

DATA SHEET

Pitney Bowes Spectrum™

Enterprise Location Intelligence Solution

LOCATION INTELLIGENCE MODULE

GET ACCURATE LOCATION DATA AND PROVIDE GREAT CUSTOMER SERVICE



Key Components

- **Point in Polygon**
Using a spatial boundary database (Polygon) and latitude/longitude coordinates of locations (Points), identifies the geographic inclusion or exclusion of the points within the polygon. This spatial analysis determines whether or not a given location resides in an area of interest. Further, the distance to the edge of the Polygon is reported with the option of including a "buffer" around the Polygon to identify those locations that are close to the edge.
- **Closest Site**
Using a location's latitude and longitude coordinates as input and a spatial database of target location latitude and longitudes, you can determine which sites are closest.

OVERVIEW

Integrating the best of customer data quality capabilities with rich location intelligence in a unified, robust platform provides increased ability to solve complex business problems.

Why spend the time to evaluate a location if you have incorrect or incomplete information? Or waste computer and human resources to analyze the same location more than once? Or unknowingly summarize and base important business decisions on inflated results? Pitney Bowes Spectrum Enterprise Location Intelligence Solution featuring the Location Intelligence Module can create a true view of your data.

Powerful Spatial Applications

Sometimes making sound business decisions requires that you know your customers' locations beyond their address. You may actually need the geospatial data. The Spectrum Enterprise Location Intelligence Solution now features a Location Intelligence Module, that empowers users to easily confirm geospatial locations within geospatial boundaries from a specific location and a list of targeted geospatial locations to find the closest geospatial location.

With pinpoint precision, you'll reduce risk and serve your customers better without the need for specialized Geographical Information System (GIS). Further, organizations that must rely on location attributes can automate the conversion of quality geospatial and other data into practicable business information.

The Spectrum Enterprise Location Intelligence

Solution – Location Intelligence module, empowers you to create a utility that verifies location and in turn confirms closest site for customer service. So you can determine need, eligibility and nearest service location within a single operation.

Wide Range of User-Defined Spatial Data

No two organizations use spatial data exactly the same. It is even rare for different departments of the same organization to do so. The Spectrum Enterprise Location Intelligence Solution – Location Intelligence Module databases provide a vast selection of key geospatial databases for a wide range of uses and industries. You choose one or as many of these databases that contain the information required to meet your needs.

You just provide the location and your location information will be enriched with database specific results. Depending upon the databases you utilize, you can find out if a specific property is, for example, in a flood zone, near a mud slide area, has experienced hail or tornado damage, the school zone in which it may reside, or the closest airport. This is just a sampling of how our data can enrich your data. But while these databases offer hundreds of enrichment data fields to a location, they may not provide all that your organization needs. Therefore, the Spectrum Location Intelligence Solution – Location Intelligence module also enables you to import other spatial databases through common formats. You also have the flexibility to process a single location in real time as a web service or

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Location Intelligence Module

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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.

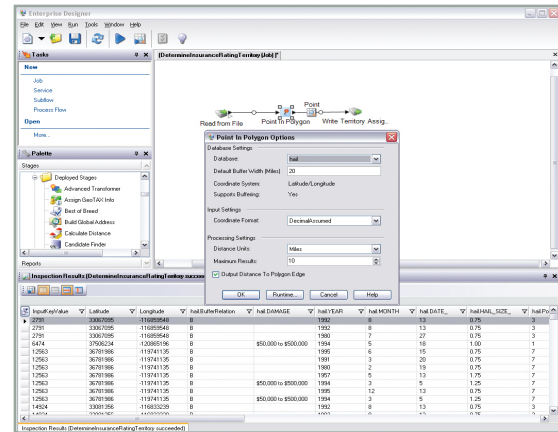


run millions of locations behind your firewall in a batch format.

Reduced Cycle Time

Rely on the Pitney Bowes Spectrum Enterprise Location Intelligence Solution and the Location Intelligence Module for a true view of your data. And by incorporating other Spectrum Enterprise Data Quality Solution modules, your input data can be location addresses or Accessor's Parcel Numbers (APNs). With this level of source data, you can confirm that the address does exist and match against other addresses to insure it only exists once in your data.

The adage "time is money" is even more true today. Companies relying on the Location Intelligence and the Pitney Bowes Spectrum Enterprise Solution's quick and powerful engine are assured reductions in the time it takes for business processes – transactions, queries, analysis, service – versus previous methods. Not requiring the time and complications of "custom programs" or a GIS analyst's time to process. The solution allows those with knowledge of their data and business objectives to quickly and effectively produce the desired results, thus enabling your organization to confidently keep pace with the speed of business.



Above is part of a demo whereby an insurance customer was caught in a hail storm which damaged their automobile.

Capitalize on Risk Reduction and Increased Customer Service

Pitney Bowes Business Insight partners with clients to help address a number of challenges and opportunities resulting in the optimum solution for your business. We analyze where location intelligence can contribute to an organization's economic value, reduction in risk and increased customer performance and suggest standard databases and processes. Just ask.

For more information, call us today at 800-327-8627 or visit www.pbinsight.com.

The Pitney Bowes Spectrum™ Solutions and Business Services

Spectrum Enterprise Data Quality Solution

- Address Now
- Advanced Matching
- Universal Addressing
- Data Normalization
- Universal Name

Spectrum Enterprise Location Intelligence Solution

- Enterprise Geocoding
- Enterprise Location Intelligence
- Enterprise Routing

Spectrum Enterprise Data Integration Solution

- Data Services for Oracle
- Data Services for Siebel
- Data Services for SFDC
- Data Services for SAP
- Sagent Dataflow

Spectrum Enterprise Data Governance Solution

- Profiler Plus
- Monitor Plus

Spectrum Business Services

- Enterprise Routing
- Global Sentry
- Enterprise Tax Management
 - > Sales & Use
 - > Payroll
 - > Personal Property
 - > Insurance Premium Tax
- Business Application Connectors
 - > Data Quality Connector for:
 - MySAP CRM v.5.0, v.6.0
 - MySAP ERP v.5.0, v.6.0
 - Siebel Enterprise Apps v.7.8, v.8.0
 - Siebel Industry Apps v.7.8, v.8.0

Spectrum OnDemand