

DATA SHEET

# Pitney Bowes Spectrum™

## Enterprise Location Intelligence Solution

MAKE BETTER DECISIONS ACROSS YOUR ORGANISATION USING  
PRECISE LOCATION INFORMATION



### Summary

Incorporate location data into your existing business applications to solve a broad range of business problems—automatically.

### Benefits

- Assess risk with precision
- Determine service eligibility
- Calculate shortest routes
- Target more effectively
- Improve customer service
- Reduce cycle time
- Identify revenue opportunities

### OVERVIEW

Nearly 70 percent of all business data contains a location component. Each address, building lot, postal code and boundary relates to a specific geographical coordinate. Today, organisations that can calculate precise locations and recognise the relationship between two points are making profitable decisions—faster and with greater confidence.

Pitney Bowes Business Insight provides the tools you need to verify locations and transform this information into valuable business intelligence—analysis that makes it easy to solve complex business problems. The Pitney Bowes Spectrum Enterprise Location Intelligence Solution provides unique insights that improve processes enterprise-wide.

By integrating customer data quality capabilities with rich location intelligence, you can apply sophisticated geocoding and spatial analysis to reduce risk, increase customer satisfaction and streamline operations.

### Unleash your location potential

In addition to enhancing your existing data, location intelligence creates new information about your underlying data records by assessing, evaluating, analysing and modelling distinct geographic relationships. Few competencies add so much value across such a broad range of functional departments.

- Market Analysis
- Boundary Identification
- Branch Optimisation
- Demographic Profiling
- Emergency Response Planning
- Network Analysis
- Address Validation
- Logistics Management
- Risk Analysis
- Media Planning
- Inventory Management

Instead of rough approximations and time-consuming calculations, organisations that integrate location intelligence into day-to-day business applications can act quickly and decisively. Not surprising, market leaders rely on geocoding and spatial analysis to their support mission-critical operations.

### Make better business decisions

Pitney Bowes Spectrum Enterprise Location Intelligence Solution provides you with the rich customer information needed to locate new opportunities, connect with customers and communicate more efficiently. Within each industry, you'll find unique ways these insights help cut costs and grow revenue.

# Pitney Bowes Spectrum™

## Enterprise Location Intelligence Solution

MARKET LEADERS IN DIVERSE INDUSTRIES RELY ON LOCATION INTELLIGENCE TO SUPPORT THEIR DAY-TO-DAY BUSINESS APPLICATIONS AS WELL AS THEIR MISSION-CRITICAL OPERATIONS.

**Healthcare:** Provide instant information on the nearest service provider, assess the overall strength of your network and plan for strategic growth.

**Insurance:** Assess exposure by a location's proximity to risk factors and risk mitigators, automate policy quotes and manage sales territories and policyholder claims.

**Communications:** Plan and design more strategic networks, determine eligibility for service and cross-sell more effectively.

**Financial Services:** Optimise branch networks; assess competitive weaknesses, and develop programs to increase share of wallet.

**Retail:** Identify market trends, increase per-store-sales and identify sites for possible expansion.

Unlike addresses and postal codes, geocode coordinates never change, so your year-over-year reports and disclosures will stand up to the demands of today's stringent reporting requirements.

### Leading-edge tools

The Pitney Bowes Spectrum Enterprise Location Intelligence Solution offers a single solution that can process a single location in real-time or millions of locations in batch format, providing uniform results across every business application. This comprehensive toolset provides end-to-end capabilities:

**Geocoding Module:** Performs address geocoding and postal code centroid geocoding for locations in the U.S., Canada, Australia and for 30+ countries internationally. Provides unmatched speed and flexibility, with the ability to geocode millions of addresses an hour.

- **Reverse geocode U.S., Canada, Australia:** Takes latitude and longitude and returns a possible address match for that location.
- **Reverse APN Location:** Takes an Assessor's Parcel Number (APN) and provides an address and geocode.
- **International geocoding:** Provides address standardisation, address geocoding and postal code.

**Location Intelligence Module:** Provides actual location coordinates, including the latitude, longitude and altitude, making it possible to analyse location data:

- **Point in Polygon Analysis:** Determines whether a specific location resides in an area of interest, such as a rating territory or coverage area.
- **Closest Site Analysis:** Calculates the proximity between two coordinates to make quick, well-informed decisions.

**Routing Module:** From accurate addresses and point-of-sale delivery information to identifying the most cost-effective way to ship and deliver, this module helps boost satisfaction and lower cost at every turn.

### Centralised management

This robust solution makes it easy to integrate location intelligence into existing applications and business processes through a centrally managed application platform. By combining your data, precise geography and enhanced data quality consistently across your organisation, you can realise significant cost savings vs. point-level solutions.

Rapid deployment and a user-friendly interface means you can bring new capabilities to business units quickly, with less IT support required. The platform's quick and powerful engine reduce the time it takes to complete

transactions, queries, analysis and services, enabling your organisation to keep pace with the speed of business.

### **An essential component of Pitney Bowes Spectrum™ Technology Platform**

The true value data brings to your organisation is reflected in the many ways it can advance your overall goals and objectives: increased profits, more efficient operations and stronger customer relationships. That's why Pitney Bowes

provides you with a broad spectrum of mission-critical components and applications—all on a single platform. Get to know your customers better. Learn more about the Pitney Bowes Spectrum™ Enterprise Location Intelligence Solution and gain the insight you need to make better enterprise-wide decisions.

**For more information, call us today at +44.1753.848.200 or visit [www.pbinsight.com](http://www.pbinsight.com).**

#### **The Pitney Bowes Spectrum™ Solutions and Business Services**

##### **Spectrum Enterprise Data Quality Solution**

- Address Now
- Advanced Matching
- Universal Addressing
- Data Normalisation
- 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 Data Flow

##### **Spectrum Enterprise Data Governance Solution**

- Profiler Plus
- Monitor Plus

##### **Spectrum Business Services**

- Spectrum OnDemand
- 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

# Pitney Bowes Spectrum™ Business Services

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**PITNEY BOWES BUSINESS INSIGHT  
IS HEADQUARTERED OUT OF  
THE UNITED STATES**

## PITNEY BOWES BUSINESS INSIGHT

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

