

# The continued permeation of Location Intelligence

Driving innovation and delivering true value in our daily lives

**James Hall**

Consultant – Location Intelligence – Pitney Bowes



We all ask the “WHERE” questions every day...

**Location Intelligence answers these questions**

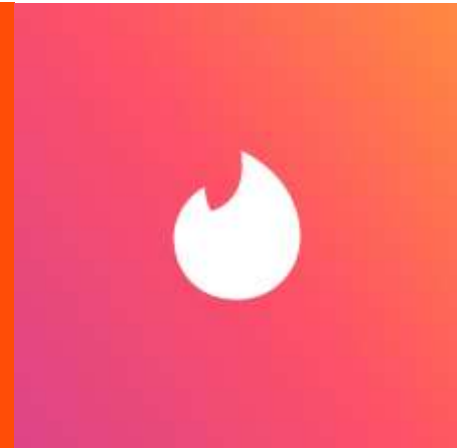


2007 ?





76...6



# New Location Intelligence users and use cases

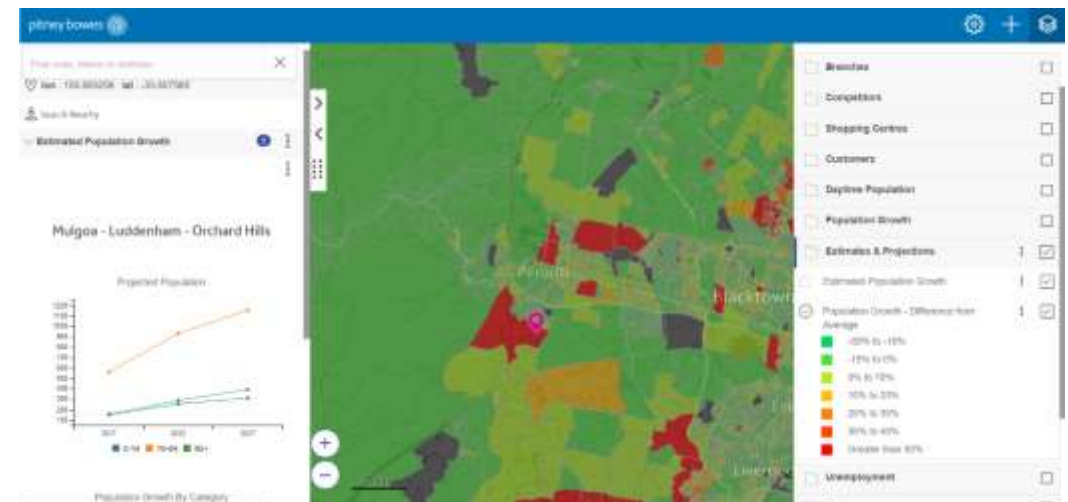
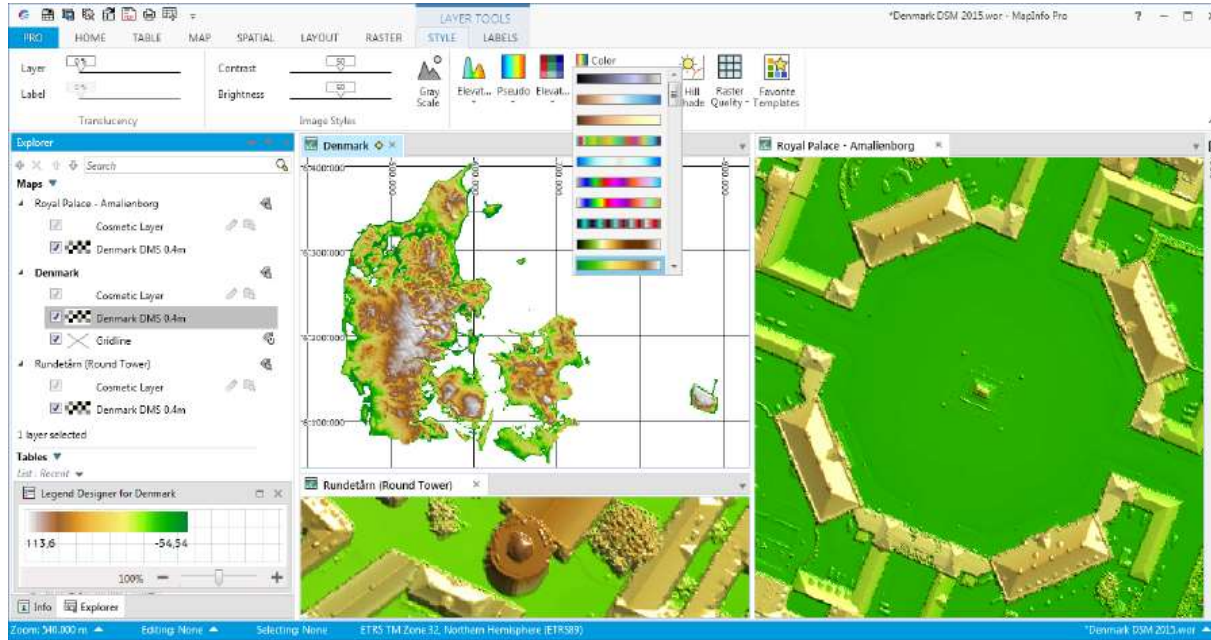


