Pitney Bowes Spectrum™

Enterprise Location Intelligence Solution

ENTERPRISE GEOCODING MODULE PROVIDES YOU WITH THE EXACT INFORMATION YOU NEED WHEN LOCATION REALLY COUNTS

NOW WITH EXPANDED COVERAGE TO CANADA, AUSTRALIA AND INTERNATIONALLY

Summary

More precise geocodes. Reduced risk. Precise calculations. Better decisions. The Pitney Bowes Spectrum Enterprise Location Intelligence Solution, Enterprise Geocoding Module helps you determine the exact geographical coordinates for any address. With this information, you can improve the quality and accuracy of any process or business determination that depends on location data.

Benefits

- Global service to allow users to geocode multi-country data files or transactions

- Address correction and geocoding with parcel level precision

- Calculation of geo-coordinates based on cascading precision from point and parcel level data down to street interpolation and postal centroid

OVERVIEW

The Pitney Bowes Spectrum Enterprise Location Intelligence Solution, Enterprise Geocoding Module performs address geocoding and postal code centroid geocoding for locations in the U.S., Canada, Australia and for many other countries. This module provides you with actual location coordinates, including the latitude, longitude, altitude and, for the U.S., Accessor's Parcel Number (APN), which makes it easier for you to analyze data geographically – and make better business decisions.

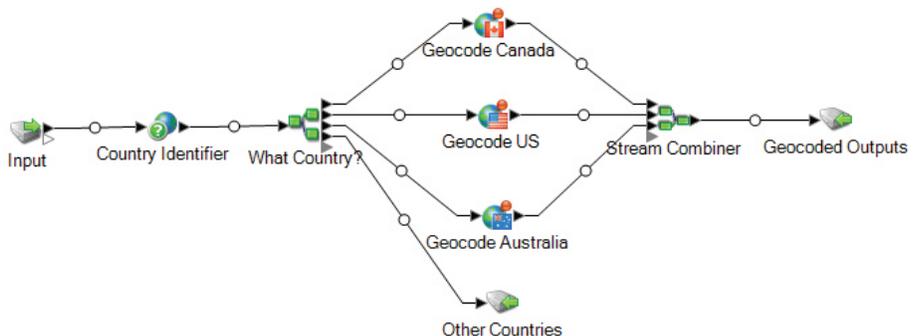### With Pinpoint Precision, You'll Know Your Customers Better

While an address is important for postal delivery, it does not, by itself, give you the answers you need to run your business effectively. Especially if your business processes depend on precise location.

The Enterprise Geocoding Module returns specific geographical coordinates so you can assess risk, determine eligibility for service, calculate distance between two points, locate prospects and more.

The Pitney Bowes Spectrum Enterprise Geocoding Module geocodes at successive degrees of precision to help ensure a more accurate match for address data with minimal user effort. Our cascading geographic logic uses street address, postal codes, intersection, road segment, named place and APN.

Key Components

- Geocode U.S./Canada/Australia Address: Takes an input address, matches it to a physical location and returns an exact latitude and longitude. Options include providing elevation and Accessor's Parcel Number (APN) for U.S. addresses.

Orchestration of Enterprise Geocode Module components into a dataflow using Enterprise Designer

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ENTERPRISE GEOCODING MODULE

THE ENTERPRISE GEOCODING MODULE PERFORMS GEOCODING FOR OVER 35 COUNTRIES AND TERRITORIES. DEPENDING ON THE COUNTRY, THE GEOCODE IS TO THE POINT, STREET OR POSTAL CODE CENTROID LEVEL.

- Reverse Geocode U.S./Canada/Australia Location: Takes a geocode (latitude and longitude) and returns a possible address match for that location.

- Reverse APN Location: Takes an Accessor's Parcel Number (APN) and provides an address and geocode (latitude and longitude).

- International Geocoding: Address standardization, address geocoding, and postal code. International Geocoding takes an address and returns latitude/longitude coordinates and other information. Each country has its own component with a three-character country code (ISO 3166-1 Alpha 3 code).

Unrivaled Throughput
Provides unmatched speed and flexibility, with the ability to geocode millions of addresses an hour.

