

pitney bowes 



Location Intelligence

Locate success.

The Pitney Bowes
Location Intelligence Suite



Location has changed everything. How will your business respond?

“There are just so many examples where you can see reference to location that gives you the ability to compete more effectively in the marketplace or go after market or service areas not addressed.”

– Mark Smith,
CEO & Chief Research Officer
Ventana Research

It's time to locate success.

Right now, companies around the world are gaining an edge with Location Intelligence.

They're closing deals, managing risk, preventing churn and improving customer service. They're working more efficiently and seeing opportunities that blindside their competition. How are they doing it? With the Location Intelligence Suite from Pitney Bowes.

Now more than ever, Location Intelligence is built for business. Much more than merely “points on a map,” Location Intelligence packs power and performance into place.

Pitney Bowes can help you build location into every process, interaction and decision. Discover new insights from business data you won't find in spreadsheets, pie charts or bar graphs. As a result, revenues skyrocket, risks recede and customers are satisfied.

It's time to reveal the real business value hidden in every location. It's time to drive digital and physical commerce with the leader in Location Intelligence.



- Identify** new targeted sales opportunities.
- Discover** faster answers.
- Automate** smarter more effective decisions.
- Reduce** online customer-service costs.
- Pinpoint** risk and mitigate losses.
- Perform** site selection with greater precision.
- Visualise** and manage key information in a single view.
- Enable** infrastructure management.
- Maintain** vital consistent outcomes across your enterprise.

Profit from precision.

GIS, geocoding and data are just the beginning.

It takes more than mere maps to amplify the value of location. You need tools that turn geographic data into smarter strategic decisions and better customer experiences. The Pitney Bowes Location Intelligence Suite delivers extraordinary insight driven by place.

Open for business.

The Location Intelligence Suite is built with open architecture that easily integrates with your existing technology, and works seamlessly within your operation. Now, you'll be able to visualise your analytics and take advantage of location insights like never before.

Location Intelligence makes everyone smarter.

Give your business and technology groups vital information. Inform decisions that achieve greater bottom-line results, and provide the flexibility your organisation needs. Now you can integrate exceptional capabilities with ease. Plus, you can give everyone access to valuable insights on desktops, servers, mobile devices and the web, and even fuel customer portals and self-service apps.



Unify Location Intelligence across your organisation.

Getting everyone on the same page is good for business. Unify Location Intelligence across your organisation and enjoy the countless benefits of a single, comprehensive and connected view. It's not just executives, every part of your organisation benefits, including sales, marketing, operations, customer service, field staff, risk-management and compliance.

The Pitney Bowes Location Intelligence Suite is ready to help you achieve better business outcomes, right now. Access the best location, insights and analytics across your organisation without the wait. Our performance-driving suite is ready to integrate with most common architectures. Plus, total scalability lets you embrace, not fear, the future.

368	A global data catalog that includes 368 distinct data sets.
249	Accurate geocoding across 249 countries and territories, with 122 at point and street level.
09	Fully integrated with nine major Business Intelligence platforms, including Microsoft Excel.
02	Access both vector and raster data in the same environment.
01	One consistent and complete view across your organisation.

Plug in and accelerate success.



Telecommunications: Capitalise on your coverage.

- Optimise network performance.
- Assess network assets versus subscriber locations.
- Deploy next-generation wireless technology.



Insurance: Profit from a precise perspective.

- Price, assess, manage and mitigate risk.
- Uncover pockets of marketing opportunity.
- Streamline claims processing.



State & Local Government: Connect with your community.

- Support economic development with spatial analysis.
- Allocate and manage government assets and services.
- Analyse crime by day, time, location and type.

Retail: Create powerful sales experiences.

- Choose the right location.
- Ensure franchisee success.
- Geo-target to drive traffic in real time.

Financial Services: Increase your share of wallet.

- Set branch performance goals.
- Optimise retail networks.
- Assess marketing effectiveness.

Geosciences: Extract deeper insights.

- Quantify potential of new reserves.
- Maximum well production.
- Protect pipelines with continuous data readings.

Utilities: Manage assets and relationships across geographies.

- Comply with tax rules.
- Restore service after catastrophes.
- Integrate sensor data from smart meters.

Market leaders rely on Pitney Bowes.

You should too.

Pitney Bowes has been delivering precise, accurate Location Intelligence for more than 30 years. We serve:

- 24 of the top 25 P&C insurers in the U.S.
- 40 of the top 50 wireless telecommunications carriers worldwide.
- Hundreds of government agencies around the globe.
- Clients in 125 countries, across 16 languages.

