

DATA SHEET

Pitney Bowes Spectrum™

Enterprise Location Intelligence

ENTERPRISE ROUTING MODULE TRANSFORMS ADDRESS DATA INTO PRECISE LATITUDES AND LONGITUDES FOR POINT-TO-POINT CALCULATIONS – BY TIME OR DISTANCE



Summary

The Spectrum Enterprise Routing Module combines data quality functions with sophisticated analytics to provide the location intelligence you need to optimise business operations – including logistics, marketing, sales, service – across the enterprise.

Benefits

- Map out efficient routes
- Set travel boundaries
- Identify gaps in service
- Target more effectively
- Determine service eligibility
- Reduce shipping costs

OVERVIEW

The Pitney Bowes Spectrum Enterprise Location Intelligence Enterprise Routing Module provides precise information to individuals responsible for logistics, marketing and network performance. You can determine whether a specific address falls within a pre-defined coverage area or calculate the most efficient route between two points.

As part of the Pitney Bowes Spectrum Enterprise Location Intelligence Solution, the Enterprise Routing Module combines data quality, location intelligence and sophisticated algorithms to streamline decision making across the enterprise.

Distance or Time Functionality

By transforming addresses into precise latitudes and longitudes, you can automatically calculate the distance between locations in terms of time or distance. The Enterprise Routing Module calculates both: routes and travel boundaries. The travel boundaries are generated as an isochrone, which is an area that can be traversed in a given amount of time, or as an isodistance, which represents the area that are within a certain distance, such as miles or kilometers.

Nearly every industry must make decisions based on time or distance between locations. With the Enterprise Routing Module, you can:

- Identify catchment areas around specific stores or branches
- Determine if a prospect lives within your coverage areas

- Target marketing based on proximity to specific outlets
- Establish sales, risk or rating territories from coast to coast
- Identify the nearest service providers or partners
- Calculate delivery pricing modules
- Calculate marketing campaign extends
- Calculate efficient routes between two or many locations and provide turn by turn driving directions
- Validate travel expenses

Travel Boundaries

How far are you or your customers willing to go? 'Create Travel Boundary' is a tool that allows you to create polygons corresponding to precise isochrone or isodistance calculations. In addition to the information needed for targeting and service eligibility, this tool provides insights that can lead to a competitive advantage.

- Return Holes: identify areas within your geography that cannot be reached within the desired time or distance
- Identify Islands: conversely, you can identify pockets that fall outside your traditional boundaries that can be reached within a desired time or distance

Pitney Bowes Spectrum™

Enterprise Location Intelligence

ENTERPRISE ROUTING MODULE

NEARLY EVERY INDUSTRY
MUST MAKE DECISIONS
BASED ON TIME OR
DISTANCE BETWEEN TWO
POINTS.

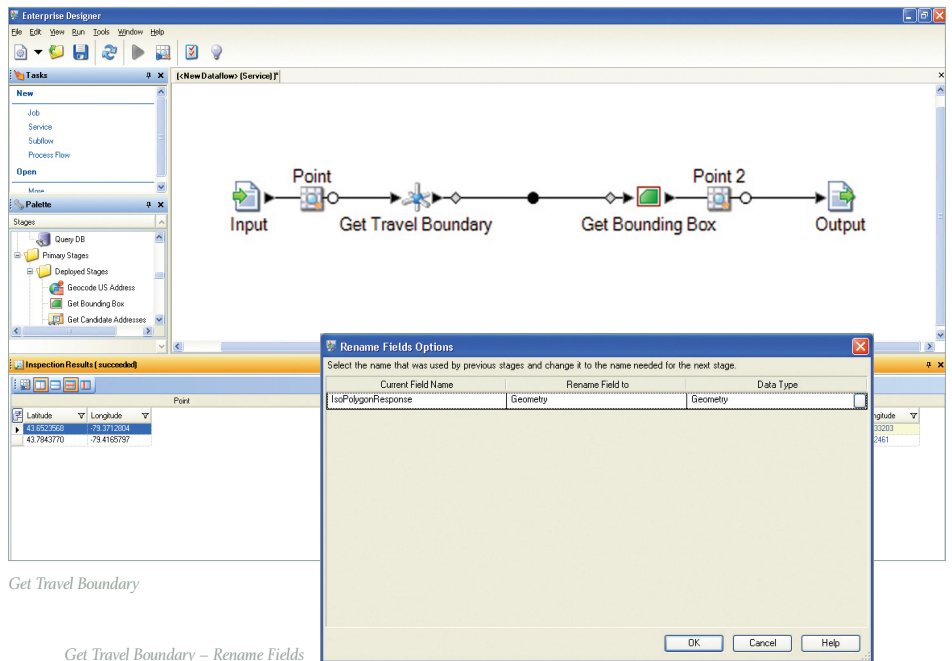
Get Directions

'Get Travel Directions' is a tool that returns routing information for two distinct points or for multiple points, accessing up-to-date databases for the specific countries you select.