Permanent Location Codes
Ensures year-over-year reports are exact and relevant, because unlike postal codes, longitudes and latitudes never change.

Widest Range of Spatial Data

United States: Combines USPS postal data and the user's choice of spatial data from the world's leading data providers, including TIGER, Tele Atlas, NAVTEQ and Centrus® Points databases, into a single unified data set. This process, called conflation, provides significant advantages, including more matches and fewer false positives.

Canada: A powerful geocoding tool that can geocode millions of Canadian street addresses in a single pass as a batch process or single Canadian street address in real-time. The Address Dictionary contains Canadian street addresses, street geometry, and the latest postal code centroids. You can

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**PITNEY BOWES SPECTRUM ENTERPRISE LOCATION INTELLIGENCE SOLUTION
ENTERPRISE GEOCODING MODULE LISTING OF INTERNATIONAL GEOCODING COUNTRIES**

- ARG (Argentina) *
- AUS (Australia)
- AUT (Austria)
- BEL (Belgium)
- BRA (Brazil)
- CAN (Canada)
- CHE (Switzerland)
- CHN (China) *
- CZE (Czech Republic)
- DEU (Germany)
- DNK (Denmark)
- ESP (Spain, Andorra, and Gibraltar)
- FIN (Finland)
- FRA (France and Monaco)
- GBR (United Kingdom)
- HKG (Hong Kong) *
- HUN (Hungary)
- IDN (Indonesia) *
- IND (India) *
- IRL (Ireland)

- ITA (Italy, San Marino, and Vatican City)
- JPN (Japan) *
- LIE (Liechtenstein)
- LUX (Luxembourg)
- MYS (Malaysia)
- MEX (Mexico)
- NLD (The Netherlands)
- NOR (Norway)
- NZL (New Zealand)
- PHL (Philippines) *
- POL (Poland)
- PRT (Portugal)
- RUS (Russia) *
- SGP (Singapore)
- SWE (Sweden)
- THA (Thailand)
- TUR (Turkey) *
- TWN (Taiwan) *
- ZAF (South Africa) *

* AVAILABLE 2011

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ENTERPRISE GEOCODING MODULE

geocode to both French and English street addresses, postal code centroids, geographic centroids, and street intersections. Plus, distinguish street address matches from postal code or geographic centroid matches by the result code.

Australia: The most comprehensive and current National address dictionaries in Australia – address ranges built using G-NAF, one of the most comprehensive, up to data and authoritative source of address geocodes.

International: For a key set of 35* countries the Enterprise Geocoding Module provides address standardization, address geocoding and postal code centroid geocoding. In addition you can enter an address and get outputs such as geographic coordinates, which can be used for detailed spatial analysis and demographics assignment. You can also enter a geocode, a point represented by a latitude and longitude coordinate, and receive address information about the provided geocode.

In addition the Enterprise Geocoding Module's City-Postcode world geocoder can take an address for any country and provide latitude/longitude coordinates and other information.

Powerful Spatial Applications

With the Geocoding Module you can determine the geographic coordinates for an address, which can be used for additional detailed spatial analysis.

- Provides for better decision making by making it easy to calculate:
  - > Distance between two locations
  - > Distance to a location intelligent geographical boundary
- Plus, enrichment with spatial database information and situation awareness in a particular zone.

The Pitney Bowes Spectrum Technology Platform provides solutions and services you need to create and maintain more accurate, rich customer information.

IMPROVE YOUR LOCATION INTELLIGENCE. FOR MORE INFORMATION ON SPECTRUM ENTERPRISE LOCATION INTELLIGENCE SOLUTIONS, CALL US TODAY OR VISIT OUR WEBSITES.

SPECIFICATIONS

Now with 64-bit operating system support along with 64-bit runtime support. For additional information, please visit us at:

http://www.pbinsight.com/products/data-management/data-quality-and-enrichment/enterprise-location-intelligence/spectrum-enterprise-geocoding-module/

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For more information on the specific countries with these enhanced geocoding capabilities, visit www.pbinsight.com or contact your sales executive.

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