# Location Intelligence Overview & Marketplace

Marc Hobell
EMEA Director

Pitney Bowes has a nearly 100 year legacy in location data dating to our initial work with the USPS and other Posts...
We utilize this expertise, technology and data to enable our clients to grow their businesses through unmatched location-based insights
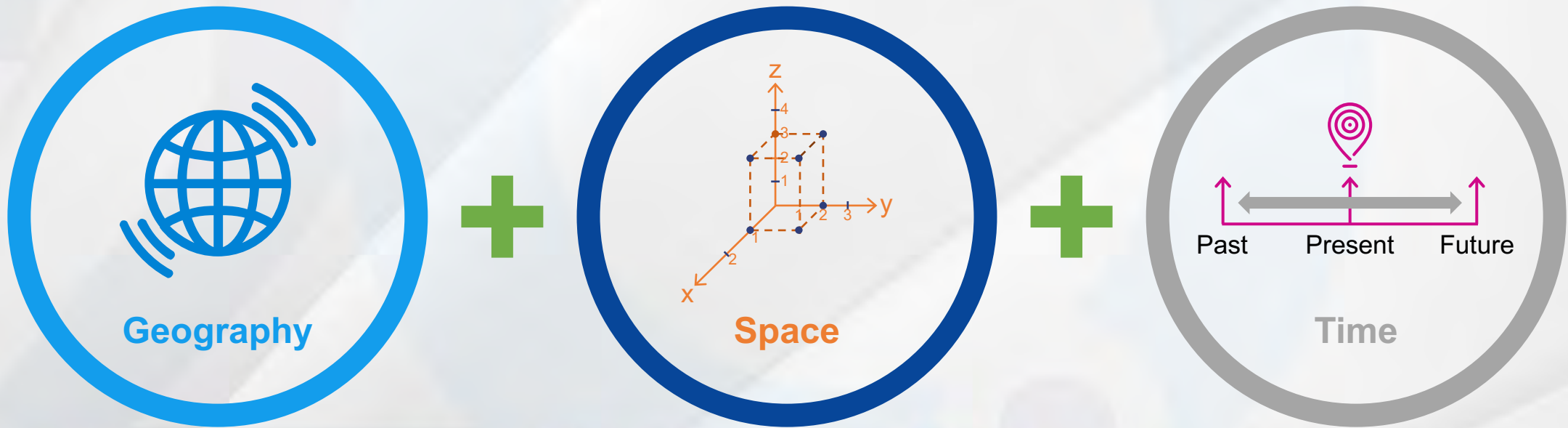
Our overall approach and philosophy to building products is to
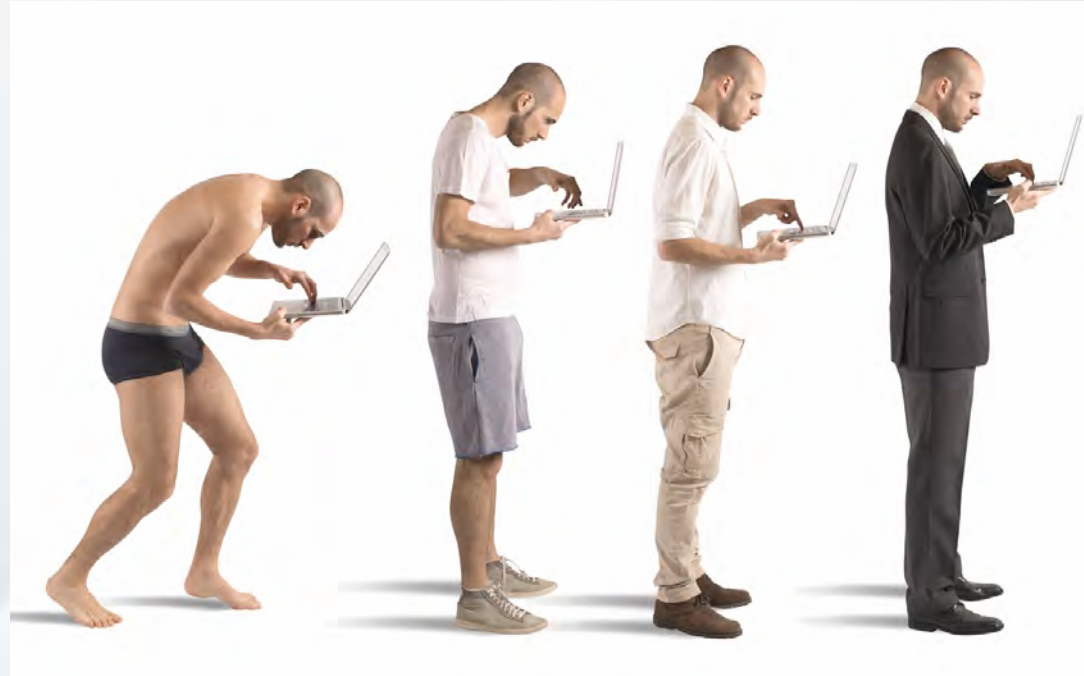get to business value faster for our clients.