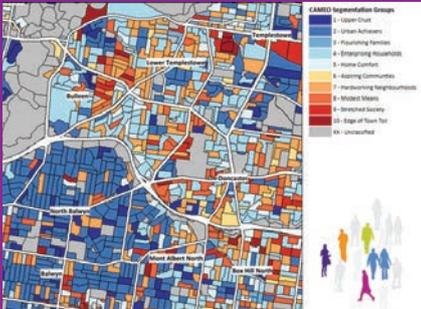
“By integrating our existing BI system with Pitney Bowes’ Location Intelligence software, we can plan marketing campaigns that are smarter and better targeted.”

– Sami Uddin Ahmad
Manager Business Intelligence
Planning & Analytics
Telenor Pakistan

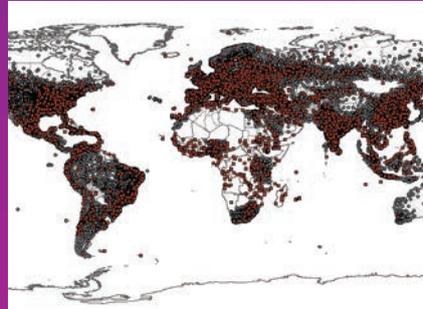
Make success happen.

Enhance every process, interaction and decision with the most comprehensive suite of spatial capabilities.

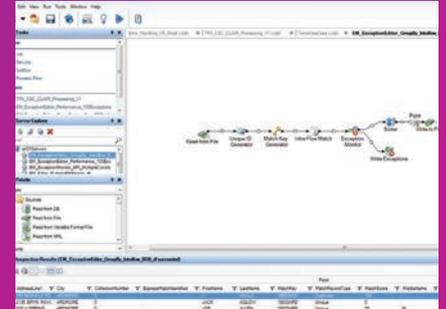
Location enrichment



Global data
Comprehensive global location, demographic and industry-specific datasets



Global geocoding
More coverage and accuracy, including reverse geocoding

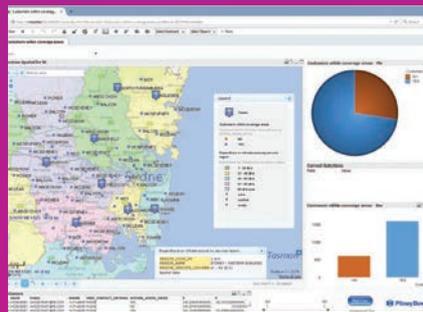


Data integration and quality
Connect, cleanse and enrich data at scale without compromising accuracy

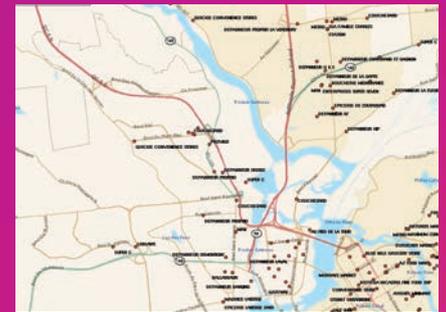
Location analysis



Spatial data analysis
Powerful spatial analysis, geoprocessing and data management

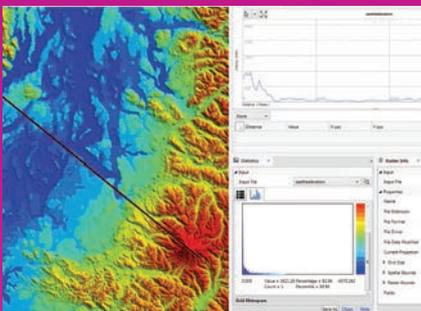


Location analytics and big data
Out-of-the-box Location Intelligence for nine Business Intelligence platforms

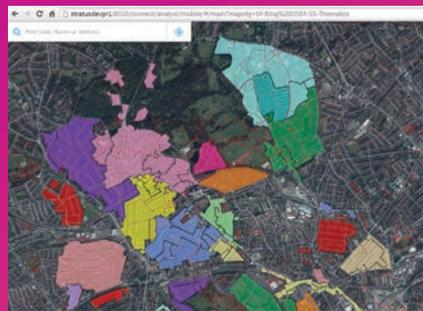


Routing
Optimised travel routing and directions by time or distance

Location visualisation



Desktop mapping
The world's most intuitive desktop mapping application including advanced raster-grid analysis

