

DATA SHEET

Pitney Boves Spectrum™

Enterprise Location Intelligence Solution



ENTERPRISE GEOCODING MODULE

GET EXACT INFORMATION WHEN LOCATION REALLY COUNTS

Summary

Reduced risk. Precise calculations. Better decisions. The Pitney Boves Spectrum Enterprise Location Intelligence Solution, Enterprise Geocoding Module helps you determine the exact geographical coordinates for any address. With this information, you can improve the quality and accuracy of any process or business determination that depends on location data.

NOW WITH EXPANDED COVERAGE TO CANADA, AUSTRALIA AND INTERNATIONALLY

OVERVIEW

The Pitney Boves Spectrum Enterprise Location Intelligence Solution, Enterprise Geocoding Module performs address geocoding and postal code centroid geocoding for locations in the U.S., Canada, Australia and for many other countries. This module provides you with actual location coordinates, including the latitude, longitude, altitude and, for the U.S., Accessor's Parcel Number (APN), which makes it easier for you to analyze data geographically – and make better business decisions.

With Pinpoint Precision, You'll Know Your Customers Better

While an address is important for postal delivery, it does not, by itself, give you the answers you need to run your business effectively. Especially if your business processes depend on precise location.

The Enterprise Geocoding Module, part of Pitney Boves Spectrum Enterprise Location Intelligence Solution, returns specific

geographical coordinates. So you can assess risk, determine eligibility for service, calculate distance between two points, locate prospects and more.

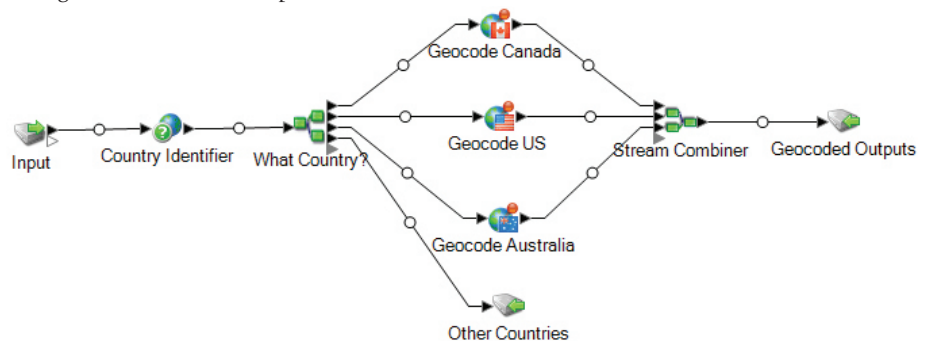
The Pitney Boves Spectrum Enterprise Geocoding Module geocodes at successive degrees of precision to help ensure a more accurate match for address data with minimal user effort. Our cascading geographic logic uses street address, postal codes, intersection, road segment, named place and APN.

Unrivaled Throughput

Provides unmatched speed and flexibility, with the ability to geocode millions of addresses an hour.

Permanent Location Codes

Ensures year-over-year reports are exact and relevant, because unlike postal codes, longitudes and latitudes never change.



Orchestration of Enterprise Geocode Module components into a dataflow using Enterprise Designer

Pitney Bowes Spectrum™

Enterprise Location Intelligence Solution

Enterprise Geocoding Module

Highlights

More Precise Geocodes

- Global service to allow users to geocode multi-country data file or transactions
- Address correction and geocoding with parcel level precision
- Calculation of geo-coordinates based on cascading precision from point and parcel level data down to street interpolation and postal centroid

Widest Range of Spatial Data

United States: Combines USPS postal data and the user's choice of spatial data from the world's leading data providers, including TIGER, Tele Atlas, NAVTEQ and Centrus® Points databases, into a single unified data set. This process, called conflation, provides significant advantages, including more matches and fewer false positives.

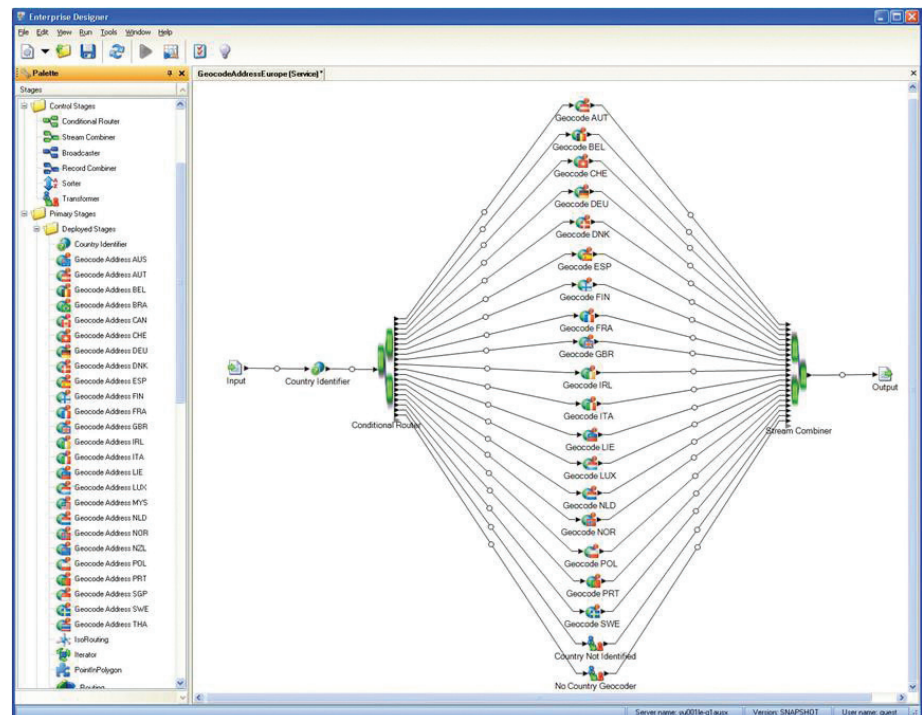
Canada: A powerful geocoding tool that can geocode millions of Canadian street addresses in a single pass as a batch process or single Canadian street address in real-time. The Address Dictionary contains Canadian street addresses, street geometry, and the latest postal code centroids. You can geocode to both French and English street addresses, postal code centroids, geographic centroids, and street intersections. Plus, distinguish street address matches from postal code or geographic centroid matches by the result code.