**Consumerization of GIS** has introduced a wider array of users to the technology.

The market desires **real-time location-based insights** that informs analysis, fuels interactions and drives decision-making.

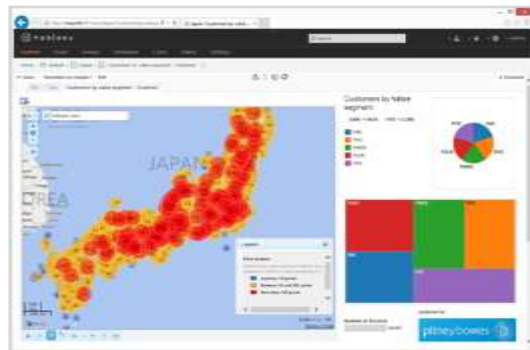
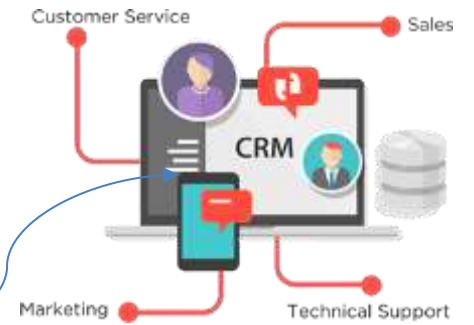
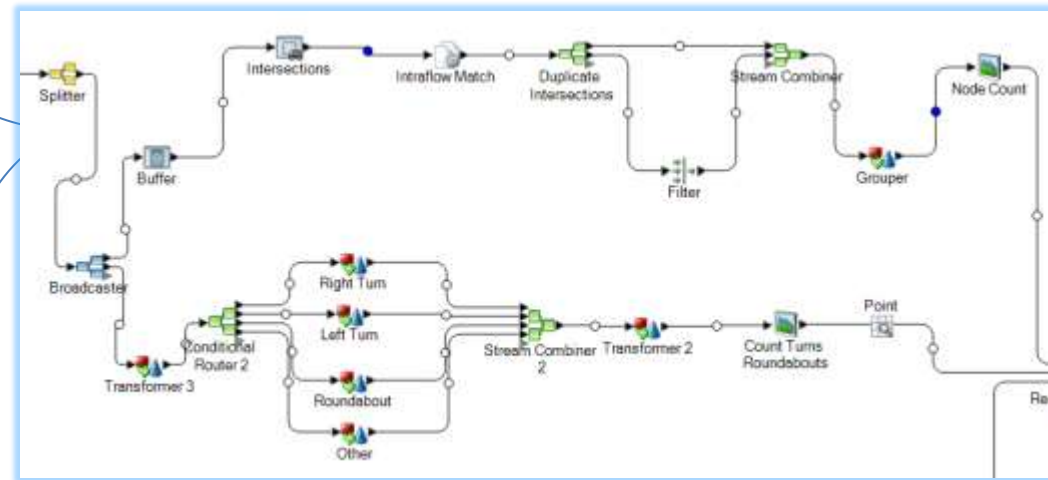
Already **big location data**, combined with massive amounts of sensor and third-party data, places pressure on technology to keep up.

