

DATA SHEET

# StreetPro<sup>®</sup> Australia

ACCURATE, CURRENT STREET DATA FOR MAPPING, ANALYSIS AND LOCATION-BASED APPLICATIONS



## Summary

StreetPro<sup>®</sup> Australia is a high quality digital road network that gives you real-world detailed display with the spatial accuracy and attribution you need to define the integrity of your spatial business solution. This product is ideally suited to a wide variety of mapping analysis and reporting applications, as well as in the integration of transport and logistics platforms, and corporate information solutions.

## Benefits

- Find more addresses: by leveraging address ranges built using G-NAF.
- Achieve high integrity routing: using up to date and accurate transport infrastructure geometry.
- Data standards compliance: supports business compliance.
- Fast and efficient integration: compatible with Pitney Bowes Business Insight's suite of geospatial applications.
- Comprehensive and current: for informed decision making.

## OVERVIEW

### Why SteetPro?

#### Do you answer 'yes' to any of these?

Does your job include mapping or location-based analysis? Do you need a detailed Australian street network for address geocoding routing, or mission critical activities such as risk analysis and network planning? Do you require a general overview of streets throughout Australia to analyse a market or site, or eye-catching maps to present your analysis? If the answers to any of these questions is "yes" - you need street data - you need StreetPro.

Offering high quality up-to-date and comprehensive street coverage for Australia, StreetPro is the essential solution to your mapping and location-based application requirements. StreetPro is built on data from the industry's most respected sources and enhanced by Pitney Bowes Business Insight with value-added features and topological integrity, to provide you with an easy-to-use product that provides a reliable foundation for business needs.

StreetPro offers reliable Australian data from a single source. Twice yearly updates ensure that you always have the most up-to-date and accurate data to work with. StreetPro is flexible - you can purchase data that matches your business needs, choose from the whole of Australia, individual States or smaller regions - all layers, main roads, or Internet ready data.

Consistent file structures and presentation means it is easy to conduct your analysis, whatever regions or layers you choose. It is the choice for customers who need to perform accurate location analysis to support critical business decisions and who value real-world, high integrity content for analysis and maps.

## Applications

Customers use StreetPro for a wide range of applications including:

- Routing and dispatching
- Crime analysis
- Call centre
- Market analysis
- Wireless location-based services
- Insurance risk analysis
- Fibre optic cable installation
- Store locator
- Site selection
- Customer service
- Call before you dig
- Real estate listings

# StreetPro® Australia

## Versions

**StreetPro** - contains all layers offering the highest degree of accuracy for detailed analysis and location of addresses. Available for the Nation, by State or for Capital Cities or Greater Capital City Areas.

**StreetPro Display** - contains no address number information. The road lines are optimised, allowing for faster display of maps, which is ideal for Internet or Intranet applications. Display is available as a national dataset, or by State.

**StreetPro Basic** - contains major roads and arterial roads, with some other layers, such as land and water. Basic is available as a national dataset or on a State-by-State basis.

**StreetPro Navigation** - contains the full detail of StreetPro but is extended with additional navigation-related content such as one-way indicators, turn restrictions, toll roads, and road speeds (both modelled and field captured). StreetPro Navigation is ideal for routing/logistics solutions and in car navigation.

## An Enhanced Experience

Pitney Bowes Business Insight carries out a vast array of data enhancements to the source data from PSMA Australia. These enhancements have varying effects on user experiences; some relating more to reporting and analytical improvements that help users with their work, and others that are more visually orientated. The Pitney Bowes Business Insight Data Team takes great care in ensuring each layer is optimised and enhanced to improve the user experience.



Freeways, highways and major roads are GPS accurate as demonstrated in the above example of The Melbourne Western Ring Road.

## 'Black Hole Data'???

An example of some of the enhancements that are relevant to all types of industries is in the Black Hole Data Capture Initiative, which entails sending out teams of skilled data capturers on the road to collect streets that do not appear in the source data but do exist. These streets sometimes never make their way into the authoritative, Government datasets distributed by PSMA Australia and therefore appear as black holes. The enhancements found in StreetPro resolves this issue because of the additional data captured in the field through the Black Hole Data Capture Initiative and other value-add work. The result is that StreetPro is a superior representation of Australian streets and addressing offering a more detailed picture for enhanced analysis and decision making.

The Black Hole Data Capture Initiative is just one of many field data capture programs regularly run by Pitney Bowes Business Insight using its scale and resources to offer customers the highest quality and reliability in spatial data.

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## SPECIFICATIONS

### Features

- The most comprehensive and current National street addressing in Australia: address ranges built using G-NAF, the most comprehensive, up-to-date and authoritative source of address geocodes.
- Updates are provided every six months via subscription ensuring you have the most up-to-date and accurate street data.
- Includes over eleven layers of information, such as highways, streets, points of interest, railway lines, land use type and water to name a few.
- Arterial roads and major highways have been GPS aligned for greater positional integrity.
- Seamless coverage across the whole of Australia.
- Integrates seamlessly with other Pitney Bowes Business Insight products including geocoding solution, MapMarker and routing solution, Routing J Server: ensuring accuracy of the scale, projection and spatial alignment of your analysis.

### Geographic Coverage

Australia; Territories

### Scale

1:10,000 to 1:250,000

### Coordinate System

GDA94

### Data Updates

Updated Semi-Annually

### Source

Pitney Bowes Business Insight, PSMA Australia Ltd, Department of Health and Ageing

### Unit of Sale

Australia; State; Capital Cities