



Location Intelligence

Retail

Spectrum[®] Spatial for SAP HANA[®]

Make the big data-spatial connection.

Create powerful sales experiences.

How can you reach shoppers when they're ready to buy? Does your new store cannibalize traffic from nearby locations? Which products will attract your most loyal customers? What's the best way to manage logistics, shipping and merchandise?

Make the big data-spatial connection. Spectrum Spatial for SAP HANA lets you capitalize on the full value of your business and location data, conduct real-time analyses and make better informed decisions.

- Take advantage of all relevant data for more actionable results.
- Run ad-hoc queries without the delays of re-aggregation.
- Visualize results and draw conclusions with detailed maps.
- Share insights with decision makers across the enterprise.

Locate answers.

Transform customer insight into increased revenue.

- Acquire and retain more high-value customers.
- Improve marketing ROI.
- Maximize performance in stores and online.
- Offer competitive pricing.
- Optimize inventory and fulfillment.
- Pinpoint profitable store locations.
- Target mobile consumers.

Predict where, when, and what your customers will buy.

Choose the right location.

Take the guesswork out of site selection. Consider all relevant factors: demographics, drive times, foot traffic, competitors, economic trends, future development and more. Use detailed analytics to identify under-performing stores, decide which to renovate and which to close. Analyze sensor data and video to understand customer behavior and optimize store layout.

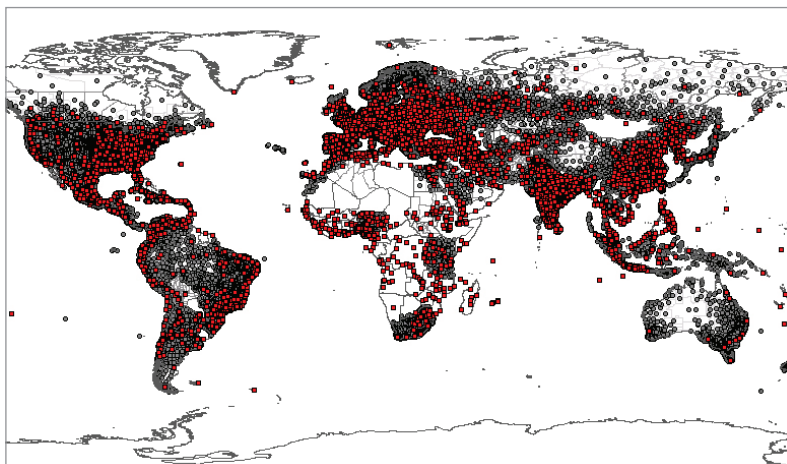
Drive traffic in real time.

Send personalized offers to your customers' smartphones exactly when they're near your store. Ping shoppers in the shoe department about a special, one-day discount. Counteract showrooming and build loyalty with targeted mobile coupons. Notify opt-in customers about events and sales that match their precise preferences and location.

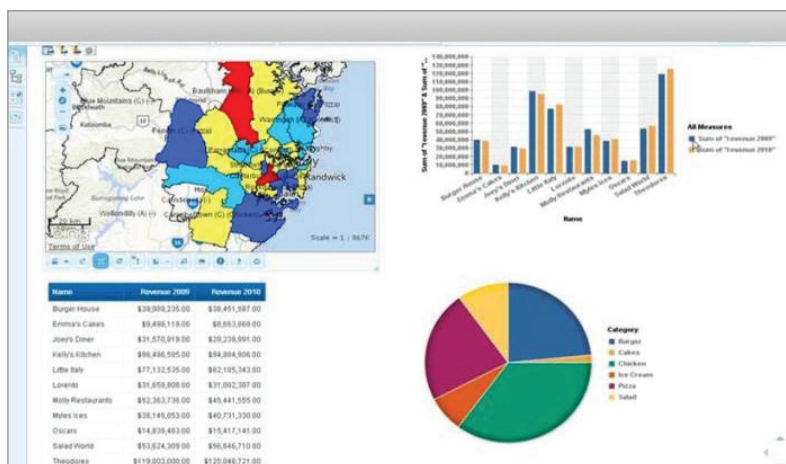
Deliver more for less.