Australia: The most comprehensive and current National address dictionaries in Australia – address ranges built using G-NAF, one of the most comprehensive, up to date and authoritative source of address geocodes.

International: For a key set of 35* countries the Enterprise Geocoding Module provides address standardization, address geocoding and postal code centroid geocoding. In addition you can enter an address and get outputs such as geographic coordinates, which can be used for detailed spatial analysis and demographics assignment. You can also enter a geocode, a point represented by a latitude and longitude coordinate, and receive address information about the provided geocode.

In addition the Enterprise Geocoding Module's City-Postcode world geocoder can take an address for any country and provide latitude/longitude coordinates and other information

**For more information on the specific countries with these enhanced geocoding capabilities, please visit www.pbinsight.com or contact your sales executive.*



Orchestration of specific countries into the Enterprise Geocode Module components into a dataflow using Enterprise Designer

Key Components

- **Geocode U.S./Canada/Australia Address:** Takes an input address, matches it to a physical location and returns an exact latitude and longitude. Options include providing elevation and Accessor's Parcel Number (APN) for U.S. addresses.
- **Reverse Geocode U.S./Canada/Australia Location:** Takes a geocode (latitude and longitude) and returns a possible address match for that location.
- **Reverse APN Location:** Takes an Accessor's Parcel Number (APN) and provides an address and geocode (latitude and longitude).
- **International Geocoding:** Address standardization, address geocoding, and postal code. International Geocoding takes an address and returns latitude/longitude coordinates and other information. Each country has its own component with a three-character country code (ISO 3166-1 Alpha 3 code).

PITNEY BOWES SPECTRUM ENTERPRISE LOCATION INTELLIGENCE SOLUTION ENTERPRISE GEOCODING MODULE LISTING OF INTERNATIONAL GEOCODING COUNTRIES

- AUS (Australia)
- AUT (Austria)
- BEL (Belgium)
- BRA (Brazil)
- CAN (Canada)
- CHE (Switzerland)
- DEU (Germany)
- DNK (Denmark)
- ESP (Spain, Andorra, and Gibraltar)
- FIN (Finlande)
- FRA (France and Monaco)
- GBR (United Kingdom)
- IRL (Ireland)
- ITA (Italy, San Marino, and Vatican City)
- LIE (Liechtenstein)
- LUX (Luxembourg)
- MYS (Malaysia)
- NLD (The Netherlands)
- NOR (Norway)
- NZL (New Zealand)
- POL (Poland)
- PRT (Portugal)
- SGP (Singapore)
- SWE (Sweden)
- THA (Thailand)

Powerful Spatial Applications

Provides for better decision making by making it easy to calculate:

- Distance between two locations
- Distance to a location intelligent geographical boundary

Plus, Enrichment with spatial database information and situation awareness in a particular zone

Use Pitney Bowes Spectrum Enterprise Location Solution, Enterprise Geocoding Module to Improve Your Location Intelligence

The Pitney Bowes Spectrum Technology Platform provides solutions and services you need to create and maintain more accurate, rich customer information.

For more information, call us today at 800-327-8627 or visit www.pbinsight.com.

Pitney Bowes Spectrum™

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Enterprise Geocoding Module

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PITNEY BOWES BUSINESS INSIGHT

With the industry's most comprehensive set of solutions for maximizing the value of customer data, Pitney Bowes Business Insight helps organizations more effectively locate, connect with and communicate to their customers in today's global markets.



The Pitney Bowes Spectrum™ Solutions and Business Services

Spectrum Enterprise Data Quality Solution

- Address Now
- Advanced Matching
- Universal Addressing
- Data Normalization
- Universal Name

Spectrum Enterprise Location Intelligence Solution

- Enterprise Geocoding
- Enterprise Location Intelligence
- Enterprise Routing

Spectrum Enterprise Data Integration Solution

- Data Services for Oracle
- Data Services for Siebel
- Data Services for SFDC
- Data Services for SAP
- Sagent Dataflow

Spectrum Enterprise Data Governance Solution

- Profiler Plus
- Monitor Plus

Spectrum Business Services

- Enterprise Routing
- Global Sentry
- Enterprise Tax Management
 - > Sales & Use
 - > Payroll
 - > Personal Property
 - > Insurance Premium Tax
- Business Application Connectors
 - > Data Quality Connector for:
 - MySAP CRM v.5.0, v.6.0
 - MySAP ERP v.5.0, v.6.0
 - Siebel Enterprise Apps v.7.8, v.8.0
 - Siebel Industry Apps v.7.8, v.8.0

Spectrum OnDemand