

PRODUCT DATA SHEET

Pitney Bowes Spectrum™ Enterprise Location Intelligence Solution

ENTERPRISE GEOCODING MODULE WITH INTERNATIONAL COVERAGE

THE EXACT INFORMATION YOU NEED WHEN LOCATION REALLY COUNTS

Product overview

More Precise and More Consistent Data and Analysis

No matter where your customers, prospects or company assets are located, domain-specific data drives decisions. These decisions can impact virtually every aspect of your business – from market analysis and risk assessment to targeting, portfolio management and network investments.

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

Benefit

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 returns specific geographical coordinates so you can assess risk, determine eligibility for service, calculate distance between two points, locate prospects, and more. The module geocodes at successive degrees of precision to help ensure a more accurate match for address data with minimal user effort. Geo-coordinates are calculated based on cascading precision from point and parcel level data down to street interpolation, and postal and geographic centroid.

EXPECTED ROI

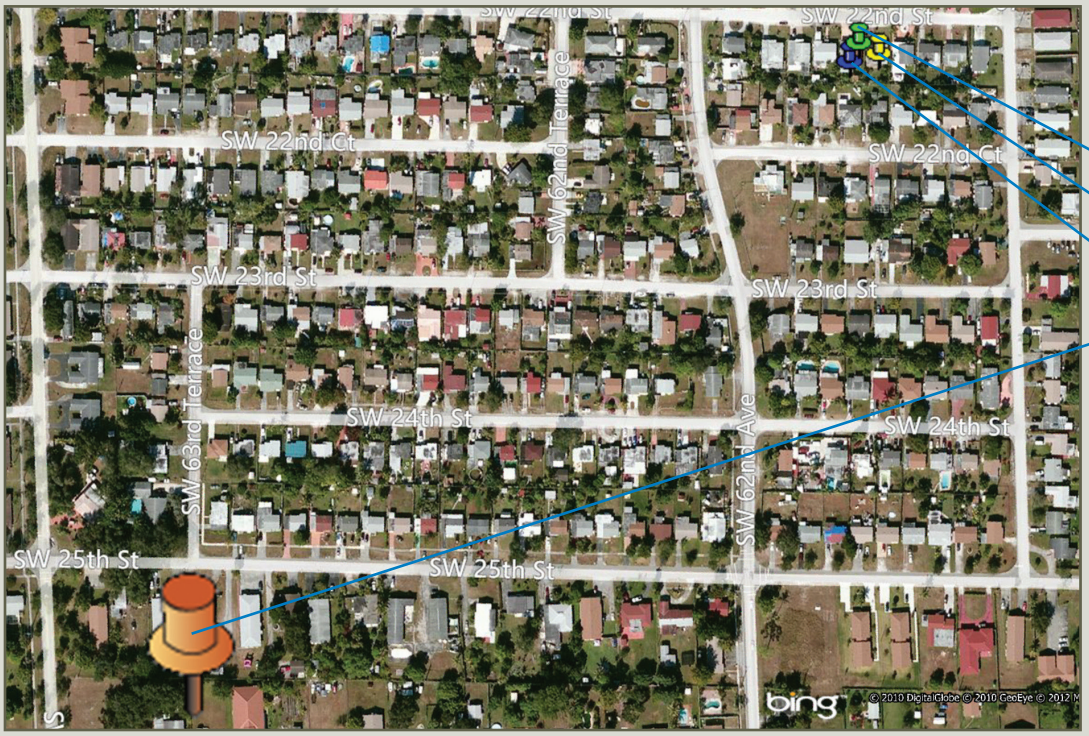
More exact geocodes. More precise calculations. Better decisions. Reduced business risk.

The Enterprise Geocoding Module helps you determine the exact geographical coordinates for any address – even, in some places, building entries. You'll get outstanding accuracy, coverage, and depth of insight that can accelerate your success across a broad range of business initiatives that depend on location data, including:

- Risk Assessment
- Market Analysis
- Network Optimization
- Effective Targeting
- Portfolio Management
- Customer Relationship Management

