

DATA SHEET

Pitney Bowes Business Insight Data Offerings

MAKE FASTER, MORE ACCURATE, AND COST-EFFECTIVE LOCATION INTELLIGENCE DECISIONS USING HIGH QUALITY DATA FROM THE WORLD'S PREMIER SOURCE FOR LOCATION DATA.



Summary

As a world leader in Location Intelligence information, Pitney Bowes Business Insight offers you a single source of data for over 200 countries worldwide.

Our data sets provide a total business solution for your company's mapping and geographic analysis needs.

Benefits

Our data is frequently updated and optimised for use with the powerful Pitney Bowes Business Insight software and services.

- Comprehensive geographic and street data for analytical mapping
- Specialised geographic data sets for focused Business analysis
- In-depth lifestyle and behaviour data for greater understanding of your customers

OVERVIEW

Pitney Bowes Business Insight's (PBBI) comprehensive data portfolio includes: Mapping, Postal, Boundary, Business/Points of Interest (POI) Demographics and Imagery Data.

By cross-referencing your customer information, delivery routes, and infrastructure schematics using our industry-leading data sets, you gain a perspective of your business that allows you to gain market insight, justify substantial business decisions, and plan business growth strategies with confidence.

Our data sets provide a total business solution for your company's mapping and geographic analysis needs.

Geocoding

Geocoding assigns the "where" (latitude/longitude) to customer addresses, stores, sites or to any assets, your business will benefit from insightful decisions from having taken the location dimension into account.

The Geocoding process does not only determine the location, but it also corrects and cleans misspelled and incorrect address information. Once an address is located to an acceptable degree of precision, it is then when the Pitney Bowes Business Insight Data products can be best utilised by adding more detail to your geocoded address.

Mapping the geocoded locations together with various datasets will allow you to geospatially carry out analysis to help you answer questions such as:

- Which of your stores are closest to your customers?
- What is your customer's property proximity to the coast?
- What is the DSL (Digital Subscriber Line) capacity that is available at your prospect's address?

Pitney Bowes Business Insight's Geocoding offering is available to serve different business needs based on country coverage and precision requirements:

City & Postal Geocoding—place or postal level geocoding for 248 countries and territories worldwide

Street Geocoding—street level geocoding interpolates address ranges

Point Geocoding—point level geocoding delivers the exact location of an address

Mapping data

Pinpoint customer addresses to determine flood risks, visualise road types serving your store locations, analyse the terrain of your fibre optic network—with Location Intelligence, you will look at your proprietary data in a new light. Pitney Bowes Business Insight provides a comprehensive range of both small scale and large scale mapping:

Small Scale Mapping provides a strategic overview and enables the user to quickly navigate around large geographical coverage.

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Large Scale Mapping is ideal for detailed and real-world location analysis and is particularly useful for those who require rich topographic features to assist with real business analysis, presentation and mapping.

Geographic offering

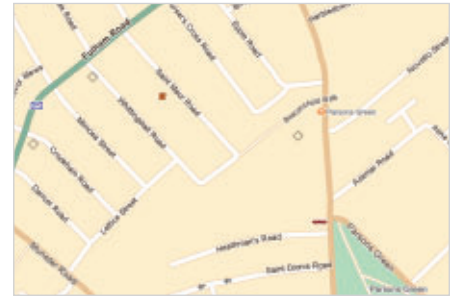
From postal code information to local and national government boundaries to the latest satellite images of earth, Pitney Bowes Business Insight offers leading data sets for precision geographic analysis. Designed to complement our powerful software and data solutions, these specialised data sets add new dimensions to your analytical and mapping capabilities, and provide new insights for enhanced business performance.

Postal Data—Is the source used for linking together all your datasets and is the most commonly used mechanism for accurately identifying a location.

Boundary Data—Whether it is administrative, postal, census or political boundaries, this data helps facilitate further analysis by grouping your data specific to your business needs. This will help you carry out comparisons; identify trends, anomalies and opportunities. Boundaries are intended for use in thematic mapping.

Business/POI Data—With this set of data you will be able to add more detail to your analysis by identifying competitor locations, concentration of specific businesses (pubs & restaurants) in specific geographical area, opportunities, risks and much more.

Imagery/Height Data—This data is particularly useful in applications where there is a need for another dimension of information and



Comprehensive StreetPro data ideal for mapping and analysis

a real life visualisation. It offers powerful perspectives on your markets/projects—town planning, land use classification and flood risks.

Demographic offering

From planning key strategic marketing initiatives, to identifying your most profitable customers, our demographic data helps you target your marketing strategies for business success.

When combined with our powerful mapping and analytical solutions, our demographic data helps you deliver improved efficiencies and effectiveness in your direct to consumer marketing programs, and positions your organisation for greater success.

Segmentation Systems—Analyse neighbourhood clusters to gain market share

Estimates & Projections—Use demographic variables to anticipate need

Product & Spending Behaviours—Provide the world's leading expenditure demographics

VISIT US AT WWW.MAPINFO.CO.UK/PRODUCTS/DATA TO DOWNLOAD AN ELECTRONIC VERSION OF OUR PITNEY BOWES BUSINESS INSIGHT WORLDWIDE DATA CATALOG.

THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Pitney Bowes Business Insight provides a unique combination of location and communication intelligence software, data, and services that enable organisations to make more informed decisions about customers, competition, and market expansion. With the industry's most comprehensive set of solutions for maximising the value of customer data, Pitney Bowes Business Insight provides the tools required to more effectively locate, connect, and communicate with customers in today's global markets. Leading organisations rely on Pitney Bowes Business Insight solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit www.pbbusinessinsight.com and www.pb.com for more information.

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OUT OF THE UNITED STATES.

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