# From Powerful Desktop, to Enterprise Systems and Purpose built Applications...



# Automated Spatial Data Processing + Customer Information Management

Centrally Manage & Deliver Insights Across the Organisation



Single Customer View

# DATA



# Data is the new Oil

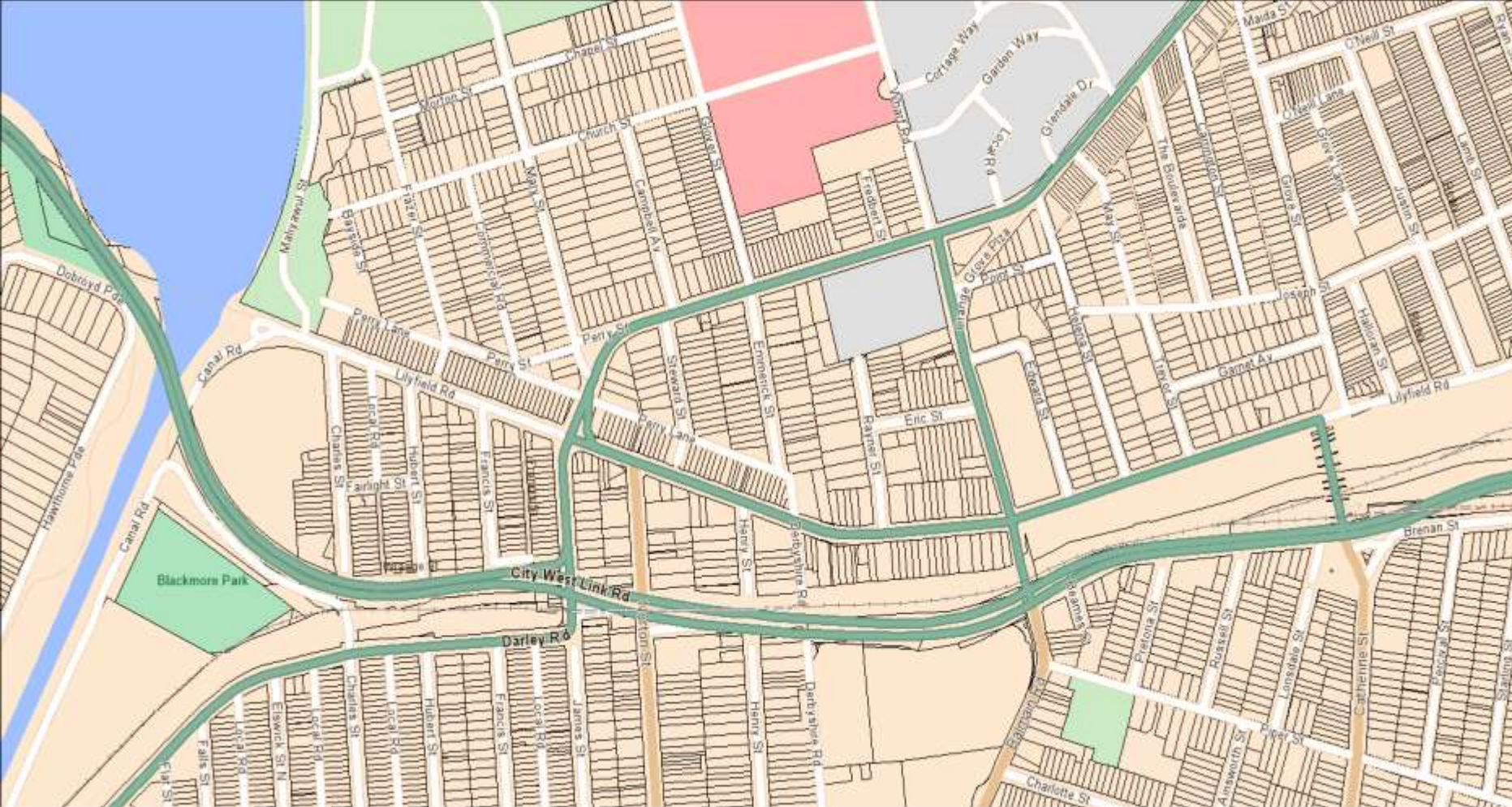


Data Is the  
New Water





**Data is the new Bacon**



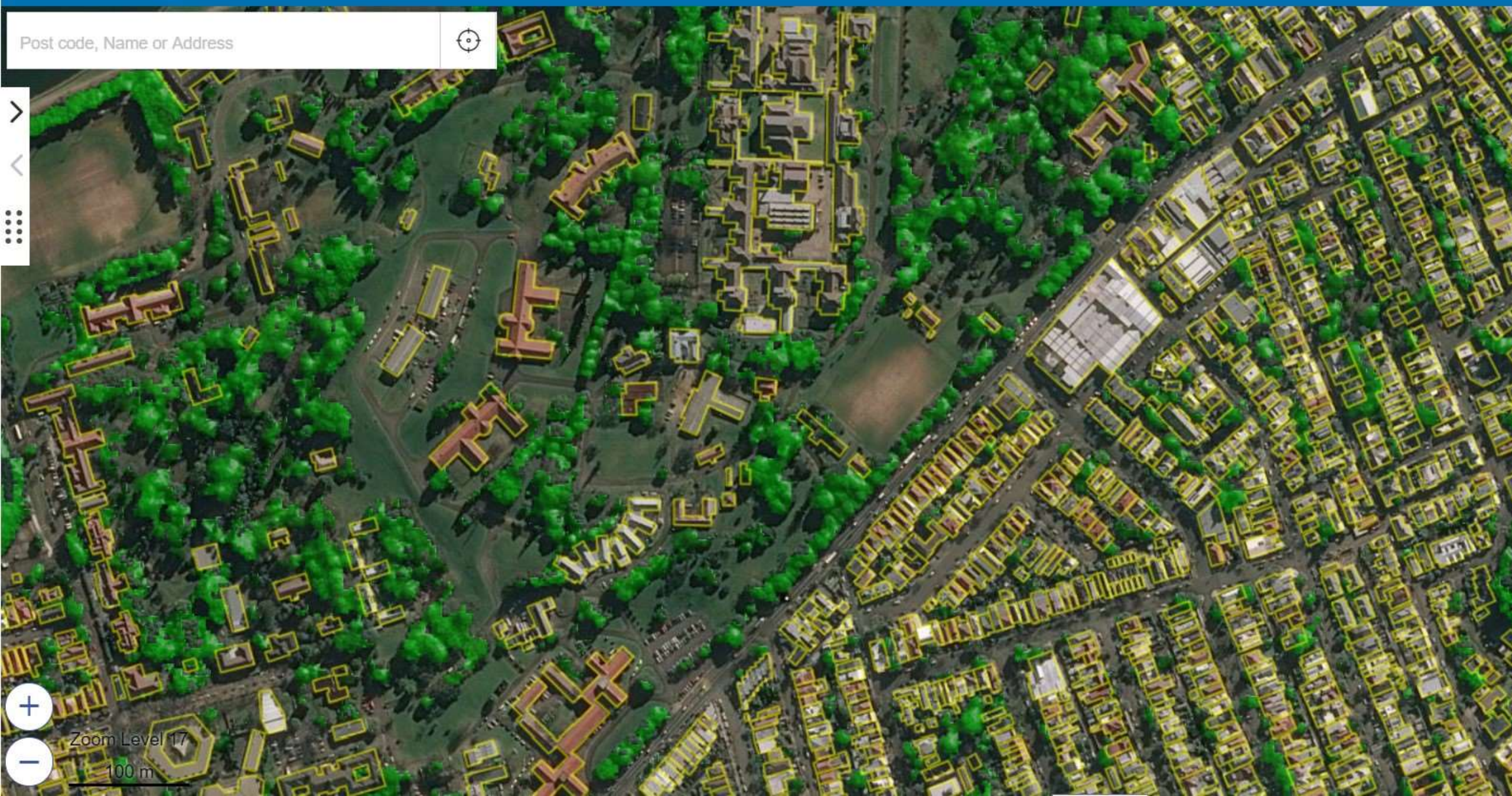
350+ Datasets



240 Geographies



Post code, Name or Address



Zoom Level 17

100 m

