



Location Intelligence

Points of Interest

# Points of Interest portfolio

Make better decisions with our comprehensive, accurate global directory of locations.

## Product overview

The Pitney Bowes Points of Interest (POI) portfolio includes, World Points of Interest Premium, Retail Destinations and Retail Pitchpoint™ data sets. Our comprehensive, global solutions hold rich attribution for tens of millions of locations across the globe covering businesses, transport, shopping, education, public utilities, health, sports, eating and drinking, geographic features, tourism, accommodation and recreation.

World POI Premium is our foremost POI data product. With it, you'll be able to make informed decisions in insurance risk assessments, loan portfolio management, location of new businesses or service points or to enhance 'where's my nearest' for customer services.

## Product description

The POI portfolio provides an extensive feature set including address and coordinates, entity classification codes and unique identifiers. The persistent references deliver added value when linking POI data to your own or external data.

Plus, business health data is available for World POI Premium providing financial stress scores and delinquency list scores.

## Benefit

The global consistency, rich attribution, frequency of update and ease of use means the POI product portfolio meets a wide range of business needs:

- **Mobile and social media companies:** Support search and discover, customer check-in and location-based advertising
- **Commercial loan companies:** Support decisions in underwriting loans and managing loss exposure
- **Telcos:** Identify the density and performance of businesses to determine locations for wireless services
- **Insurance companies:** Use proximity of insured risks to set premiums, underwriting and exposure management
- **Retailers:** Alongside demographics and other data, assess candidate site locations for expansion and marketing
- **The public sector:** Compare the community vitality and citizen access to services or new facility locations

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## Added value

### **Related Pitney Bowes data products:**

Additional data products commonly used in combination with World POI Premium include Retail Destinations, Retail Pitchpoint™ and Digital Elevation Models.

**Retail destinations:** Achieve a definitive representation of the national retail market. Identify, locate and analyze areas of retail activity from major shopping centres to local shop parades. It includes trading locations, type such as retail parks and community centres, measurement of retail and service provision, ranking based on retail provision and retail outlet counts.

**Retail Pitchpoint:** Access a quantitative measure of retail strength for individual sites and retail destinations. Use it to identify the best retail pitch locations, optimize store location and improve profitability. Retail Pitchpoint is built on-demand and has global coverage.

## Product updates

World Points of Interest Premium updates are provided quarterly. Retail Destinations and Retail Pitchpoint are built on-demand and updated, as required.

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## Expected ROI

Applied appropriately the POI portfolio provides the opportunity to increase sales, make processes more efficient, improve customer services and drive down costs.

Any organization can combine POI with their own data to create maps, analyze trends, understand competitive threats and advantages and assess opportunities in order to increase sales and drive down costs.

Financial services companies can perform fraud and risk analysis by locating customers, incidents, areas of risks and identify geographic relationships to reduce their financial exposure.

Public planning or resource planning can use it to understand more about the local environment and potential impact decisions they may have, and where and on whom.

## Specification

For more information on the Points of Interest portfolio, including countries covered, spatial referencing and unique table structures visit [pitneybowes.com](http://pitneybowes.com).

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For more information,  
visit us online:  
[pitneybowes.com](http://pitneybowes.com)

**United States**  
800 327 8627  
[pbssoftware.sales@pb.com](mailto:pbssoftware.sales@pb.com)

**Europe/United Kingdom**  
+44 (0)800 840 0001  
[pbssoftware.emea@pb.com](mailto:pbssoftware.emea@pb.com)

**Canada**  
800 268 3282  
[pbssoftware.canada.sales@pb.com](mailto:pbssoftware.canada.sales@pb.com)

**Australia/Asia Pacific**  
+61 2 9475 3500  
[pb.apac@pb.com](mailto:pb.apac@pb.com)



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