



The Economic Value and Impact of Geospatial Technology

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Pitney Bowes today.

We're a global technology company offering innovative **physical + digital** products and solutions that enable commerce.

90% of the Fortune 500 and more than 1.5 million small and medium-sized businesses in approximately 100 countries around the world rely on products, solutions and services from Pitney Bowes.

- Acquired Group 1 Software in 2004
- Acquired MapInfo 2007



Customer Information Management

- Customer Analytics
- Data Management & Integration
- Data Quality
- Maintenance & Support
- Professional Services

Location Intelligence

- Asset Management
- Enterprise Location Intelligence
- Geographic Information Systems
- Location & Business Data
- Location Based Services
- Maintenance & Support
- Market Analytics
- Professional Services

Customer Engagement

- Communication Archiving Solutions
- Contact Center Automation
- Customer-Engaged Billing
- Customer Lifecycle Management
- Customer Self Service
- Digital Document Delivery Platform
- Maintenance & Support
- Mover Marketing
- Production Intelligence
- Professional Services

Shipping & Mailing

- Address Management
- Domestic Shipping
- Ink & Supplies
- Inserting
- Management & Tracking
- Online Postage
- Outsourced Mailing Services
- Parcel & Mail Sorting
- Postage & Carrier Accounting
- Postage Management
- Postage Meters
- Print & Mail Production Management
- Printing
- Production & Finishing
- Productivity Solutions

Global Ecommerce

- Cross-Border Shipping

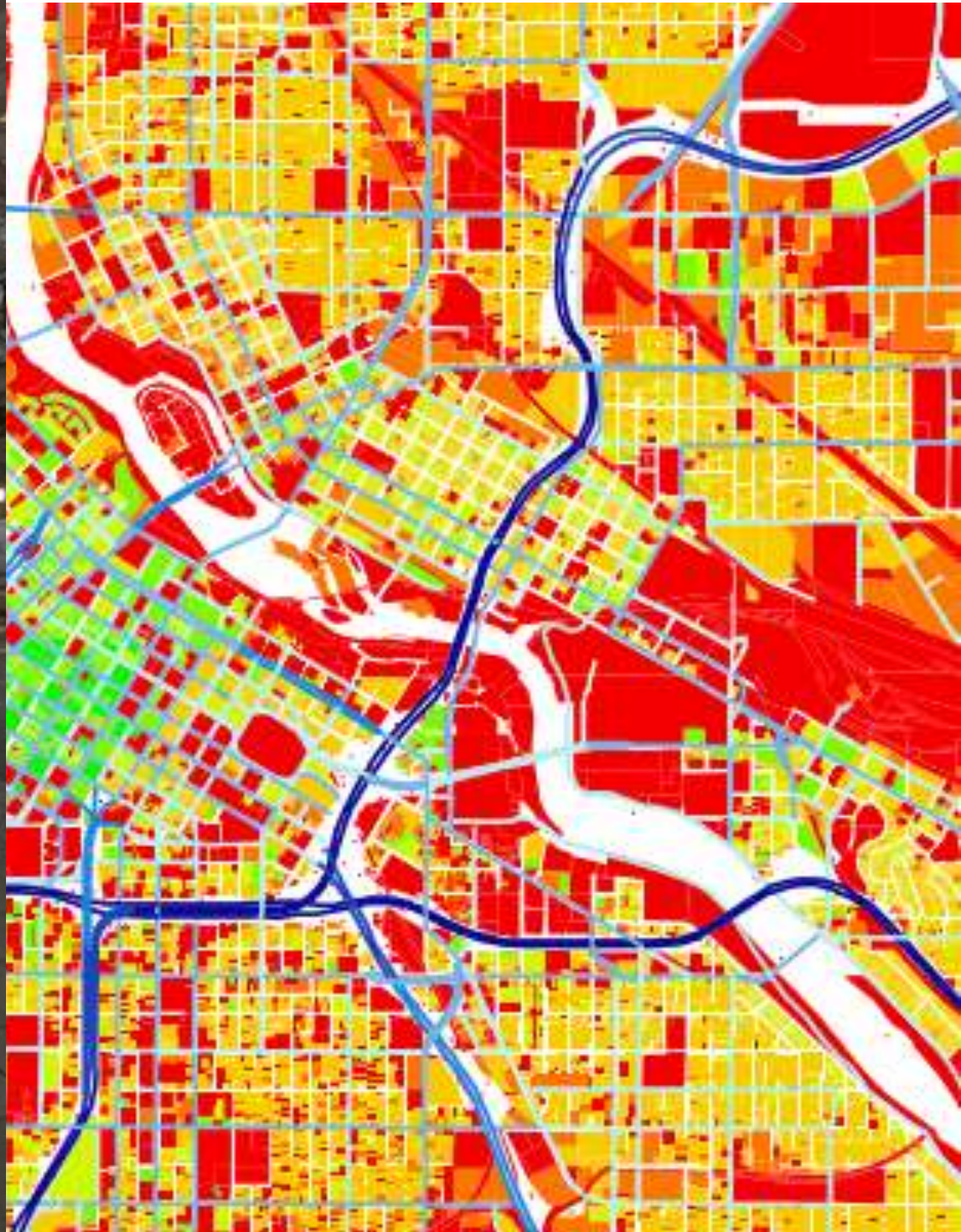
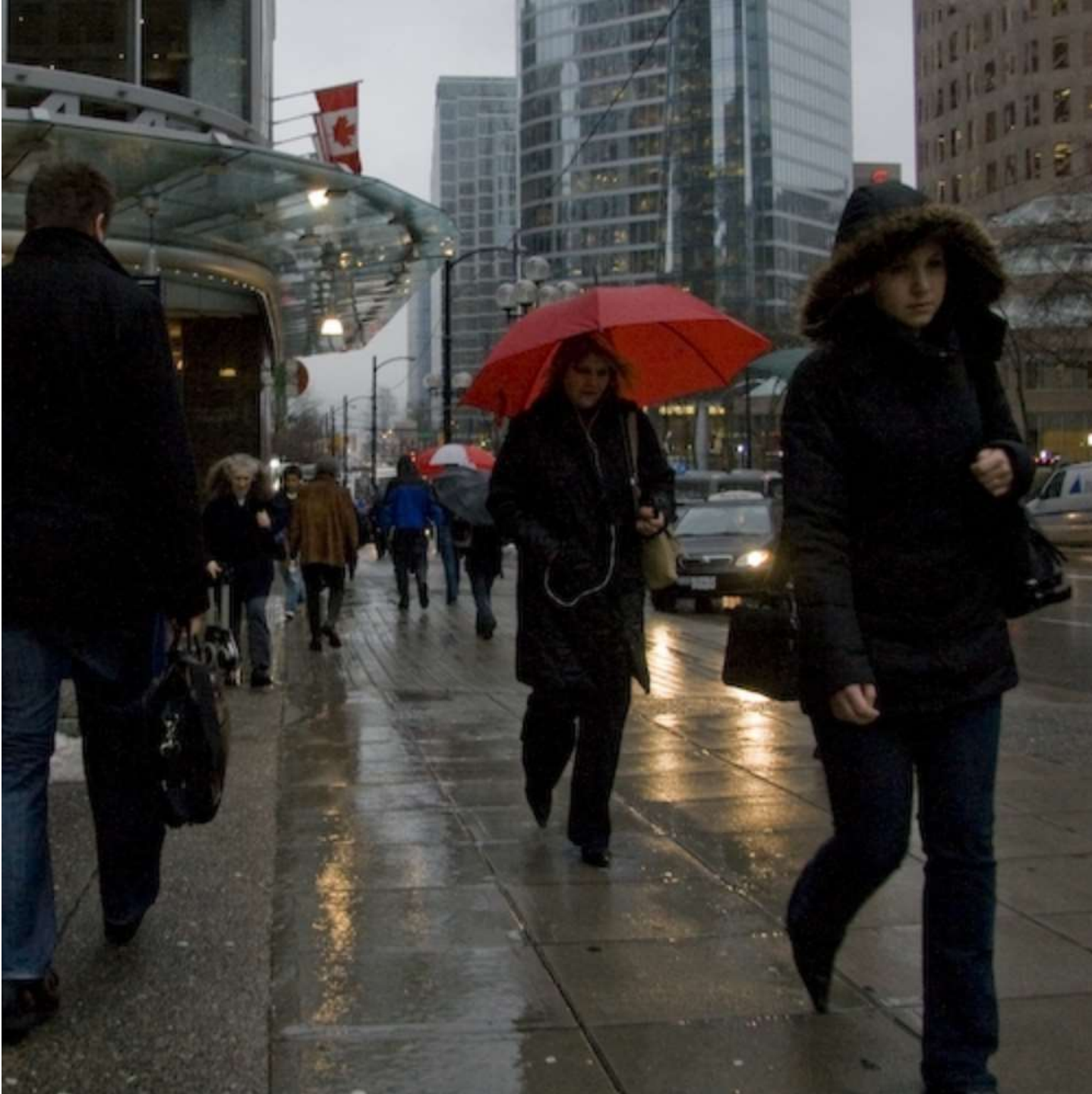
Premise #1