# Internet of Things... Big Data...



# Use Case: Subscriber Verified Coverage Map Increases Customer Acquisition

71M Customers

Call quality, duration, location

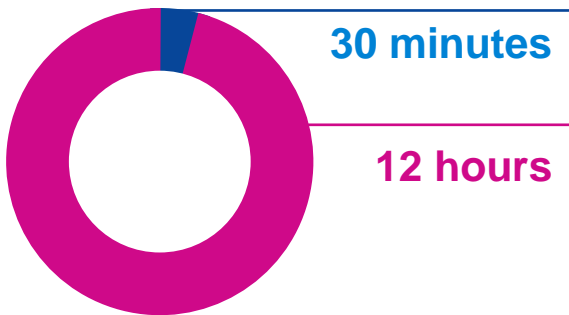


# Big Data



## Geocoding

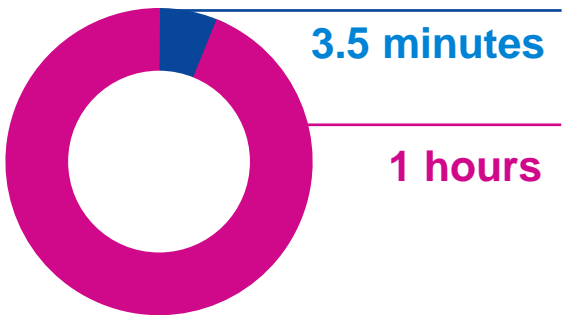
105 million records



## Name and Address Matching

30 million records

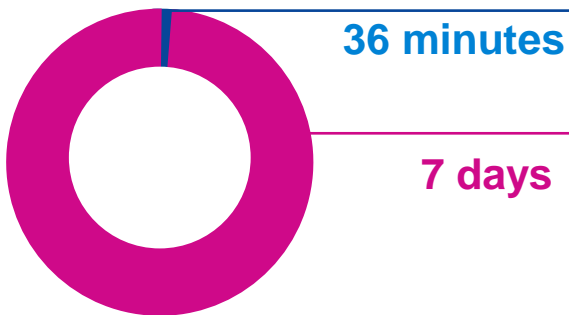
Transactional match  
group by match key



## Spatial Processing

12 million records

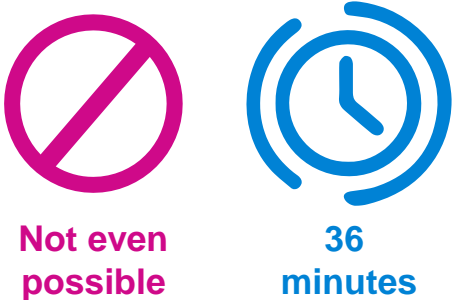
150 million parcels and  
