster Risk on Your Exact Locations

Pinpointing where severe weather, wildfires or natural disasters can hit is paramount for the wireless industry. When cell towers are damaged, the resulting outages cause network headaches and overburden customer service departments.

By integrating risk data into your geographic information system (GIS), the Risk Data Suite for Communications Providers and Electric Utilities provides more granular information that allows you to be more proactive to avoid the costly repercussions and unhappy customers.

With the Risk Data Suite for Communications Providers and Electric Utilities, the following severe weather data is right at your fingertips:

- Weather events in the continental US with severe conditions (i.e., floods, tornados, wind, hail, lightning and hot storms), including impact ratings from 1 to 10— with 10 as the most severe
- Worldwide damaging wind events not caused by convective storms
- Accumulated precipitation and ice accretion for a given day in the continental US
- Radar data in the continental US, Canada and Europe, and satellite data worldwide
- Information on worldwide tropical storms and hurricanes

Analyze Safety and Security Threats by Location

Your assets around the globe can each have different safety and security threats that must be understood and evaluated. These may be due to political unrest, geographic vulnerability or territory disputes taking place in the region. The same is true for potential new assets at various geographic locations.

Use our terror risk data as a tool to identify and assess potential threats, and prioritize initiatives required for risk mitigation. For example, you can establish safe proximity rules through a radius threshold analysis that determines a site's overall risk. Or you may decide to invest more heavily in security systems at a given site. This allows you to limit your liabilities, while enhancing facility and employee safety.

Pitney Bowes Business Insight provides the expertise of Exclusive Analysis for global, commercially-relevant terrorism forecasting to identify the individual targets at highest risk of future terrorist attack. This knowledge is combined for a global Intelligence infrastructure that tracks terrorist attacks, arrests, plots and threats globally. These factors enable Exclusive Analysis to identify which targets are at risk of terrorist attack. The methodology takes into account the following factors:

- Analysis of target set and capabilities of local and single-issue terrorist groups
- Latest forecasts of Global Jihad developments, targeting priorities and tactics
- Previous attacks against specific targets or asset classes in a city and country
- Judgment of thwarted plots, arrests, communiqués, forum postings and other intelligence indicators
- Value of target due to iconicity, economic/critical infrastructure role
- Level of security measures in place that may prevent/deter an attack

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for Communications Providers and Electric Utilities

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Identify and assess potential terror threats by location.

Targets are included solely according to an objective, analytical methodology. Our terror risk data provides approximately 100 to 200 targets per city (depending on the city's size and risk profile). These represent what are considered the highest-risk targets in that city—a judgment substantiated through the risk rating, intelligence and analysis notes data fields attached to each target.

TO LEARN HOW THE RISK DATA SUITE FOR THE COMMUNICATIONS INDUSTRY WILL BENEFIT YOUR COMPANY, CONTACT US TODAY ON THE WEB AT [HTTP://GOTO.PBINSIGHT.COM/COMMSER](http://goto.pbinsight.com/commser) OR CALL US AT 1.800.327.8627.