

DATA SHEET

Geosk™ Platform

A World of Data – One Simple Solution

DATA AS A SERVICE CAPABILITY PROVIDING ONE-STOP-SHOP GEOSPATIAL DATA ON DEMAND



Summary

The Geosk Platform – consisting of the Geosk Marketplace and the Geosk Library – provides users with a single resource that enables organizations to tackle a variety of challenges that come with the consumption and management of geospatial data.

Benefits

- Integrates with leading GIS mapping and analysis applications
- Provides access to the geospatial industry's largest data catalogue
- DaaS capability provides an online channel to market products
- Cost effective means to store, share and manage geospatial data files from a cloud-based content library or appliance behind a firewall

OVERVIEW

Pitney Bowes Business Insight's Geosk™ Platform provides the world's broadest set of geospatial data through a cloud-based 'iTunes' style portal, providing one-stop shop data on demand. The new Data as a Service capability overcomes the challenges and inefficiencies currently associated with finding, accessing and utilizing geospatial data. Identifying, viewing, navigating and reviewing the different types of data available in different formats from multiple geospatial data vendors typically takes hours or days depending on the size and complexity of the data required. The Geosk Platform capability will deliver data to the user in as little as just 60 seconds.

The Geosk Platform integrates with MapInfo Professional® v.10.5 as well as applications from other GIS vendors.

The Geosk Marketplace

With the Geosk Marketplace, GIS users or geospatial data consumers have the ability to quickly and easily identify the specific data required, in the right form, at the right level of aggregation so it can be downloaded, transformed and customized in the specific format of their choice.

In today's competitive business world, having the ability to quickly access, perform analysis and make effective decisions based on location intelligence is crucial. With the Geosk Marketplace, accessing, purchasing

and utilizing relevant information has never been easier. Key features of the Geosk Marketplace include:

- Access anywhere, anytime.
- Intuitive and easy to use search to locate necessary data.
- Contains the most current data assets, as well as stores of historic data to allow for time series analysis.
- Online, on-demand downloads of whole or partial files – buy only the data required.
- Customer defined geographic data – easy selection of precise regional data requirements.
- Small purchase samplings to “Try before you Buy.”
- Previews of metadata that describes the source, vintage and brief description of product contents.
- Easy integration with Pitney Bowes Business Insight software products and other leading vendors to provide a better user experience.

For data consumers, the Geosk Platform will provide access to the geospatial industry's largest data catalogue from Pitney Bowes Business Insight, including INSPIRE compliant data, alongside content from third-party providers. For data providers, the DaaS capability will provide an online channel to market products, delivering unprecedented

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access to data consumers around the globe. For larger enterprises, the Geosk Library provides the capability to store, share, and manage geospatial data from a cloud-based content library or via an appliance behind an organizations firewall.

The Geosk Library

The Geosk Library will provide cost effective content management for organizations with extensive and growing geospatial data files. Typically, large organizations have hundreds or thousands of files stored in multiple formats, which are difficult to locate, access and store; often held in disparate data silos across the enterprise. The Geosk Library capability will not only manage these multiple files proactively via a content management library for easy access and storage, but, in doing so, should provide substantial annual cost savings as well.

With the Geosk Platform, organizations can have one, easy-to-use library for all their geospatial data. Surveyors, engineers, cartographers, scientists, and architects can quickly store, search, modify, and move raster, CAD, and GIS mapping content inside and outside their organization. Increased efficiency is a key benefit of the Geosk Library and provides:

- Easy to use safety, indexing, and tracking to all the valuable geospatial knowledge from projects and engineers spread across an organization.
- The ability to access files quickly using any standard web browser. There's no other software to buy or maintain.
- The ability to store, find, and acquire project data in an instant, whether inside an organization or remote.

- Infinite scalability so users can add thousands of files and terabytes of additional digital data at any time.
- Security in handling the stress of thousands of simultaneous users. Pitney Bowes Business Insight's off-site hosting solution builds upon the network and storage facilities of Amazon.com or can be hosted behind a companies' own firewall, providing flexible and affordable pricing.
- A range of price points including a single engineer with a limited number of files, all the way up to large enterprises with thousands of users and peta-bytes of project files.
- Management of the solution. There's no need for organizations to worry about licensing, hardware, software, maintenance, or the labor cost to manage the solution stack. Users manage their content, and Pitney Bowes Business Insight does the rest.

Innovative Technology that Provides Multiple Benefits

Real-time response, dynamic content, easy to use centralized source of information, cost effective and reliability. The Geosk Platform provides users with a single resource that enables an extensive geographical reach to tackle a variety of challenges that come with consumption and management of spatial data. The DaaS capability provides data in the right form, at the right level of aggregation, and within the right timeframe providing the best value to an organization.

FOR MORE INFORMATION ON THE GEOSK PLATFORM, CALL US TODAY OR VISIT OUR WEBSITES.

