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 ?
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 is the new Oil
Data Is the New Water
Data is the new Bacon
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
- Traditional Spectrum: 12 hours
- Pitney Bowes Big Data: 30 minutes

**Spatial Processing**
12 million records
- Traditional Spectrum: 7 days
- Pitney Bowes Big Data: 36 minutes

**Name and Address Matching**
30 million records
- Traditional Spectrum: 1 hour
- Pitney Bowes Big Data: 3.5 minutes

**Coverage Mapping**
19 billion records
- Aggregating mobile calls to 950 million polygons
- Traditional Spectrum: Not even possible
- Pitney Bowes Big Data: 36 minutes
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 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 Wi-Fi Access Points.

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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

Target the Right Client
- Data Validation
- Address Cleansing
- Universal Address Management
- Master Data Management
- Data Federation
- Information Governance

At the Right Place
- Geocoding
- Spatial processing
- SDK’s for big data
- Routing
- Geocoding
- Spatial processing

Using the Right Information
- Location Analytics
- 4500+ unique data sets
- Geospatial Visualization
- Appending a Unique ID to each record (pbKey)

With the Right Message
- Personalized and Timely Interactions
- Customer and Marketing Analytics
- Personalized Interactive Video

Information Management → Location Intelligence → Data → Customer Engagement
Smart Stadium...

Driving Innovation

Everything is Addressable

The knowledge Fabric from Pitney Bowes reveals the insights that impact decisions.

50%
Driving Innovation

8GC2CMXR+X6
Thank you!

james.hall@pb.com