



Location Intelligence

Enterprise Location Intelligence

GeoInsight™

Data-driven insights you need for better decision making

It's easier than ever to put your location data to work.

Get clear answers to questions about customers, sites, markets and competitors. With GeoInsight business users and power users alike can create, print and share detailed analyses, maps and reports, when and where needed, without the need for lengthy training or specialized expertise.

This powerful web-based platform lets you work with your customer and location data, third-party datasets and custom plugins. All information is stored in a central repository, so it's simple to manage, protect and share. Intuitive and easy to use, robust and customizable, GeoInsight adds insight enterprise-wide.

Data-driven insight everyone can use.

- Understand customers.
- Visualize markets.
- Analyze potential.
- Select retail sites.
- Determine channel investment.
- Forecast sales.

See your data in a whole new dimension.

Gain deeper insights.

Mine value from the growing volume of location data surrounding your business sites, channels and competitors. Define and rank geographies. Draw rings and boundaries. Calculate drive times and foot traffic. Easily combine multiple datasets to make comparisons, understand relationships and reveal trends.

Create winning strategies.

Get the information you need to compete successfully. GeoInsight delivers critical market intelligence with just a few clicks. Create thematics that show the impact of multiple variables like demographics, income, expenditure, home values and more. Target your highest-value customers. Identify emerging opportunities, and optimize site selection.

Share knowledge enterprise-wide.

Store and manage all your geographic information in a single location. Easily export, print and share maps and insights. Quickly customize and generate summary and scoring reports. Present your business case for new site selection and other important business decisions directly from GeoInsight.

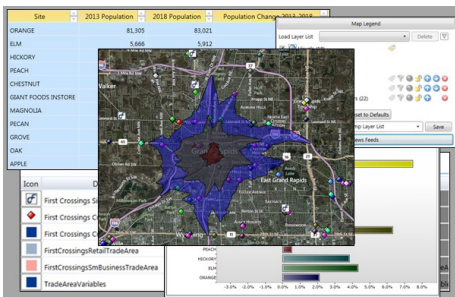
GeoInsight is designed for users throughout the organization.

- Marketing
- Sales management
- Product management
- Finance
- Customer service
- Human resources
- Real estate
- Analysts

GeoInsight is rich in features and functionality, yet easy to use.

Robust user experience.

The GeoInsight interface combines simplicity for business users with sophisticated capabilities for power users. Individual users can customize the layout and header displays in accordance with their personal preferences. Layer settings, thematics, dot density, RSS feed settings, variable lists, general layout, report selections, and more can all be included. Convenient save options allow users to log out of the application and later resume working exactly where they left off.



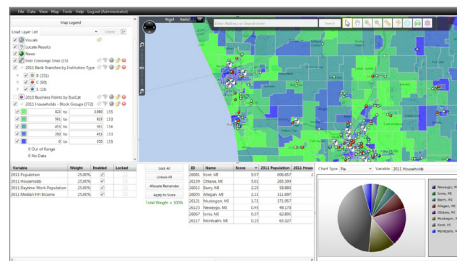
Customizable layout and header displays.

Extensible framework.

Address specific client needs such as predictive analytics and custom reporting when you easily integrate custom plugins such as WinSITE, and Local Knowledge. Develop added plug-ins to handle custom modeling, reporting, dialogs, menus and more.

Powerful mapping tools.

Transform dense spreadsheets into informative, interactive maps that put your data in context. Bing Maps integration provides the base maps. You add layers and filter data to home in on exactly what you want to see.



- Display standard and custom geographies, pan and zoom, and search for locations or points of interest.
- Easily modify layer styles, labels, visibility, and order directly from the Map Legend.
- Save map clicks and points returned from Geocoding/Search services to new or existing layers.

Mapping features.

- Bing Maps integration, with:
 - Road, aerial imagery and street-side map modes
 - Geocoding integration
 - Search integration
- Standard and custom (points and polygons) geography display options
- Outstanding display performance, even at thousands of points
- Auto labels
- Overlap intelligence - Drag and drop
- Customizable hover tooltips
- Thousands of styling possibilities
- Fill colors
- Transparency levels
- Border colors and thickness
- Icon size and shape
- Custom icons
- Label positions
- Drilldown selection control
- Feature grouping

Feature filtering:

- Filter features by one or more data variables

Spatial filtering:

- For example, only display customers within a five-minute drive time

See what you can do.

GeoInsight empowers users across industries to see opportunities more clearly and make better informed decisions. For example:

- **Financial Services:** Users can select all bank branches within a geography by drilling down on the sub-geography and then bank branches. Drilldowns also work with custom boundaries like trade areas.
- **Retail and more:** Users can group customers by site, profitability, segmentation, etc. then adjust styles and/or visibilities for each group.

Utilize built-in reports.

Generating reports can be as easy as point and click. Create reports on existing geographies, points, map clicks, geocoded points, points of interest, rings or drive-time polygons. The report grid is interactive and can be used to filter records. Simply double-click on a row to select it and zoom to the geography. Right-click on a grid for "save to file" options.

GeoInsight also gives you many ways to share the results of your analysis with colleagues. You can export and print maps and reports, or email reports and thematics to other users directly from the application. Report types include:

Summary reports.

- Display any number of selected variables in a tabular format

Scoring reports.

