

binleysonline Delivers 360° Healthcare View with Pitney Bowes Business Insight

Healthcare information specialist achieves new levels of thematic data visualisation with MapInfo Stratus web mapping

Windsor, Berks UK, 18 January 2011 – Pitney Bowes Business Insight (PBBI) – a global leader in customer data, analytics and customer communication software and services – today announced that Binley’s, the healthcare information specialist, is using PBBI’s MapInfo Stratus to deliver next generation mapping intelligence for the latest version of its online information tool **binleysonline**.

binleysonline v9 contains comprehensive and fully searchable online directories covering healthcare and local government throughout the UK. A key aspect of **binleysonline**, and unique to this new version, is the thematic mapping capability enabled by MapInfo Stratus. Using QOF data, MapInfo Stratus enables Binley’s to create mapping overlays highlighting disease prevalence across the UK. The thematic maps use colour intensity to indicate extent of prevalence or population density, which provides a visually compelling guide for pharmaceutical companies or the NHS itself as to where to target their activities.

As well as being able to identify disease ‘hotspots’ and pinpoint the healthcare services available in any given geographical area, MapInfo Stratus enables users to interactively drill down and search on the information contained within the maps, providing a quick and easy visual gateway for viewing data such as types of organisations, people and job responsibilities.

Before adopting MapInfo Stratus with StreetPro, Binley’s had looked at the possibility of using a competitor’s online mapping service for its data visualisation requirements. However, not only did StreetPro provide greater detail and flexibility, but the competitor could not properly protect Binley’s proprietary data or support its requirements for thematic mapping

“**binleysonline** is a powerful tool in itself, but the visualisation of data that MapInfo Stratus has enabled really gives it the edge over competitive products,” says Kamal D’Nigel, GIS analyst at Binley’s. By providing a more visually pleasing interface to our clients, MapInfo

Stratus improves both the user's experience and decision-making process by delivering a 360° view of our data through thematic overlays and interactive links on every map.”

End.

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About Pitney Bowes Business Insight

Pitney Bowes Business Insight is a software and services company that provides solutions to help organizations acquire, serve and grow relationships with customers and citizens. These solutions enable lifetime customer relationships by integrating data management, location intelligence, sophisticated predictive analytics, rules-based decision making and cross-channel customer interaction management to increase the value of every customer communication while also delivering operational efficiencies.

Pitney Bowes Business Insight is a wholly-owned subsidiary of Pitney Bowes Inc. (NYSE:PBI), a customer communications management technology leader. For more information, please visit www.pbinsight.com and www.pb.com.