10 million buildings



## Coverage Mapping

19 billion records

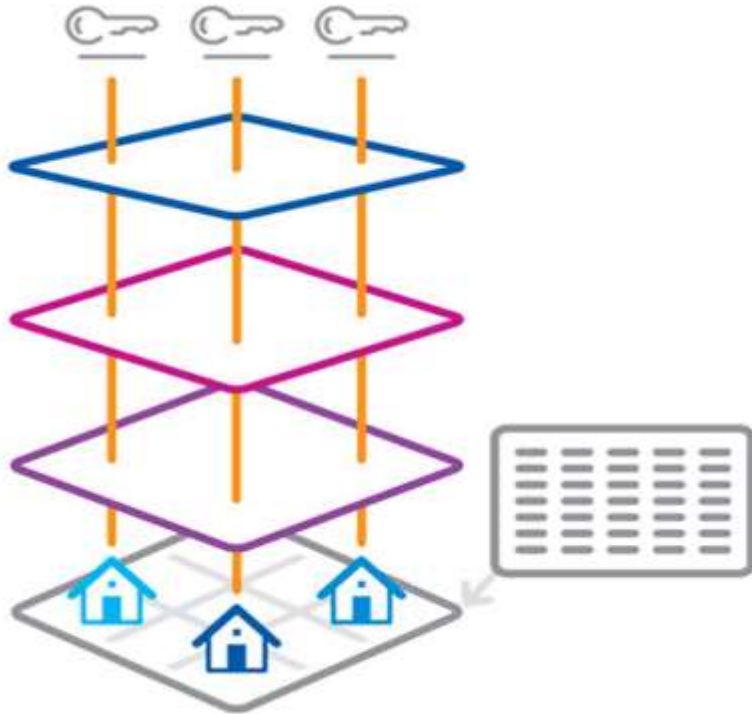
Aggregating mobile  
calls to 950 million polygons



GeoEnrichment: Add authoritative and descriptive attributes to customer, transaction or other data at a known location



# Easy to use High Value Information with MLD & pbKey™



# Location Intelligence APIs



## GeoCode

Enrich your address with location coordinates and vice versa.



## GeoSearch

Add autocomplete address search into your applications and websites.