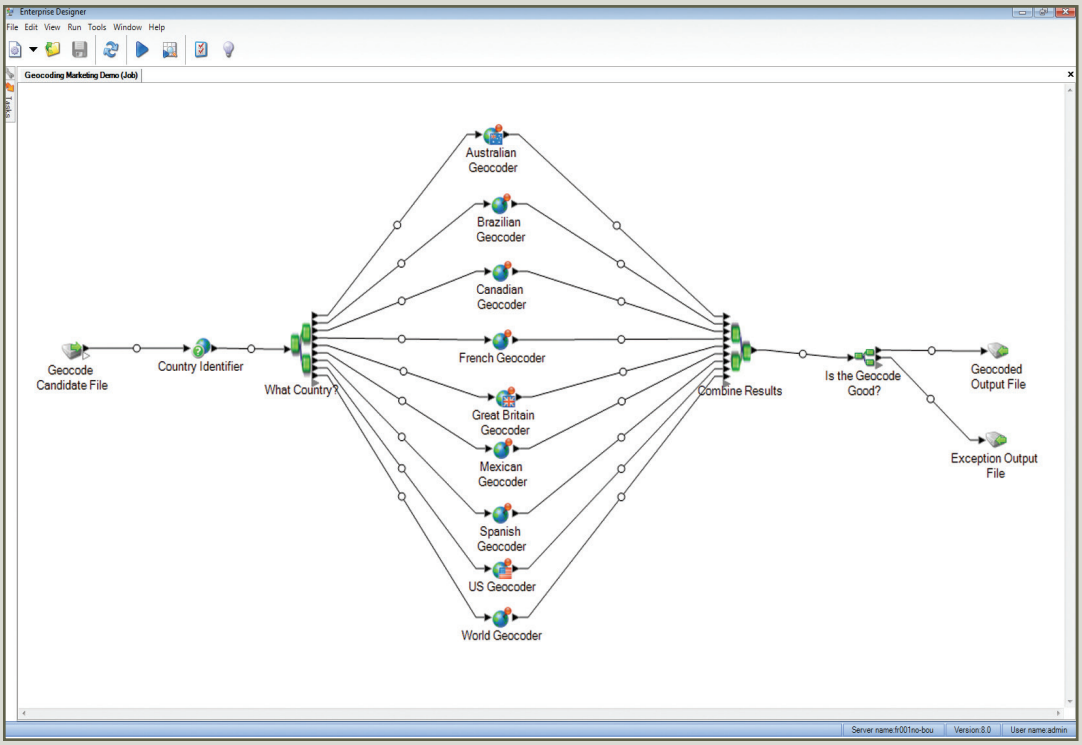
Pitney Bowes Software

THE ENTERPRISE GEOCODING MODULE PERFORMS GEOCODING FOR OVER 240 COUNTRIES AND TERRITORIES. DEPENDING ON THE COUNTRY, THE GEOCODE IS TO THE POINT, STREET, INTERSECTION, POSTAL CODE OR GEOGRAPHIC CENTROID LEVEL.



Examples of geocoding results for a specific address as pinpointed on a map:

- *Street Geocode*
- *ZIP+4 Geocode*
- *Parcel Geocode*
- *Postal Geocode*



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

Widest Range of Spatial Data

This module provides you with actual location coordinates, including latitude and longitude, and, for the U.S., altitude and Accessor's Parcel Number (APN).

- 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, using spatial data from providers including NAVTEQ, that can geocode millions of Canadian street addresses in a single pass as a batch process or a 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 countries the Enterprise Geocoding Module provides address standardization and, depending on the country, geocoding to the point, street, intersection, postal code or geographic centroid level. 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 and receive address information about it.

Powerful Operational Decisions

The Enterprise Geocoding Module is tightly integrated with spatial analysis tools that allow you to immediately make operational decisions with your geocoded data.

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

These powerful applications allow you to accurately analyze:

- The distance between two locations
- The driving distance from a specific address to a variety of locations
- How far a location is from geographical boundaries, such as coastline

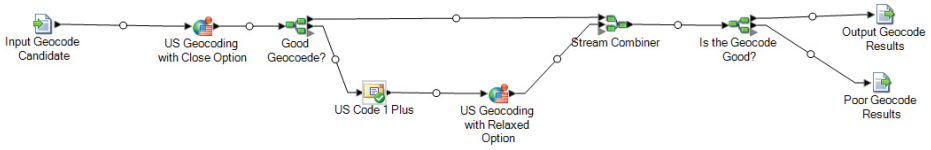
Extensive geocoding coverage worldwide

- Postal Code and City Centroid coordinates for over 240 countries and territories
- Address Point, Street Centroid and Street Intersection geocoding for a key set of 55 countries and territories
- Address Point accuracy or rooftop geocoding for 8 countries and territories

Added Value

Create and Maintain More Accurate, Rich Customer Information

- Unrivaled throughput: The Enterprise Geocoding Module 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.
- Built-in address standardization and validation: Great insights require great data – we standardize and validate records prior to geocoding, so you can rest assured that your insights are based on vetted data.
- Usability – across your organization: Our geocoding solutions are designed for ease-of-use and easy integration into workflow systems across your organization. You can use them to analyze opportunities and risks – and to automate customer communications, empower customer self-service, monitor customer activity and deploy resources when and where needed to help customers in crisis.
- Rapid Integration: includes Process Flow Designer that enables creation of workflows and composite services that can be tied together for more complex operations.



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- Part of the Pitney Bowes Software Spectrum Spatial technology platform
- Certified OGC compliant
- 64-bit operating system support
- 64-bit runtime support
- Compatible with WMS, WFF, CSW, SOAP, REST as well as simple URL-based interfaces

Specifications

Supports the Application Programming Interface (API) specifications defined by the Open Geospatial Consortium and has certified on the WMS 1.3, WFS 1.0 and CSW 2.0.2 specifications.

Supports the use of the following tools:

Databases
- Oracle 10 and 11
- SQL Server Spatial 2008
- PostGIS 1.5.2

Web Browsers
- Microsoft Internet Explorer 8, 9
- Mozilla Firefox 10, 11
- Google Chrome 17, 18
- Safari (Mac OSX)

Operating Systems (Server side)
- Windows 2003 and 2008
- SUSE Linux 10 and 11
- Solaris 9 and 10
- RedHat 5 and 6
- HP-UX V11iV3 (Itanium)
- AIX 6.1 and 7.1

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