- Get Travel Boundary allows you to obtain polygons corresponding to isochrones or isodistance calculation
- Get Bounding Box – Returns data in the form of a bounding box made up of two points

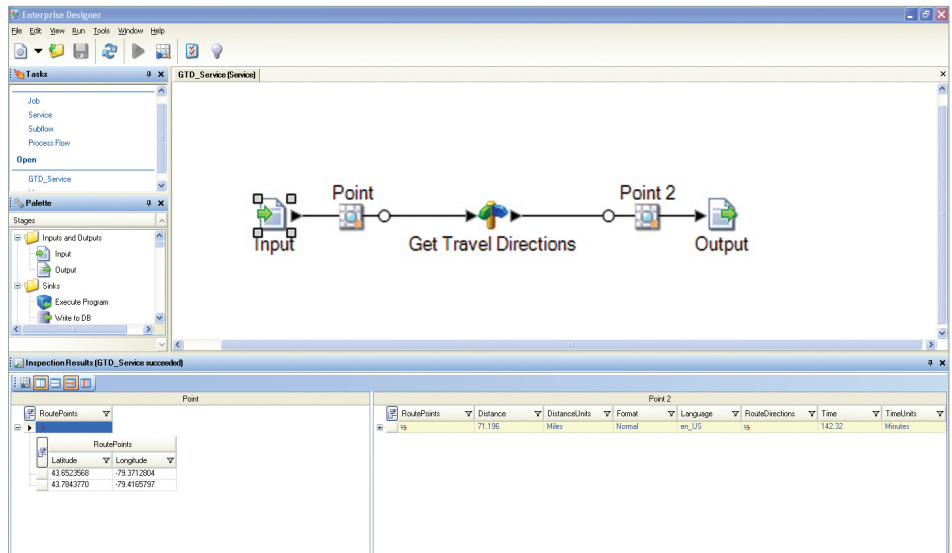
- Get Travel directions – Allows you to route from one point to another point or from one point to multiple other points
- Is Within Boundary – Takes latitude/longitude coordinates, as well as polygon information and determines whether the point represented by the latitude and longitude is in that polygon

For companies, this point-to-point optimisation helps reduce the costs of fuel, maintenance and



Get Travel Boundary

Get Travel Boundary – Rename Fields



Get Travel Directions Inspection

Pitney Bowes Spectrum™

Enterprise Location Intelligence

ENTERPRISE ROUTING MODULE

manpower, while shortening overall delivery times. For customers, it provides easy-to-understand information that can be accessed through your own Web site.

- Simplify logistics
- Determine accurate delivery costs
- Load trucks in a last-in, first-out order
- Set realistic expectations
- Save time and money

Point-in-Polygon Analysis

The 'Within Boundary' component takes latitude and longitude coordinates and instantly determines whether a specific point is within a pre-defined boundary. Depending on your business needs, boundaries can coincide with:

- Flood zones
- Rating territories
- Sales territories
- Individual store markets
- Congressional districts
- Other business-specific zones

User-Friendly Functionality

This module combines innovative data quality functions and analytics in a single, service-oriented architecture that seamlessly integrates into business operations. You can set default settings through a centralised Management Console, while making it easy for business units to customise output for their precise needs. You can even integrate in-house data, including customer records and network locations, and run analysis in batch or real-time mode.

An Essential Component of the 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.

FOR MORE INFORMATION ON SPECTRUM ENTERPRISE LOCATION INTELLIGENCE SOLUTIONS, CALL US TODAY OR VISIT OUR WEBSITES.

EUROPE/UNITED KINGDOM

Minton Place
Victoria Street
Windsor, Berkshire SL4 1EG
+44.800.840.0001
pbbi.europe@pb.com
www.pbinsight.co.uk

UNITED STATES

One Global View
Troy, NY 12180
1.800.327.8627
pbbi.sales@pb.com
www.pbinsight.com

CANADA

26 Wellington Street East
Suite 500
Toronto, ON M5E 1S2
1.800.268.3282
pbbi.canada.sales@pb.com
www.pbinsight.ca

ASIA PACIFIC / AUSTRALIA

Level 7, 1 Elizabeth Plaza
North Sydney NSW 2060
+61.2.9437.6255
pbbi.australia@pb.com
pbbi.singapore@pb.com
pbbi.china@pb.com
www.pbinsight.com.au