# Location Intelligence answers the question of "where"

**We enable our users to understand, analyze and ultimately make decisions on data through evaluating its relevant geography, position in space, and time.**

## The Result: Location Intelligence



**Geography** + **Space** + **Time**

Past        Present        Future

# New Location Intelligence users and use cases

**Consumerization of GIS** has introduced a wider array of users to the technology

The market desires **real-time location-based insights** that informs analysis, fuels interactions & drives decision-making

Already **big *location* data**, combined with massive amounts of sensor & third-party data places pressure on technology to keep up
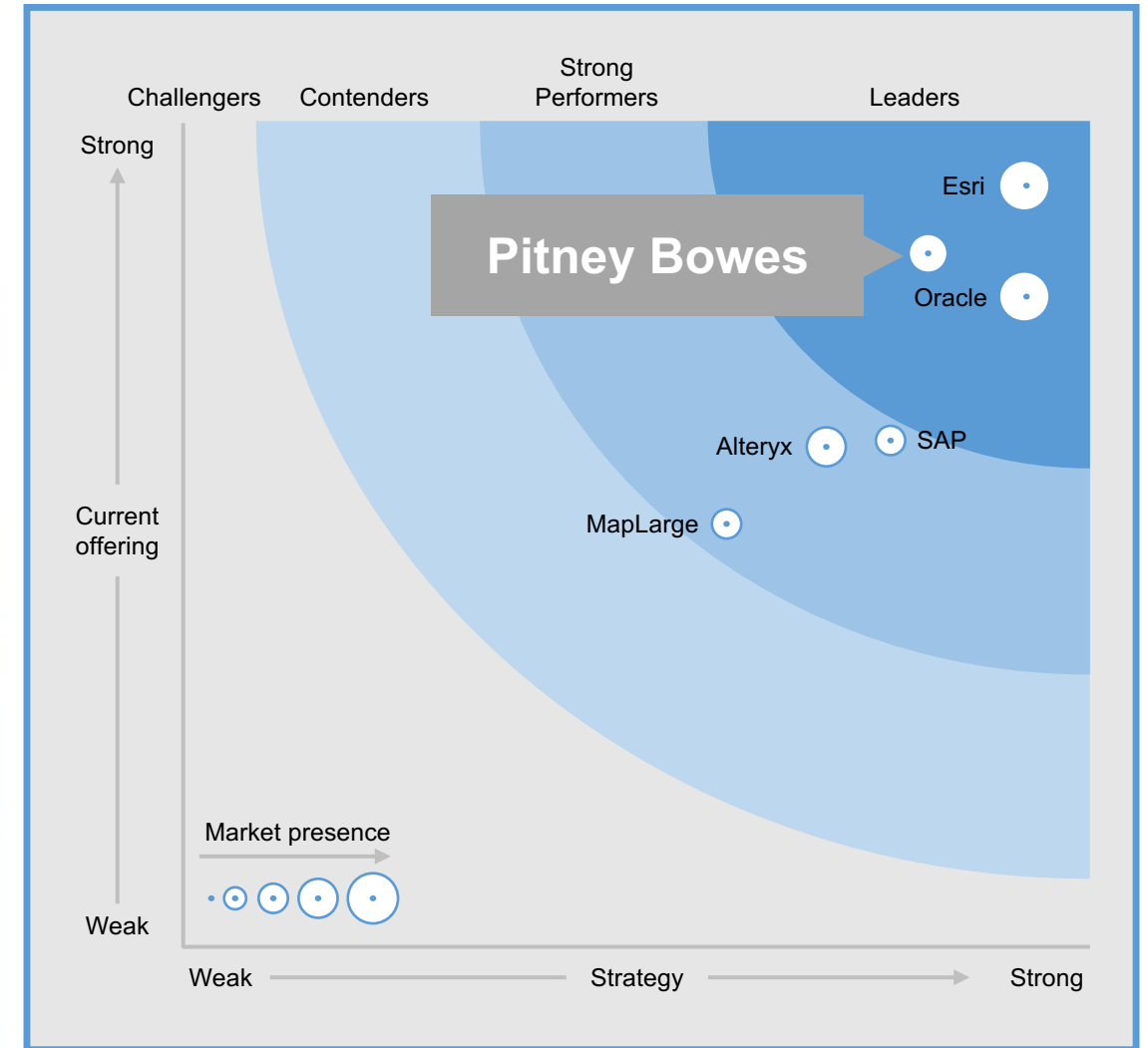
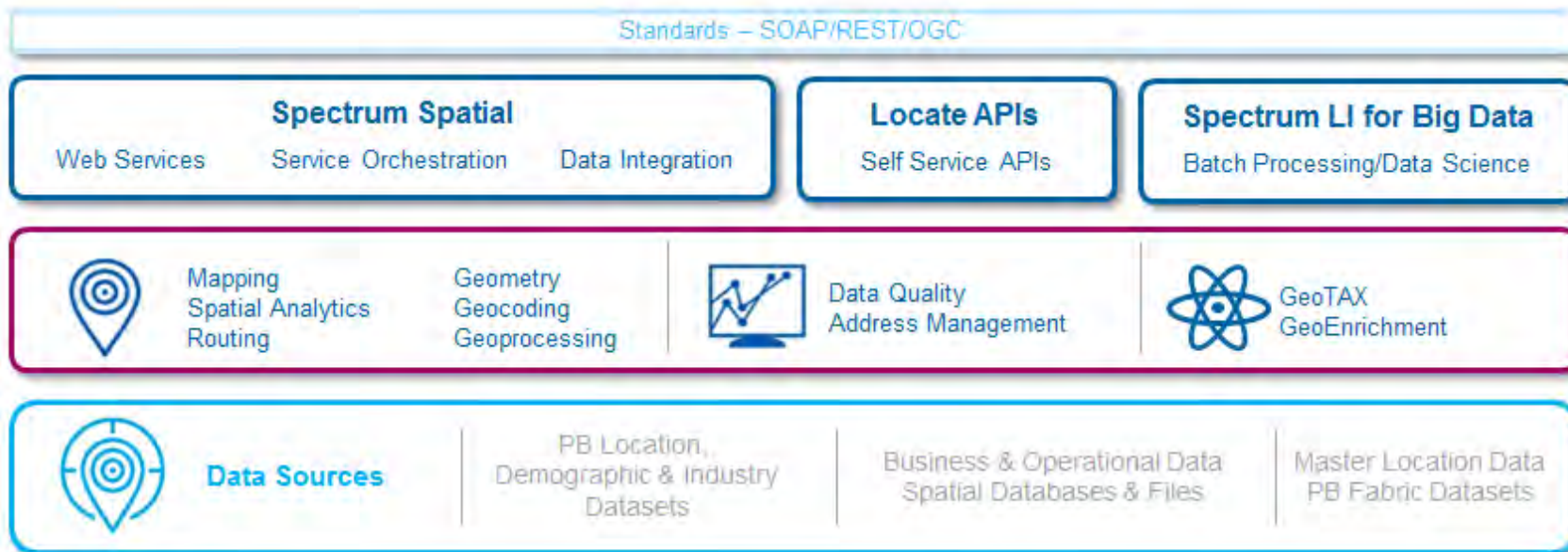"Choose spatial capabilities based on user and use case."