Provide a basic scoring model along with the tabular variable summary

- Users specify which variables to use, and the weight assigned to each variable
- Each geography is assigned a score based on the variable value and weighting
- Create a thematic off the scoring column to visually identify areas with the highest/lowest score

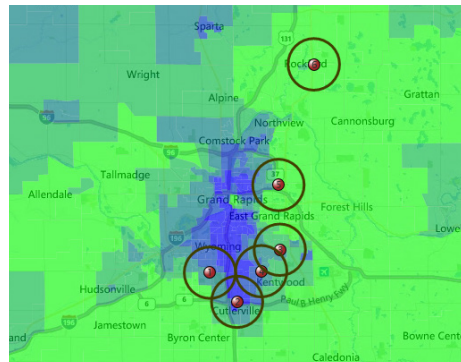
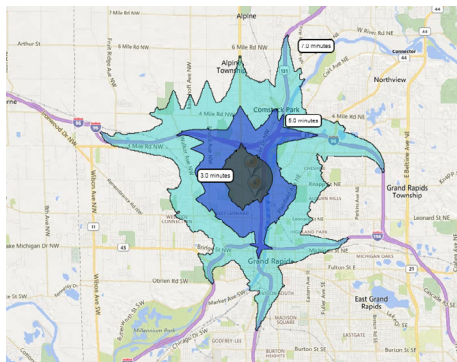
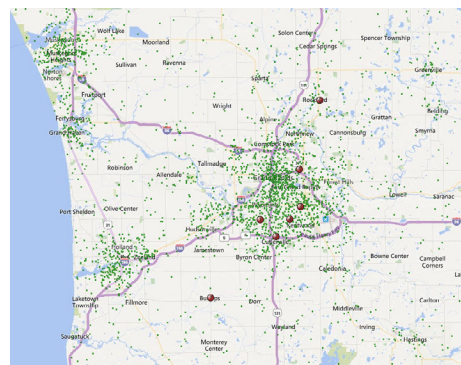
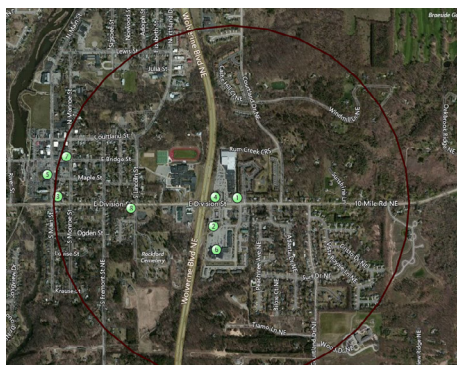
Custom reports.

- Vary by loaded plug-in(s)

Create specialized maps.

GeoInsight lets you dynamically create thematics and dot-density maps at any geography level. Quickly generate thematics off of report columns, including geographies, rings, drive-time features, and the Scoring column. You can also:

- Create animated thematics that cycle through multiple variables to visually demonstrate shifts in values over time.
- Easily integrate Web Mapping Service (WMS) layers.
- Overlap multiple translucent thematics to perform bivariate analysis.



Thematic options include:

- Break algorithm (Equal Count, Equal Spacing, N Tiles)
- Number of breaks (up to 10)
- Change color (including transparency level) by break
- Change visibility by break
- Edit ranges (min/max values) directly in the legend

Insert News Items.

Enrich your maps with relevant News Items and articles that shed additional light on your analysis and reports. You can manually enter News Items at any geographic point, or dynamically pull News Items from RSS, GeoRSS and Atom feeds on the web.

- View a list of News Items in the Accordion control or visually on the map.
- Click on a News Item's Title to access the original article/website. (when applicable)
- Right click on a geography to view related News Items.

Manage with ease.

GeoInsight consolidates all geographic data into a secure, centralized database. It also eliminates the need for cumbersome desktop installations. All that's required to run the program is a web browser and Silverlight 4.0.

Administrators can create and modify users and user groups. Both administrators and power users can import and edit tables and variables, and set security restrictions to limit access to select user groups.

Management tools include:

- Import Wizard for importing data from CSV files
- Data Management tool for:
 - Linking SQL data tables
 - Setting layer titles, descriptions, IDs, styles, variables, zoom levels, table/variable flags and more
- Batch Geocoder for geocoding records while a table is being imported, or after import

System Requirements.

- 4+ GB RAM
- 20+ GB hard disk space
- Microsoft Windows Server 2008+
- Microsoft Windows Installer 4.5+
- Microsoft IIS 6.0+
- Microsoft.NET Framework 4.0+
- Microsoft ASP.NET 4.0.30319+
- Microsoft Silverlight 5.0.61118.0+
- Microsoft Web Deployment Tool
- Microsoft SQL Server with Microsoft SQL Server Management Studio – 2008 R2 or newer
- SSL certificate for HTTPS support

Learn more.

For more information, talk to your sales representative, or visit us online: pitneybowes.com

United States/Latin America

800 327 8627
proservices@pb.com
latinamerica.proservices@pb.com

Canada

800 268 3282
canada.proservices@pb.com

Australia/Asia Pacific

+61 2 9475 3500
asiapac.proservices@pb.com
india.proservices@pb.com

Europe/United Kingdom

0800 840 0001
emea.proservices@pb.com



Pitney Bowes and the Corporate logo are trademarks of Pitney Bowes Inc. or a subsidiary. All other trademarks are the property of their respective owners.
© 2016 Pitney Bowes Inc. All rights reserved.



16DCS06819_US