Spectrum Spatial

An interoperable enterprise location platform for data
sharing and more meaningful location intelligence

Introducing Pitney Bowes Software Spectrum™ Spatial, a versatile geospatial technology platform that will improve the quality and accessibility of your location intelligence

A Complete Enterprise Hub

Data management is easier than ever with Spectrum Spatial, a centralized platform that becomes the hub of your enterprise GIS infrastructure. Built on open standards for true versatility, it integrates seamlessly with MapInfo® Professional or any existing business intelligence system. Enjoy a stable server-based technology compatible with OGC, WMS, WFF, CSW, SOAP, REST and simple URL-based interfaces without the need for additional programming. Connect to desktops, thin clients, mobile devices and the cloud to empower many different users, anywhere in the world. Spectrum Spatial includes a full suite of administrative tools for general administrative functions, user management, and job management.

Overcome Distributed Data Challenges

With an increasingly wide array of data sources, integrating locational capabilities across the enterprise can be a daunting task; more time is spent looking for data than analyzing it. Business applications that could be location-enabled are limited and do not provide the valuable insight they should. This out-dated architecture represents a high organizational cost and impedes decision-making; risks increase, the agility of the organization is compromised and business opportunities lost. With Spectrum Spatial your organization can easily apply and centrally manage location capabilities across departments and applications, allowing you to see the big picture.

Open Standards Solution for Multiple Data Sources

Using standards-based web services technology, Spectrum Spatial delivers precise and reusable functionality in a scalable, high-performance package. Location enables other enterprise applications and links existing components for more powerful data acquisition and analysis. A reliable technology platform of geospatial capabilities, Spectrum Spatial enables better decision-making across the enterprise, with a greater ROI on your GIS expenditure. With Spectrum Spatial comes access to a process flow designer for the creation of workflows and composite services, rich Internet application controls for rapid application development, and a variety of utilities for map, data and service administration.

"By integrating our existing BI system with Pitney Bowes Software's mapping intelligence, we can plan marketing campaigns that are smarter and better targeted."

Sami Uddin Ahmad, Manager Business Intelligence Planning & Analytics, Telenor Pakistan

Spectrum Spatial Roadmap

The power to deliver broad or specific location intelligence capabilities now, with planned enhancements including on demand services, drag-and-drop geoprocessing, and ultimately data cataloging to make your GIS data current, accurate, and available no matter what the source.

Marketing executives can drill down to individual franchise level, allowing them to precisely target when and where to launch or promote products

Real-time, hourly views of revenues by area provides competitive advantage when planning business strategy

Senior executive could roll up the same data into management reports—optimizing inventory, sales and service resources

Field staff gain insight visualizing large volumes of complex spatial information—adding layers, attributes, dates, customer and transaction data

Location enable applications and data from anywhere in your organization with open standards interoperability.

Manage all location intelligence capabilities from one powerful geospatial platform.

Quickly and easily produce analyses, reports and visualizations to your precise specifications.

Rapid Integration

With Spectrum Spatial you can merge coverage determination data into an existing workflow and quickly build additional workflows or see critical patterns with location intelligence pulled from MapInfo® Professional or other sources across the enterprise. Spectrum Spatial's interoperability takes advantage of IT industry and OGC standards to connect existing systems whilst providing scalability for future needs. Integrate location into hundreds of applications that can be deployed to nearly any device. As stronger geoprocessing capabilities are added, composite services and workflows can be tied together for more complex operations.

Timely Location Intelligence

A key part of your information infrastructure, Spectrum Spatial provides geocoding to accurately identify any location, based on a street address or intersection, postal boundary, a point of interest, or custom zone. It can even determine if a location is inside, outside or near a defined area. Database queries can include specific attributes such as a business or policy type. Spectrum Spatial can retrieve dynamic location information from mobile networks and location-aware devices to provide information that helps you interact better with your customers.

Effective Mapping and Routing

Agile field force automation capabilities make Spectrum Spatial a must-have for industries that need complex logistical information in multiple locations. Access map data dynamically and process on the fly, or generate that information as map tiles for a critical view of location-based information. Precisely calculate routes based on criteria such as shortest time or shortest distance with Spectrum Spatial's supported iso-chrone and iso-distance matrix routing. Deploy field resources more effectively with decisions based on accurate data pulled from internal or external databases.

"Our sales and distributions teams can now visualize the entire distribution channel, thereby improving their operational performance."

Sami Uddin Ahmad, Manager Business Intelligence Planning & Analytics, Telenor Pakistan

For more information call 800.327.8627 or visit us online: www.pb.com/software

UNITED STATES

800.327.8627
pbsoftware.sales@pb.com

CANADA

800.268.3282
pbsoftware.canada.sales@pb.com

EUROPE/UNITED KINGDOM

+44.800.840.0001
pbsoftware.emea@pb.com

ASIA PACIFIC/AUSTRALIA

+61.2.9437.6255
pbsoftware.australia@pb.com
pbsoftware.singapore@pb.com

Pitney Bowes

Software

Every connection is a new opportunity™