

Local Government

Targeting greater efficiency, improved service delivery and faster decision-making.



LOCATE. CONNECT. COMMUNICATE.

Pitney Bowes Business Insight (PBBI) Location Intelligence and business solutions are ideally suited to meet the needs of local government organisations. Our solutions utilise the location of information to streamline the collection, management, integration, retrieval, analysis, and visualisation of all forms of data. This profoundly changes the way a local government organisation delivers services and manages its resources, and yields tangible improvements across the diverse business activities of any council. And that's no idle promise: Over 300 councils around Australia are already realising the benefits of the Pitney Bowes Business Insight vision for local government.

LOCATE

Location-enabled information is fundamentally easier to access and manage because we intuitively associate information by its location. Properties are located at a street address, facilities are defined by a map reference, mobile resources move between locations, human resources are based in buildings and offices, zones are enclosed by map boundaries, and routes trace paths on a map. There are two big advantages of using location-enabled information: you can connect many different types of data by their location, and finding the information is more intuitive.

CONNECT

Connecting different types of data from multiple sources creates new opportunities for intelligently utilising the information within the organisation and across the community. By being better informed, your decisions will be more timely and effective. By having access to powerful analytical and predictive tools, your decisions will be more insightful. And that means you will better understand the where, when and how of driving operational improvements.

COMMUNICATE

Pitney Bowes Business Insight has business communications solutions that can meet the needs of all information users. By giving council staff fast access to better information and empowering citizens to find the information they need, the processes of management, administration, and service delivery are made more efficient. And when you work faster and smarter, the cost savings are both large and spontaneous.

Achieve Your Goals

Our mapping, Location Intelligence, asset management, database management, web services, document management, customer services, and business communication applications will help you to locate new opportunities to drive the improvements that will better achieve your business goals:

- Improve service levels
- Simplify statutory compliance
- Boost operational efficiency
- Reduce costs
- Safeguard privacy

What Pitney Bowes Business Insight means to the...

Citizen

Gives citizens of every ability access to the information they need over the Internet from interactive maps.

Strategic Planner

Extracts the full value from geographic and location-enabled data with powerful, yet easy-to-use modelling, analysis, and predictive tools.

Asset Manager

Simplifies identification of any asset and ensures that all the information required to assess its condition is at your fingertips.

Engineer

Locate residents and data from all core business systems associated with, or adjacent to, a property, facility, boundary, road, or zone.

Executive Manager

Creates a "single point of truth" by enabling easy access to business-critical information in every department.

IT Manager

Provides a powerful framework for server, Web, desktop, wireless, and mobile business solutions.

Customer Services Team

Helps to pinpoint the details and respond quickly and confidently with accurate information.

Field Personnel

The GPS-enabled map display locates the job, and gives quick access to all job-critical information directly off the hand-held mobile device.

GIS Officer

Empower users of the information by superimposing, connecting, and visualising data from multiple sources.

Environmental Officer

Provides an integrated, graphical solution for all field data collection, database management, visualisation, trend analysis, and modelling.



Technology

ADVANCED TECHNOLOGIES FOR EASIER, FASTER, AND SAFER ACCESS TO DATA

Pitney Bowes Business Insight is continuously improving existing technology by testing and adopting the most promising, emerging technologies. New technologies, such as Service Oriented Architecture (SOA), enterprise spatial data management, mobile workforce applications, holistic business integration, and Web 2.0, are typical of how PBBI has exploited the latest innovations to meet the ever-changing needs of our customers.

PROVEN, RELIABLE TECHNOLOGY

Location Intelligence is a mature, proven technology, and the benefits it brings to local government are very well understood and documented. Pitney Bowes Business Insight became the recognised market leader in the local government sector because of the technical superiority of our products, and because of our total commitment to understanding the needs of local councils. These remain the cornerstones of our business leading-edge technology with unmatched customer service.

The Benefits

Make your information more accessible, boost productivity and cut costs

Because information is easier to find, everyone is better informed. Map-based information retrieval is a highly user-friendly way for people of all skill levels to access data. With public users, it encourages self-help, reduces the cost of supplying information, and lifts customer satisfaction. With in-house users, it reduces training costs, makes the information more accessible across the organisation, and speeds up the business processes that rely on the data. And that means you can deliver a better service to more customers at less cost.

Data becomes easier to manage and more reliable

When information is unified under a centralised data management system—capable of handling any form of data—the administration of that data is much simpler. And because the need to duplicate data is largely removed, issues of data integrity and reliability disappear.

