

INFO SHEET

Pitney Bowes Spectrum™

Enterprise Location Intelligence Solution

MAKE BETTER DECISIONS ACROSS YOUR ORGANISATION USING PRECISE LOCATION INFORMATION



Summary

Incorporate precise location data and spatial analysis into your existing business applications to support mission-critical operations and 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 modeling 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 information needed to acquire new customers then serve them and grow the relationship more efficiently. Within each industry, you'll find unique ways these insights help cut costs and grow revenue.

For example:

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

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MARKET LEADERS IN DIVERSE INDUSTRIES RELY ON GEOCODING AND SPATIAL ANALYSIS TO SUPPORT THEIR DAY-TO-DAY BUSINESS APPLICATIONS AS WELL AS THEIR MISSION-CRITICAL OPERATIONS.

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

Telecommunications: Plan and design more strategic networks; determine eligibility for service; and cross-sell more effectively.

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

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

Unlike addresses and ZIP 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 in batch format, providing uniform results across every business application. This comprehensive tool-set 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, enabling spatial analysis that includes travel calculations and travel directions:

- **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 delivery, this module helps boost satisfaction and lower cost at every turn.

GeoConfidence Module: A new way of working with geocoded addresses. GeoConfidence enables precision analysis by automated business applications and reduces the potential for erroneous determinations. Geographic determinations and quantitative confidence levels are assigned for each record processed.

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.

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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.

BENEFIT FROM KNOWING YOUR CUSTOMERS BETTER. LEARN MORE ABOUT PITNEY BOWES SPECTRUM ENTERPRISE LOCATION INTELLIGENCE SOLUTIONS AND GAIN THE INSIGHT YOU NEED TO MAKE BETTER DECISIONS – ENTERPRISE-WIDE. CALL US TODAY OR VISIT OUR WEBSITES.

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