## GeoMap

Place your data and Pitney Bowes data atop beautiful maps for visualization and quick decision making.



## GeoZone

Create smart drive-time and drive distance zones to trigger & automate business processes & actions.



## GeoRoute

Routing directions for single and multiple origin & destination inputs.



## GeoEnrich

Enrich your location data with addresses, place names and business names.



## GeoRisk

Examine local crime, earthquake, flood and fire risks for planning, claims and mitigation.



## Geo911

Integrate administrative call routing info into 911 emergency services processes and workflows.



## GeoLife

Enrich audience profiles with local lifestyle and demographic insights.



## GeoProperty

Capture detailed property information for analysis, planning, and decisions.



## GeoTax

Integrate local tax rates into your billing, commerce, payments as well as payroll applications, business processes and workflows.



## GeoComm

Identify local exchange carriers doing business with a rate center area.



## GeoTime

Add timezones and UTC offsets to your applications, business processes and workflows.



## GeoLocation

GeoLocate IP addresses, landline and wireless phones & devices, and Wifi Access Points.

## Fire Protection Risk Data

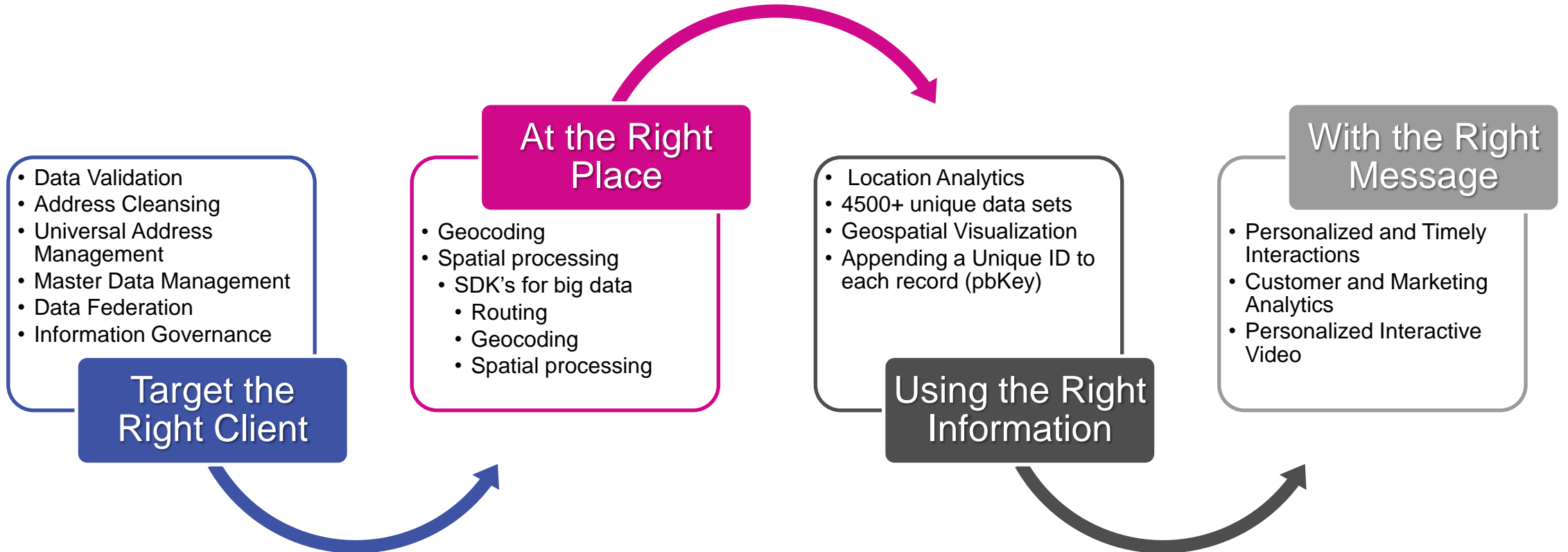
### 172 Million Addresses to Closest 3 Fire Stations & Nearest Water Boundary

Original time: 7 days

Native Hadoop: 6 hours

# PB's Location Intelligence Advantage

Complete Workflow from data management to geo-enrichment



Information Management → Location Intelligence → Data → Customer Engagement

# Smart Stadium...



?





# Driving Innovation



50%



# Driving Innovation





Thank you!

[james.hall@pb.com](mailto:james.hall@pb.com)