Utilise all your business data for better informed and faster decision-making

One of the biggest challenges in any organisation, public or private, is to fully utilise all the information you collect and generate. Location-enabled information allows you to integrate and connect data from any source, and in any form. By integrating all your business data, you are able to perform a much wider range of analyses, which can reveal patterns, trends, and relationships that would otherwise have gone undetected. Better information means better and faster decision-making at all levels of the organisation, from service delivery to administration. You will also be able to perform more sophisticated what-if scenarios and trend analyses, which ensures that your planning and management decisions are more informed, and the risks are better understood.

People and technology that you can depend on

Thousands of organisations worldwide, in both the private and public sector, rely on our renowned offerings and value-added expertise. We provide the insight that is critical to identifying and acting on new opportunities. Opportunities that enable you to better understand your organisation and the environment you operate in. You are then better able to identify trends and opportunities that drive operational improvements, and to communicate information accurately, when it's needed, through the most effective medium.

"Pitney Bowes Business Insight offered us a complete solution that is extremely flexible, user friendly and enabled us to integrate all our corporate databases across the organisation, with full enterprise-level security and reliability."

Greg Vaughan, GIS Officer, City of Playford



"The efficiency and usefulness of having computerised maps at the fingertips of the Council, local businesses and community members means Shellharbour can now easily and cost-effectively access and utilise the power of mapping."

David Murphy, Manager of Land and Geographic Information Systems, Shellharbour City Council

Meeting the Needs of Local Government

Local government has unique and diverse needs

Although there are many parallels between public and private sector organisations, the demands placed on local government are far more diverse than those experienced by most private enterprises. There are few other types of organisations that contain so many specialist functions: business administration, financial control, information services, document management and archives, public relations, statutory control, waste management, facilities management, fleet management, town planning, engineering services, strategic planning, risk management, capacity planning, mobile communications, business development, sport and recreational services, art and entertainment, community health and safety, environmental protection, heritage protection, animal control, landscaping and horticulture, and many more. It's a daunting task to provide such a broad range of services to a community that are both customers and stakeholders, and who persistently demand efficiency and cost effectiveness from their council.

Meeting statutory obligations

Meeting municipal road obligations, reporting Fair Value of assets, monitoring service levels, maintaining public safety standards, and enforcing environmental policies requires that councils have full control over and access to all operational data, the status of assets, usage and service statistics, and the nature and distribution of private property.

Coping with present and future needs

Local government organisations must be able to not only manage and deliver services to public efficiently and cost-effectively, but must also be able to confidently plan for the future needs of their communities. And in an ever-changing regulatory, economic and political environment, the planning process needs to be quickly adapted to new conditions and criteria. PBBI understands both the present-day management and future-planning challenges that local government organisations face and has a range of solutions that solve these business problems.

PBBI understands the needs of local government

Over 300 local government councils and their communities across Australia are now benefiting from the PBBI vision. No-one understands the needs of local government like Pitney Bowes Business Insight.

And we have the resources to deliver the best outcomes

It's one thing knowing what councils need, but you also need the resources to deliver the best outcomes. PBBI backs up its promises with a team of over 150 employees in Australia alone, and over 1500 worldwide. Local government forms a large part of our Australian business, and so we have a team over 30 technical and support staff dedicated to servicing the needs of our local government customers.

Location Intelligence and Business Solutions for Local Government

Integrated spatial and non-spatial data management

Integrate data from all your core systems, including finance and ERP systems, asset management system (AMS), property rating system, geographical information system (GIS), electronic document management system (EDMS), and technical data sources such as LIDAR surveys and environmental monitoring. The data is not only integrated, it is also location-enabled, which simplifies the management of data and makes it accessible across the entire organisation.

Map-based information retrieval for public access

Encourage citizens to help themselves to information through an intuitive, map-based web portal that supports the needs of all users. Map-based information searches and retrieval are not only easy to use, but will also reduce the load on council staff while boosting the perceptions of its citizens.

Map-based information management and services

Access data from all your core business and technical systems in a variety of customised map displays. For example, display all properties flagged by the property rating system which lie within specified zoning boundaries, or are adjacent to park lands. Or run a nearest-neighbour search of all properties within the vicinity of planned roadworks. The possibilities are endless.

Modelling, analysis, and visualisation of geographical information

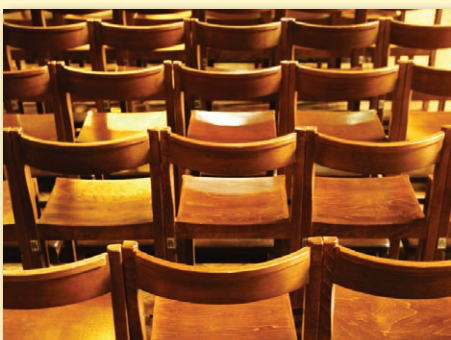
Extract the full value from your location-enabled data with powerful, yet easy-to-use modelling, analysis, and visualisation tools. Discover hidden spatial relationships and trends from independently sourced data, build growth models from survey data, compare maintenance activities against service or usage statistics, predict capacity requirements from demographic trends, and much more.

