DATA SHEET

Pitney Bowes Business Insight Data Offerings

MAKE FASTER, MORE ACCURATE, AND COST-EFFECTIVE LOCATION INTELLIGENCE DECISIONS USING THE IDEAL COLLECTION OF HIGH QUALITY DATA FROM THE WORLD'S PREMIERE SOURCE FOR LOCATION DATA.

Summary

Gain a geographic perspective of your business that was previously unseen. Cross-reference your proprietary data—such as customer information, delivery routes and infrastructure schematics with our industry-leading data sets.

Benefits

- Saves time by providing a single source for hundreds of data products

- Provides frequently updated data sets

- Offers a comprehensive portfolio that consists of: street data, geographic data, demographic data, and industry-specific data

OVERVIEW

As a world leader in location intelligence information, Pitney Bowes Business Insight offers you a single source of data for over 200 countries worldwide. Our comprehensive data portfolio includes: Street Data, Geographic Data, Demographic Data, and Industry-Specific Data Sets.

By cross-referencing your customer information, delivery routes, and infrastructure schematics using our industry-leading data sets, you gain a perspective of your business that allows you to gain market insight, justify substantial business decisions, and plan business growth strategies with confidence.

Frequently updated and optimized for use with the powerful Pitney Bowes Business Insight software and services, our data sets provide a total business solution for your company's mapping and geographic analysis needs.

Geocoding

Wide selection of data to match geocoding and geographic coverage needs

Our location intelligence products put data into context allowing you to check a property's proximity to the coast, verify a customer's service options, or pinpoint a delivery site.

Our geocoding products, which assign a latitude-longitude coordinate based on street address, postal code, or administrative boundaries, allow information to be displayed on a map.

As the leading global provider of location intelligence solutions, Pitney Bowes Business Insight delivers a core set of capabilities for street level (and higher) geocoding to match your geographic area. Versatile international solutions from Pitney Bowes Business Insight can be configured to geocode at different levels and are scalable to meet growing needs.

Pitney Bowes Business Insight offers several different geocoding applications:

World Geocoders—Apply geographic analyses to business processes

City and Postal Geocoders—Enable postal or place level geocoding across the world

Street Geocoders—Analyze global data at street level

Parcel Geocoders—Locate parcel centroids and identify address point centroids

North America Geocoders—Assess risk, determine service eligibility, calculate distance, locate prospects, and more

Street Data

Comprehensive geographic and street data for analytical mapping

Pinpoint customer addresses to determine flood risks, visualize road types serving your store locations, analyze the terrain of your fiber optic network—with location intelligence, you will look at your proprietary data in a

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new light. Pitney Bowes Business Insight provides leading data for street level mapping and geocoding. StreetPro® Display and StreetPro® with Addresses provide multiple layers of geographic information to create detailed, professional-quality maps, geocode customer addresses, and query location data for a broader perspective on your business.

Geographic Offering

Specialized geographic data sets for focused business analyses

From worldwide postal code information to local and national government boundaries to the latest satellite images of earth, Pitney Bowes Business Insight offers leading data sets for precision geographic analysis. Designed to complement our powerful software and data solutions, these specialized data sets add new dimensions to your analytical and mapping capabilities, and provide new insights for enhanced business performance.

Postal Data—Provides a single source of postal data for over 100 countries worldwide

Administrative & Boundary Data—Supplies administrative boundaries for over 200 countries

Imagery Data—Shows aerial and satellite images for geographic analysis and mapping

Place Data—Pinpoints geographic markets with location data of populated places, cities, townships, etc.

Demographic Offering

Gain new understanding of customer lifestyles and behaviors

From planning key strategic marketing initiatives, to identifying your most profitable customers, our demographic data helps you target your marketing strategies for business success. Pitney Bowes Business Insight, offers rich demographic databases for customer acquisition and market analysis.

When combined with our powerful mapping and analytical solutions, our demographic data helps you deliver improved efficiencies and effectiveness in your direct to consumer marketing programs, and positions your organization for greater success.

Segmentation Systems—Analyze neighborhood clusters to gain market share

Estimates & Projections—Use demographic variables to anticipate need

Product & Spending Behaviors—Provide the world's leading expenditure demographics

Industry-Specific Data Offerings

Pitney Bowes Business Insight pioneers many of the mapping and analytical tools used by businesses and governments today. Working closely with our customers and our own industry experts, analysts, and statisticians, we develop comprehensive portfolios of geographic and industry-specific data. Used in conjunction with our leading software and analytical products, our Pitney Bowes Business Insight data offerings enhance market analysis capabilities, increase marketing return on investment (ROI), and give organizations a competitive advantage in their industry.

Communications Data—Visualizes the telecommunications landscape for more profitable operations and competitive analysis

Financial Data—Enables more competitive decisions through banking demand data

Insurance Data—Manages risk and sets appropriate rates with location data

Retail, Restaurant & Real Estate—Facilitates site selection and repurposes current store portfolio

VISIT US AT WWW.PBINSIGHT.COM/PRODUCTS/DATA/ TO DOWNLOAD AN ELECTRONIC VERSION OF OUR PITNEY BOWES BUSINESS INSIGHT WORLDWIDE DATA CATALOG.

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