Develop a smart fulfillment strategy that ensures timely, low-cost fulfillment. Create a seamless order, delivery and return process that improves customer satisfaction. Use predictive analytics to reduce out-of-stock situations. Calculate all costs and routes to instantly determine whether to ship from a store, a distribution center, or store-to-store.

Get smart about store locations, delivery networks, sales forecasts and real-time interactions.



Global geocoding: Quickly standardize data and convert addresses to precise geographical coordinates. Our unique approach delivers more matches and fewer false positives. Includes built-in address standardization and validation for 250 countries and territories across 5 continents.



Spatial analytics: Analyze your spatial data to reveal relationships. Real-time calculations can be configured to solve complex business problems, using Find Closest Site, Find Point in Polygon, Find Nearest and Get Travel Cost. You can even build analytics directly into your business intelligence platform.

SAP HANA®: Big data in real time
SAP HANA transforms massive volumes of business and location data into actionable insights with astonishing speed. Its revolutionary architecture combines database, processing and analytics into a single, in-memory platform that frees your business from restrictive legacy systems and opens a whole new world of opportunities.

HANA's column-oriented, relational database management system handles high volumes and complex query processing on the same platform. A scalable data warehouse can migrate all business applications to one underlying database. Your company will benefit from:

- Faster performance.
- Quicker time to value.
- Easy configuration and fast deployment.
- On-premise, hosted or Cloud solutions.

Monetize all available data with speed and agility.



Spectrum® Spatial: Big data meets big world.

The Spectrum suite of location intelligence solutions from Pitney Bowes integrates seamlessly with HANA to help you discover complex relationships between physical locations and data. An intuitive interface and simple drag-and-drop tools make it easy to build and share interactive maps that bring your data to life.

Mapping and visualization: Explore the relationship between data and geography with detailed maps and graphics that help you identify patterns and trends. Create, build and share interactive maps, putting the power of location intelligence directly in the hands of users.



Global location data: Enrich your business data with the world's most comprehensive catalog of location, demographic and industry data. Choose from more than 350 datasets covering 240 countries, including:

- Consumer segmentation
- Consumer spending patterns
- Drive times and routing
- Retail business locations
- Retail sales potential
- Urbanity
- Food expenditures (away from home)

The expertise to uncover real-world realities

As the trusted source for location intelligence, we help retailers solve business problems by identifying precise, non-obvious relationships between locations and data. Our retail experts make it easy to convert data into insights, insights into action, and action into profitable returns. With over two decades' experience, we can lead your team to success by focusing your efforts on the most critical decisions with a proven approach.



Optimize the omnichannel experience.

Spectrum® Spatial for SAP HANA® combines processing power with built-in location intelligence so you can uncover new opportunities, speed innovation and sharpen your competitive edge.

- **Unsurpassed performance:**
Process spatial and business data on the same platform, taking full advantage of the speed and agility of in-memory computing.
- **Speed and simplicity:**
Develop maps and run analytics directly in SAP HANA. No additional steps or outside applications are required.

- **Exceptional accuracy:**
Process huge volumes of disparate data to obtain the most precise results.
- **Real-time insight:**
Instantly transform your data into actionable intelligence.
- **Consulting expertise:**
Tap into decades of experience and proven approaches.

Learn more about what Spectrum Spatial for SAP HANA can do for your organization. Contact your Pitney Bowes representative or visit us online at pitneybowes.com.

For more information,
visit us online:
pitneybowes.com

United States
800 327 8627
pbsoftware.sales@pb.com

Europe/United Kingdom
0800 840 0001
pbsoftware.emea@pb.com

Canada
800 268 3282
pbsoftware.canada.sales@pb.com

Australia/Asia Pacific
+61 2 9475 3500
pb.apac@pb.com



Pitney Bowes, Spectrum and the Corporate logo are trademarks of Pitney Bowes Inc. or a subsidiary. All other trademarks are the property of their respective owners.
© 2015 Pitney Bowes Inc. All rights reserved.



15DC02335_US