**Government is a
naturally geographic
business**



Premise #2

Economic development
begins with an
understanding of
demographics and land
assessment



Premise #3

The value of GIS to
government is ... better
governance and better
citizen engagement

Drivers of Digital Transformation in Government

Economic Development



Jobs, Jobs, Jobs

- Education
- City Services
- Demographics
- Land improvements

Emergency Response



Real-time Data

- Asset management
- Location/Allocation
- Routing
- Responsiveness

Citizen Engagement



Improve information flow

- Transportation Services
- Open Budget
- Repairs and Maintenance
- Urban Planning

Harness the power of location to drive better **citizen outcomes** and deliver location-enabled services



The value of GIS to
commerce is ...
...Money earned
or Money saved

Corollary #1

An explosion of location-based data

Internet of Things



Soon everything will be connected.

- Automobiles
- Medical monitoring
- Energy consumption
- Asset tracking
- Building information
- Home appliances
- Personal fitness
- Smart meters

Mobile



Nearly 2 billion smart phones will ship globally by 2018.

- Each user generates 60 gigabytes of data each year, detailing:
 - Where consumers shop
 - Where they go
 - When they go
 - What they purchase

Social media and e-commerce



72% of online adults visit Facebook at least once a month, creating data around:

- Relationships
- Hometowns and jobs
- Preferences
- Interests
- Locations and check-ins

Corollary #2

GIS is a general purpose
technology
i.e. *try doing without it*

The true impact of
Geospatial technology is...



Contribution of GIS to a Country's GDP: 0.5%

\$110 B U.S. Economy
\$ 10 B Australian Economy

Data Is the New Water



Thank you.

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