



MAPMARKER® PLUS U.S.

The patented, premiere geocoding engine for placing data on a map and cleansing addresses.



MapMarker enables you to place your customers, stores, assets, information and more on a map for visualization and analysis.

Overview

SUMMARY

MapMarker is a powerful geocoding engine. Use it to:

- Geocode large tables in batch mode for faster results
- Geocode interactively to maximize the number of matches and to control error rate
- Cleanse your data by matching address records to the U.S. Postal Service (USPS) database

BENEFITS

- Saves you money by increasing the rate of deliverable mail and qualifying you for lower postage rates
- Accesses address records in MapInfo .TAB files or remote databases including MS Access®, Oracle®, SQL Server, SpatialWare® and more.
- Integrates seamlessly with MapInfo Professional for instantaneous geocoding, display and analysis

Geocoding—the process of assigning latitude and longitude values to address information—is one of the first steps in enabling location intelligence. MapMarker geocodes your data quickly and accurately making it available for desktop applications such as MapInfo Professional® and enterprise applications built from MapXtreme® and Envinsa®.

MapMarker assigns coordinates to an address based on how well it matches the comprehensive Address Dictionary, a database of U.S. Postal Service (USPS) street addresses, street geometry and the latest ZIP + 4® centroids. In addition, MapMarker helps cleanse databases by managing misspellings, omissions and inaccuracies in the data. The MapInfo Address Dictionary is a sophisticated integration of postal and street vector data. It is updated quarterly and it is CASS (Code Accuracy Support System) certified by the USPS ensuring the highest quality address matching capability and entitling direct mailers to postage discounts.

MapMarker can be deployed on a server or desktop. On a server, it can batch geocode large databases or geocode information as it is entered into your system preparing it for mapping and analysis.

Accurate geocoding is essential for applications such as:

- More accurate pre-qualification determination for DSL service
- Tax jurisdiction determination for both businesses that remit taxes and government entities that collect them
- Emergency response, roadside assistance, and customer service routing
- Rating territory assignment for insurance firms
- Routing automatic meter reading vehicles
- Determining call-before-you-dig locations
- Crime mapping
- And much more

Key Features

DELIVERY POINT VALIDATION enables you to determine if a given address is truly deliverable by the USPS. For direct mailers, this results in dramatic cost savings.

U.S. POSTAL SERVICE CASS CERTIFICATION means that MapMarker meets the requirements for address standardization including the ability to append ZIP+4 information to your data. Often, this enables you to receive discounts on postal rates and results in a higher delivery rate.

