



## Location Intelligence

World Boundaries

# World Boundaries portfolio

The most complete boundary data available.

## Product overview

The Pitney Bowes World Boundaries data portfolio is a comprehensive range of attributed vector GIS data sets. These provide demarcations of administrative, postcode, neighbourhood, insurance risk and telecommunication geographies.

Included in the range is World Boundaries Premium, the foremost administrative, postcode and land use data product that Pitney Bowes produces. Its consolidated, seamless set of boundaries provide a foundation for decision making and processes such as geocoding, geotagging and data enrichment.

Additionally, the Pitney Bowes Risk Data Suite™ defines natural hazard boundaries and enables elevated risk identification from flood, fire, earthquakes and weather, while telecommunications data provides extents of mobile, cable, fixed line use and service areas.

## Benefit

**World Boundaries Premium:**

A seamless hierarchy global data product that's ideal for use in geotagging, geocoding and geofencing. It supports visualization and spatial analysis for a single location, nation or the globe.

**Postcode and Administrative:**

This includes small scale extents to underpin accurate spatial analysis and

processes on a country by country basis. It is suited for spatial analytics and decision making.

**Risk Data Suite:**

Industry standard CRESTA boundaries are the common reference for disaster risk management. Sourced from the USA government and real events, such as flood, fire, mass movement and earthquakes this data can be used to

## Product description

**World Boundaries Premium:**

Consistent neighbourhood, land use, postcode and administrative extents.

**Postcode and Administrative:**

Definitively sourced country by country.

**Risk Data Suite:** CRESTA\* industry standard zones of natural disasters and flood, fire, earthquake and weather risk data for the USA.**Telecommunications:** Call answering point, routing, exchange and mobile market data for the USA.

identify potential risk to property and people.

**Telecommunications:**

Get access to complete call and communications traffic data for the USA. Telecommunications data is a critical input into emergency call management, customer capacity management and targeted marketing.

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## Added value

The Pitney Bowes World Boundaries portfolio is applicable to numerous business critical decisions, insights and processes across multiple sectors.

**Telcos and retailers** use World Boundaries Premium to seamlessly support geotagging and geofencing alerts, informing them when customers with mobile devices move into specific areas, thus triggering location and time appropriate marketing.

**Insurance and financial services** use land use and risk data to analyze financial exposure by pinpointing customers and premiums relating to locations of highest and lowest risk.

**Consumer marketing agencies** use largest scale areas to automatically geocode social media users supporting deeper insight into user behaviour and enabling better targeted campaigns.

**Multi-national logistics operators** use land use and boundary data to develop effective international policies and supply chain processes e.g. avoiding risks and hazards such as earthquakes, storms and floods.

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## Product updates

Data updates vary per product. Although updates are regular, they are largely dependent upon the origin of the data. For example; World Boundaries Premium is released quarterly.

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## Specification

Boundary data is available in formats consumable by MapInfo Professional®, Spectrum® LIM, Spectrum® Spatial Analyst and other GIS applications such as Autodesk and ArcGIS. It is also available via Pitney Bowes Location Intelligence APIs.

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## Expected ROI

Opportunities for significant return on investment using World Boundaries data sets include:

- Retailers can increase the return from marketing activities by targeting neighborhoods or areas with a common interest. This is done by geofencing and geotagging customers and their behaviours to specific geographic areas.
- Insurers, banks and financial institutions can increase the value of their existing internal address, customer and property data holdings. This is achieved by adding risk profile attribution derived from risk or telecommunications boundary content.
- Governments can set more financial effective policies. By using nationally consistent boundary data, governments can deploy the ideal approach for the right locations and avoid locations with risks of natural disasters.

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