

INFO SHEET

# Pitney Bowes Spectrum™

## Enterprise Location Intelligence Solution

MAKE BETTER DECISIONS ACROSS YOUR ORGANIZATION USING PRECISE LOCATION INFORMATION



### Summary

Incorporate location data into your existing business applications to 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, organizations that can calculate precise locations and recognize 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, analyzing and modeling distinct geographic relationships. Few competencies add so much value across such a broad range of functional departments.

- Market Analysis
- Boundary Identification
- Branch Optimization
- 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, organizations 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 customer information needed to locate new opportunities, connect with customers and communicate more efficiently. Within each industry, you'll find unique ways these insights help cut costs and grow revenue. For example:

**Healthcare:** Provide instant information

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

on the nearest service provider; assess the overall strength of your network; and plan for strategic growth.

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

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

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

**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 standardization, address geocoding and postal code

**Location Intelligence Module:** Provides actual location coordinates, including the latitude, longitude and altitude, making it possible to analyze location data:

- **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.

### Centralized 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 organization, you can realize 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 organization to keep pace with the speed of business.

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### PITNEY BOWES BUSINESS INSIGHT

With the industry's most comprehensive set of solutions for maximizing the value of customer data, Pitney Bowes Business Insight helps organizations more effectively locate, connect with and communicate to their customers in today's global markets.



## An Essential Component of Pitney Bowes Spectrum™ Technology Platform

The true value data brings to your organization 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.

THE PITNEY BOWES SPECTRUM™ TECHNOLOGY PLATFORM				
Pitney Bowes Spectrum Enterprise Data Quality Solution	Pitney Bowes Spectrum Enterprise Data Governance Solution	Pitney Bowes Spectrum Enterprise Location Intelligence Solution	Pitney Bowes Spectrum Enterprise Data Integration Solution	Pitney Bowes Spectrum Business Services
<ul style="list-style-type: none"> <li>Universal Address Module</li> <li>•</li> <li>Address Now Module</li> <li>•</li> <li>Data Normalization Module</li> <li>•</li> <li>Universal Name Module</li> <li>•</li> <li>Advanced Matching Module</li> </ul>	<ul style="list-style-type: none"> <li>Profiler Plus</li> <li>•</li> <li>Monitor Plus</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise Geocoding Module</li> <li>•</li> <li>Location Intelligence Module</li> <li>•</li> <li>Enterprise Routing Module</li> </ul>	<ul style="list-style-type: none"> <li>Data Services for Oracle</li> <li>•</li> <li>Data Services for Siebel</li> <li>•</li> <li>Data Services for SFDC</li> <li>•</li> <li>Data Services for mySAP</li> <li>•</li> <li>Sagent Data Flow</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise Tax Management</li> <li>•</li> <li>Enterprise Routing</li> <li>•</li> <li>Data Quality Connector for mySAP</li> <li>•</li> <li>Data Quality Connector for Siebel</li> <li>•</li> <li>Global Sentry</li> </ul>

Get to know your customers better. Learn more about the Pitney Bowes Spectrum™ Enterprise Location Intelligence Solution and gain the insight you need to make better decisions – enterprise-wide.

Call us today at 800-327-8627 or visit [www.pbinsight.com](http://www.pbinsight.com).