MapInfo Professional® v10.0

for the Insurance Industry

PROPERTY AND CASUALTY INSURANCE CARRIERS SAVE TIME, MONEY, AND RESOURCES, WHILE REDUCING RISK, WITH THE PREMIER LOCATION INTELLIGENCE SOLUTION.

Summary

MapInfo Professional v10.0 helps Property and Casualty Insurance companies perform detailed data analysis to drive insightful and cost-effective business decisions. By easily visualizing the relationships between data and geography, you can make more strategic decisions through the employ of location intelligence.

Benefits

- Reduces risk and improves efficiency in underwriting, claims management, market and customer analysis, and portfolio risk management

- Saves time and resources with a new flexible user interface by efficiently and effectively planning and responding to disasters, while identifying and reducing risk

- Promotes cost efficiency by gaining a true understanding of customer demographics through improved data access

OVERVIEW

Property and Casualty Insurance carriers are looking for a competitive advantage. They are challenged with gaining new insights into their markets and improving their strategic decision making capabilities.

At Pitney Bowes Business Insight, we understand not only these challenges, but the world of risk you are faced with today. This understanding, combined with our extensive insurance industry experience, enables us to help you minimize risk, maximize profitability, boost efficiency, develop sustainable business growth strategies, and deliver actionable business information across your enterprise.

MapInfo Professional v10.0, the powerful new release of our premier desktop mapping application, represents a new standard of usability in location intelligence solutions. An assortment of dynamic new features includes a powerful user interface, redesigned layer control, enhanced data access, and dynamic map output capabilities.

Powerful New User Interface

Streamlining claims processing, performing realistic disaster 'what if' analysis, understanding risk potential, improving customer service, and analyzing sales performance — these are but a few of the strategic planning efforts that the insurance industry is tasked with on a daily basis.

MapInfo Professional v10.0's new flexible user interface not only greatly improves efficiency and organization, but gives a tremendous boost to productivity and strategic planning. The new user interface allows users to dock toolbars on all four sides of the application helping to improve efficiency, reduce screen clutter, and save time.

Redesigned Layer Control

Natural disasters cause widespread damage and wreak havoc on both owner's properties and insurer's bottom lines. Therefore, it is critical for insurance companies to have actionable plans in place when disaster strikes.

MapInfo Professional v10.0 allows you to create target area maps to quickly analyze, resolve, and report disaster related claims. By combining these targeted maps with a variety of different data sets, you see the valuable relationship between data, geography, and end-result performance. This insight enables you to be more proactive in identifying potential claims, providing better customer service, quantifying financial loss exposure, and mitigating risk across the enterprise.

MapInfo Professional v10.0 includes a powerful new layer control. This redesigned layer control, shown as either a floating or docked window that is visible during the entire mapping session, provides quick and easy access to users at all times. Style swatches are

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- Supports a wide variety of data types and formats, including PostGIS and Microsoft® SQL Server 2008 databases

- Maximizes investment in Microsoft Office®

- Produces better looking maps that are easily understood by all areas of the business

now included next to each layer, allowing you to see the current style override for that particular layer. This new style override, coupled with the immediate preview capability, results in fewer clicks and improved efficiency.

The redesigned layer control allows you to select multiple layers and edit the properties of those layers at one time, rather than changing layer properties individually. By allowing you to view all current maps along with their existing layers, MapInfo Professional v10.0 creates a substantial time savings and provides valuable insight. For example, to identify policy holders affected by a hurricane, you can overlay geocoded policy holder information with hurricane base map data. This type of representation helps claims departments determine if they need to supplement their staff with independent inspectors and adjustors, in the event of a wide-spread catastrophe. This type of forward-thinking enhances customer service and drastically improves the customer's experience and satisfaction level.

The MapInfo Professional v10.0 thematic maps, paired with extensive data sets, provide a complete picture of your business environment by analyzing customer churn, sales, marketing, and development. This level of information enables you to confidently and successfully market your product offerings to new regions and demographics.

Enhanced Data Access

Data, specifically demographic data and your own customer information, is the life-blood of Property and Insurance carriers. This data, which resides in various databases and in myriad forms, is used to understand your customer's purchasing habits and identify the requirements for additional products, services, and focused marketing campaigns. This location intelligence knowledge helps you understand the common traits shared by your best customers, and identify future customers with the same potential.