Infrastructure asset management and maintenance

Rapid access to condition surveys, performance logs, and the financial data associated with council assets makes managing, monitoring, and maintaining those assets faster and more effective. The location-enabled asset register simplifies identification of any asset and ensures that all the information required to assess the condition of an asset is at your fingertips. Decisions are faster and better informed, and the risks are better understood. More timely scheduling of asset maintenance and asset replacement has major benefits in both service levels and running costs.

Spatial management of electronic and physical data

When documents and data are scattered over many locations, you need a cataloguing system that lets you identify what information is available and from where. Data sets and documents of any type, including physical data such as CDs, maps, books, reports, and even laboratory samples, can be indexed by their origin, relevance, history, status, and location. Users can then quickly locate and view the data, confident that the data is complete, up-to-date, and relevant.



About Pitney Bowes Business Insight

Pitney Bowes Business Insight (PBBI) is the amalgamation of three industry-leading software providers: MapInfo, Encom Technology and Group 1 Software. We provide a unique combination of location and communication intelligence software, data and services that enable local government organisations to make more informed decisions – in areas that range from service delivery and emergency management, to asset management and town planning.

Pitney Bowes Business Insight Solution Offerings

Customer service and request management

Efficiently track and organise requests, complaints and issues from public and staff. Our customer service solutions help you respond quickly to requests, prioritise the allocation of resources, and coordinate external service providers. And that means improved service levels and lower administration costs and proper control over expenditures.

Professional services

Our dedicated support team will help you to realise the potential of Location Intelligence with a full range of training, implementation, and consulting services. And by engaging PBBI to perform scheduled on-site support services, your desired outcomes will be delivered in the shortest possible time and at the lowest possible cost.

Data sets

Comprehensive postal, municipal, electoral, satellite imagery, business location, aerial imagery, demographic, geographic, and street data sets let you rapidly build Location Intelligence about the people, land, businesses, roads, dwellings, and infrastructure within or adjacent to your boundaries.

Mobile, map-based, wireless, GPS-enabled data collection and retrieval

Our mobile solutions allow field-based personnel to access the most up-to-date information while they are on the job. Mobile service personnel can extract critical information directly off a map in the hand-held mobile device. And field data can be just as easily recorded at a map location and synchronised with the central database. Or you can use a GPS-enabled device to quickly survey a boundary or guide you to difficult-to-find pumps, valves, or monitoring stations on, above and below the ground.

Demographic modelling and prediction

Tap into the wealth of demographic information available from the latest ABS Census, and apply it to the very practical problems of predicting capacities and service levels required from council assets in one year to ten years time.

Exponare provides internal (staff) and external (citizens) users with easy, graphical access to all forms of corporate data—both spatial and non-spatial.

MapInfo Professional is a powerful desktop GIS mapping application.

Confirm Enterprise is a comprehensively featured, location-enabled, asset management application, which can be tightly integrated with other PBBI and third-party business applications.

Engage 3D performs sophisticated surface modelling and 3D visualisation to uncover spatial trends and relationships.

Compass is a location-enabled document management system for enterprise-wide cataloguing and retrieval of both electronic and physical data.

SpatialWare allows spatial data to be stored in a relational database management system (RDBMS) along with all your non-spatial data.

MapXtreme adds Location Intelligence to existing server-based, Web-based, desktop, and wireless applications.

AnySite lets you perform site analysis from critical demographics using powerful predictive analytics and modelling functions.

GeoReveal is a customisable dashboard that combines geography and statistics to produce informative status reports.

Mobile Business Applications like GBMmobile, Confirm FBI, and Discover Mobile, which are powered by MapX Mobile, equip field personnel with map-based intelligence.

ETL and Workflow Applications like Safe Software™ FME quickly translate, transform, integrate, and distribute spatial data in over 225 different formats.

MapInfo Access Program (MAP) is a flexible and affordable software licensing solution for multi-user multi-application installations, designed especially for local government customers.

"We have achieved huge gains in efficiency and cost reductions. Where it used to take hours and sometimes days to enter data from asset inspection report batches to our main MapInfo system, it's now a matter of seconds."

Chris Campbell, Team Leader Asset Planning, Noosa Shire Council

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