Pitney Bowes
Business Insight

MapMarker®

Australia

THE PATENTED GEOCODING AND ADDRESS MATCHING SYSTEM
FOR LOCATION-BASED APPLICATIONS.

Summary

MapMarker®, the world's premier geocoding solution, will clean and spatially prepare your address data for use in customer relationship management (CRM) applications, location-based services, e-commerce and other addresscentric solutions.

Whether you need to simply standardise a small customer database or drive a 1000 seat call centre, MapMarker geocoders are essential in maximising the value of your business data and turning it into a competitive advantage.

Benefits

- Validate more addresses through multiple address dictionaries including legacy databases with customer details.

- Data standards compliance to support business compliance.

- Fast and efficient integration with Pitney Bowes Business Insight's suite of geospatial applications.

- Comprehensive and current for informed decision making.

OVERVIEW

Geocoding - the process of converting address information to a point on a map (assigning Longitude and Latitude coordinates to an address record) - is the first and most fundamental step in using location information to gain business intelligence.

Geocode your data quickly and accurately, making it immediately available to all major spatial solutions, such as MapInfo Professional and enterprise servers such as miAware.

MapMarker can be deployed on the desktop or server. On a server, it can batch geocode large databases or geocode information as it is being entered into your system, instantly showing the location on the map.

A Complete Solution

MapMarker Australia uses sophisticated algorithms with industry standard, high quality address data to match and geocode your data.

Simple and easy to use

MapMarker Australia assigns accurate geographic co-ordinates and creates a point for each record so it can be viewed on a map. You control whether your source data should be updated, maintained or deleted.

Intelligent

MapMarker Australia uses fuzzy logic algorithms and soundex indexing to manage misspellings and omissions to ensure a high match rate. MapMarker can also geocode to a street intersection.

Custom Address Dictionaries

Extended capability to support user defined address dictionaries to supplement MapMarker resources. There is no limitation on the number of custom address dictionaries.

Batch geocode

MapMarker desktop enables several tables to be geocoded with minimal intervention.

Upgrade to G-NAF

MapMarker customers can subscribe to the authoritative G-NAF address dictionary. G-NAF provides additional flexibility and choice in address validation and geocoding solutions. The upgrade to G-NAF also unlocks a raft of extra address matching and geocoding features.

Automatic and interactive modes

In automatic mode MapMarker will match as many records as possible. Alternatively, or for unmatched records, interactive mode can be employed to improve the match rate by manually selecting from a list of close match candidates.

Responsive and informative

MapMarker returns result codes for each record. The result code stored in the table allows users to instantly see if a match was made and how precisely each address component was matched.

MapMarker®

Australia

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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.

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Business Insight

Patent Pending Algorithms

Improve street-level geocoding interpolation techniques for higher positional accuracy.

Currency

MapMarker Australia incorporates high quality street-level data from StreetPro, Suburbs and Localities and PostCodes to ensure highly accurate geocoding.

MapMarker Subscription

Subscribe to MapMarker and benefit from semiannual data updates, support and access to the data feedback facility - for piece of mind.

Open, versatile and standards based interfaces

MapMarker allows developers to create custom address geocoding solutions using standards based technology to meet project objectives or maximise corporate reach.

Support for multiple file formats

Address data stored in any MapInfo table (.tab format), dBASE (.dbf format) file or ODBC soure can be accessed by MapMarker desktop without the need for complex translation.

Overlay aerial photography and other datasets to add rich context to your location information.

Products

MapMarker Australia is available in both desktop and server editions and is fully compatible with the Pitney Bowes Business Insight family of products and solutions including MapInfo Professional®, MapX® or MapXtreme®.

Pitney Bowes Business Insight is committed to provide worldwide spatial solutions. This is achievable through the establishment of quality spatial data products around the world.

SPECIFICATIONS

Features

- The most comprehensive and current National address dictionaries in Australia: address ranges built using G-NAF, the most comprehensive, up-to-date and authoritative source of address geocodes.
- Updates are provided every six months via subscription ensuring you have the most up-to-date and accurate address dictionary data.

- Available in desktop and server editions.
- Quick geocode and batch geocode ready.
- Java platform ensures deployment over Windows and Unix environments.
- Integrates seamlessly with other Pitney Bowes Business Insight products including analysis solution; MapInfo Professional and Routing J Server, ensuring accuracy of the scale, projection and spatial alignment of your analysis.

Geographic Coverage

Australia; Territories

Scale

1:10,000 to 1:250,000

Coordinate System

GDA94

Data Updates

Updated Semi-Annually

Source

Pintey Bowes Software, PSMA Australia Ltd,

Unit of Sale

Australia; State; Capital Cities