

DATA SHEET

GeoStan™ with MapMarker® API

Address Correction and Geocoding Solution

HIGHLY ACCURATE ENTERPRISE GEOCODING WITH THE EASY TO IMPLEMENT
MAPMARKER JAVA API



Summary

More precise geocodes. Reduced Risk. Precise Calculations. Better Decisions. GeoStan with the MapMarker Java API enables you to easily embed geocoding into your organization's applications to determine exact geographical coordinates for any U.S. address. With this information, you can improve the quality and accuracy of any process or business determination that depends on location data.

Benefits

- A complete solution that includes both address correction and geocoding
- Highest accuracy by using the widest array of data sources in a "conflated" data set with USPS
- Returns geocodes for even non-postal addresses
- Single-pass architecture allows for high throughput and accuracy

OVERVIEW

GeoStan with the MapMarker API is an application programming interface that corrects, standardizes, and geocodes address information. GeoStan provides the most comprehensive set of address-level geocodes by combining the USPS postal data with spatial data files from Tele Atlas, Navteq, TIGER, and Pitney Bowes Business Insight.

Precision Address Geocoding

The process of associating a location to an address is known as geocoding. While many address standardization and geocoding programs can determine a latitude and longitude for an address, few can very accurately correct the address and determine the latitude/longitude at the level of precision of GeoStan. By precisely defining the location of an address with a latitude and longitude coordinate, GeoStan provides a more powerful, comprehensive, and accurate way to geographically analyze your data. Based on the data in various underlying geocoding databases, GeoStan geocodes the data at successive degrees of precision, including parcel centroid, street, ZIP+4, ZIP+2, ZIP Code® and other geographic locations including city, town, and county. In addition to latitude and longitude, GeoStan also returns detailed codes to identify the accuracy level of the address match and geocode assignment. These codes are unique to Pitney Bowes Business Insight and are utilized by customers for rules based decision making. GeoStan helps prepare your data for a variety of

marketing and operational applications such as:

- Identify customers eligible for location based services such as DSL
- Accurately identify insurance rating territories
- Determine distance to the coast, earthquake fault, fire station
- Locate prospects for target marketing
- Optimize delivery routes
- Assign customers to territories for sales, service, or pricing

A Complete Geographic Enrichment Solution

Many other solutions require multiple passes of the data through separate modules. It is desirable for the address verification and geocoding technology to be tightly integrated so that both functions can be performed in a single pass against a single database. Conducting two separate passes slows down the overall processing and introduces the possibility of false positive matches. GeoStan provides both address standardization and geocoding in a single step. GeoStan returns coordinate (latitude/ longitude) and Census identifiers including Tract, Block Group, and Block. Coordinate information is most commonly used in making spatial-oriented business decisions, such as determining how far a customer is from a particular service outlet. Block Group codes allow for further geo-demographic

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enhancement, such as determining the average household income in a particular area.

The Power of Conflation

Combining information from the USPS and from parcel or street segment databases, provides a more complete universe of address data and more accurate matches. This process is known as conflation. Data conflation is achieved by combining USPS postal data with spatial data from the world's leading data providers – including Tele Atlas, NAVTEQ, TIGER, and Centrus – into a single unified data set.

The benefits provided by conflation are dramatic:

- Creates a wider and richer universe than is possible with either data set alone
- Delivers more matches with fewer false positives
- Geocodes faster and more accurately than two-pass systems
- Geocodes non-postal addresses by accessing street databases

Advanced Architecture

Due to the fact that its advanced design includes optimized access to key data sources, GeoStan with the MapMarker API is capable of processing millions of records per hour and returns the same results of MapMarker Desktop. This JAVA based API is easy to use and flexible, giving developers full control over matching criteria and the data elements returned. Since GeoStan is database-independent, it can be integrated with popular relational database management systems such as Oracle, SQL Server and DB2.

Industry Applications

Pitney Bowes Business Insight's suite of location intelligence applications enable organizations to perform address-level geographic analysis and enhancement. By enriching corporate data with valuable geographic, demographic and lifestyle information, and identifying and merging duplicate records, this technology optimizes

INPUT:

2352 Braner
Manlo Prk, CA 94127



OUTPUT:

2352 Branner Dr
Menlo Park, CA 94025-6304
-122.193535, 37.423111

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enterprise data quality and operational efficiency. With its modular architecture, organizations can incorporate additional geospatial analysis technologies into strategic processes as business needs evolve. These technologies are used to provide benefits to a wide range of businesses.

Examples include:

- An insurance company can use the technology to make more exact flood zone determinations and territory assignments, as well as improve the precision of its “distance-to-shore” and “distance-to-fire-station” measurements.
- A telecommunications company can employ GeoStan with MapMarker Java API to accurately determine availability of various services.
- A satellite television company can use it to decide if a customer is eligible to receive local broadcast station feeds.
- A financial services or retail company can utilize GeoStan with MapMarker Java API to conduct market segmentation according to specific socio-geographic criteria.

Regardless of the industry, the net result is a highly accurate geographic determination mechanism that lets you make faster, more informed and precise business decisions.

IMPROVE YOUR LOCATION INTELLIGENCE. FOR MORE INFORMATION ON GEOCODING WITH GEOSTAN, CALL US TODAY OR VISIT OUR WEBSITES.

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