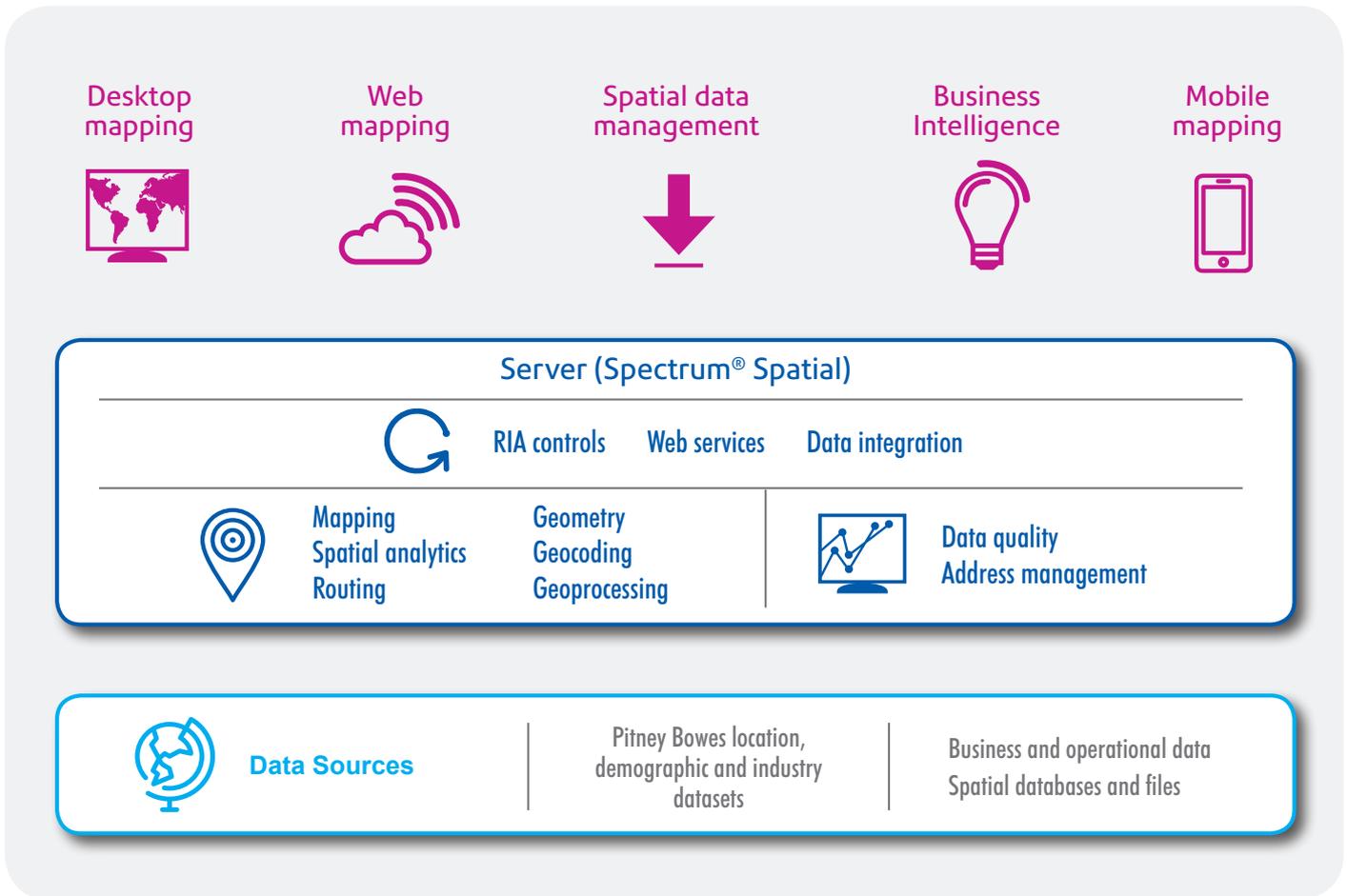


Web mapping
Interactive web mapping applications that can be hosted on-premise or in the cloud



Mobile mapping
For mobile and touch devices including iOS, Android and Windows

Only Pitney Bowes offers everything you need to locate success.



“Pitney Bowes location intelligence software has helped every member of our team make better tactical decisions.”

– Helena Vilchez,
Geographic Information
Systems Expert,
Cominco Resources Ltd.

Everyone. Everywhere. Every time.

Easily deploy new capabilities across the desktop, web, mobile and the cloud. Built-in APIs and location-based services give you the freedom, flexibility and agility you need to do more with your existing platforms and systems.

Take the lead today.

Embed precision, insight and automation into every business process. By integrating location across every department, your organisation can grow revenue, satisfy customers, mitigate risk, improve operational efficiency and accelerate your success. Contact Pitney Bowes to learn how.

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