By providing support for the latest industry standards and databases, MapInfo Professional v10.0 allows you to harness and apply the power of location to a virtually unlimited number of data types. This enables you to design and deliver efficient, effective, and high-return marketing programs. New supported data formats include:
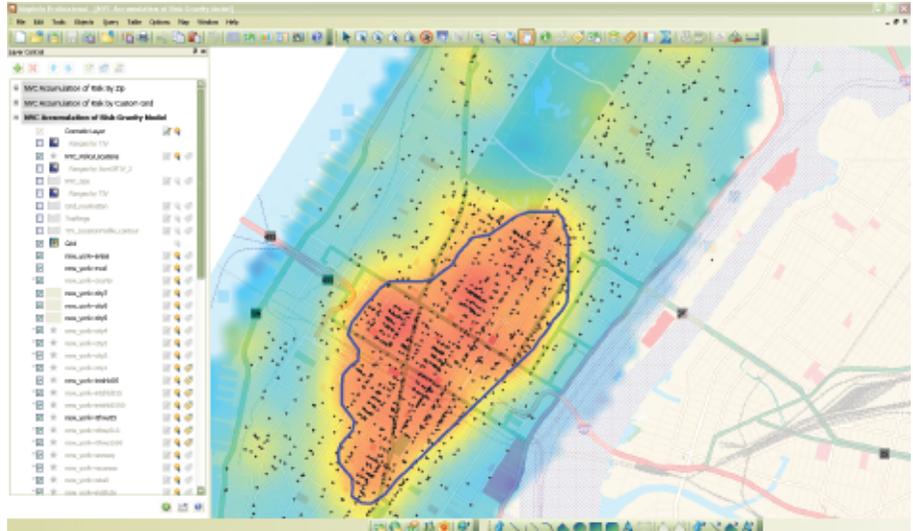
- PostGIS Database
- Microsoft SQL Server 2008 Spatial Database
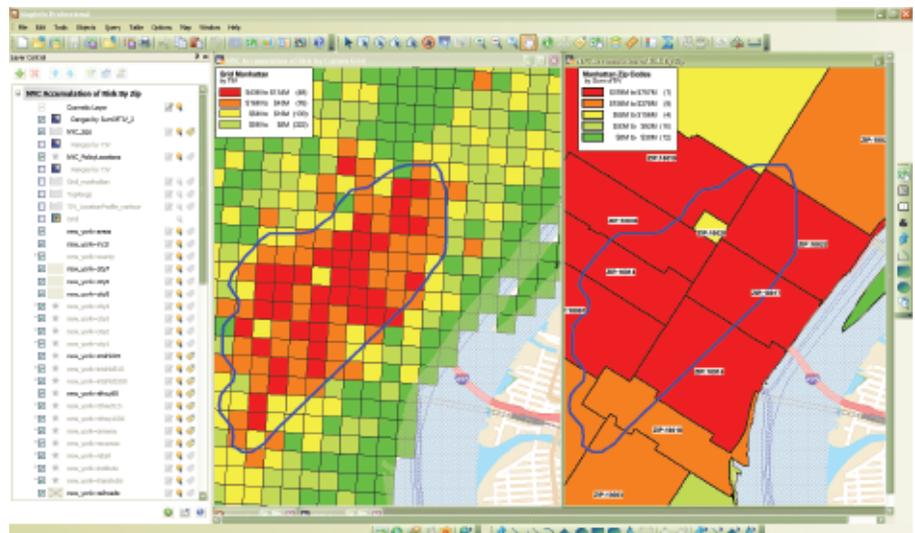- Microsoft Office 2007

Dynamic Map Output

We understand your need for accurate, in-depth, easy-to-read and understand geographic mapping capabilities. MapInfo Professional v10.0 provides unparalleled cartographic capability and quality, and creates detailed maps to share with customers and departments across your organization for vital strategic planning.

The dynamic scale bar automatically adjusts and updates as you zoom, pan, and resize the map window. Curved labeling and automatic label placement allow you to include more labels on the map for better clarity. Vector translucency displays not only regions or polygons, but also the base map data beneath the polygons, essentially bringing your map to life.

Once the desired maps are created, MapInfo Professional v10.0 supports exporting maps to layered PDF format. The layered PDF format allows future access to the various layers of data and enables specific layers to be turned on or off, depending on the requirement, providing flexibility for the end user. The layered PDF format enables you to create one geographic map for a specific area that can be reused across your organization for a variety of business reasons. This comes in very handy, for example, when mobilizing claims adjustors to an area hit by the most recent natural or man-made disaster.

MapInfo Profesional v10.0 gives insurance executives, underwriters, adjusters, marketers and agents an intuitive, visual and natural way to understand information and to discover the real meaning behind large amounts of data.

A complete view of risk requires a comprehensive understanding of all the different policies and loss potential in a densely populated metropolitan area.

Can You Afford Not to Be Location Intelligent?

Property and Casualty organizations are making revolutionary decisions to positively impact their business and their customers. It is paramount that one of these decisions includes becoming location intelligent.

MapInfo Professional v10.0 is capable of geographically viewing data in a variety of insurance applications, such as claims processing, risk management, underwriting, and market analysis. It delivers this actionable business information across the entire enterprise, enabling executives to boost efficiencies, minimize risks, increase customer satisfaction, and maximize profitability. Can you really afford not to implement MapInfo Professional v10.0 today?

FOR MORE INFORMATION VISIT WWW.MAPINFO.COM/TEN

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IS HEADQUARTERED
OUT OF THE UNITED STATES.

Pitney Bowes
Business Insight

THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Pitney Bowes Business Insight provides a unique combination of location and communication intelligence software, data, and services that enable organizations to make more informed decisions about customers, competition, and market expansion. With the industry's most comprehensive set of solutions for maximizing the value of customer data, Pitney Bowes Business Insight provides the tools required to more effectively locate, connect, and communicate with customers in today's global markets. Leading organizations rely on Pitney Bowes Business Insight solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit www.pbbusinessinsight.com and www.pb.com for more information.