- Forrester

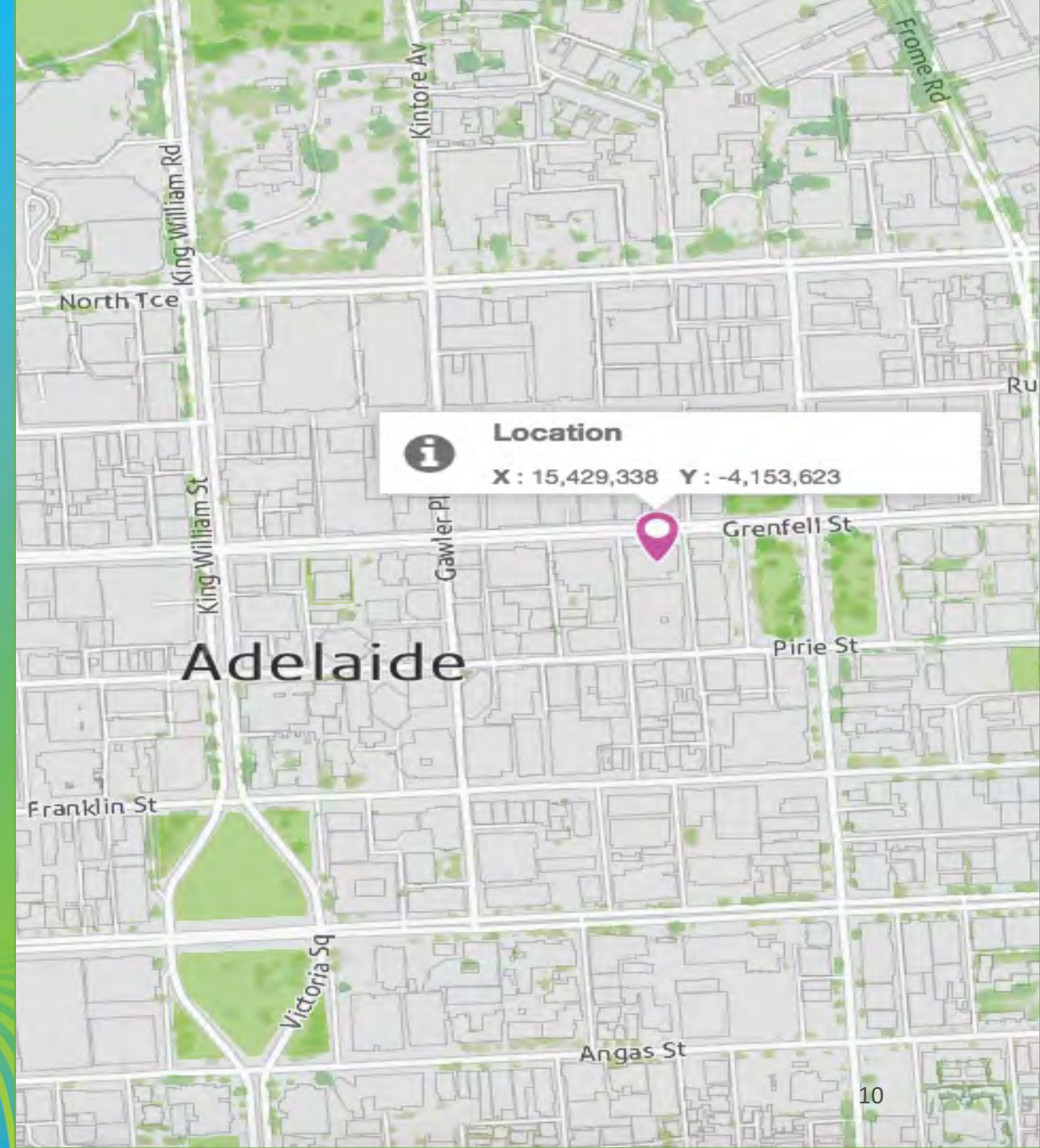> " Pitney Bowes delivers a **scalable spatial solution connected for commerce** "

\- Forrester

# Pitney Bowes Integrated Location Intelligence Suite
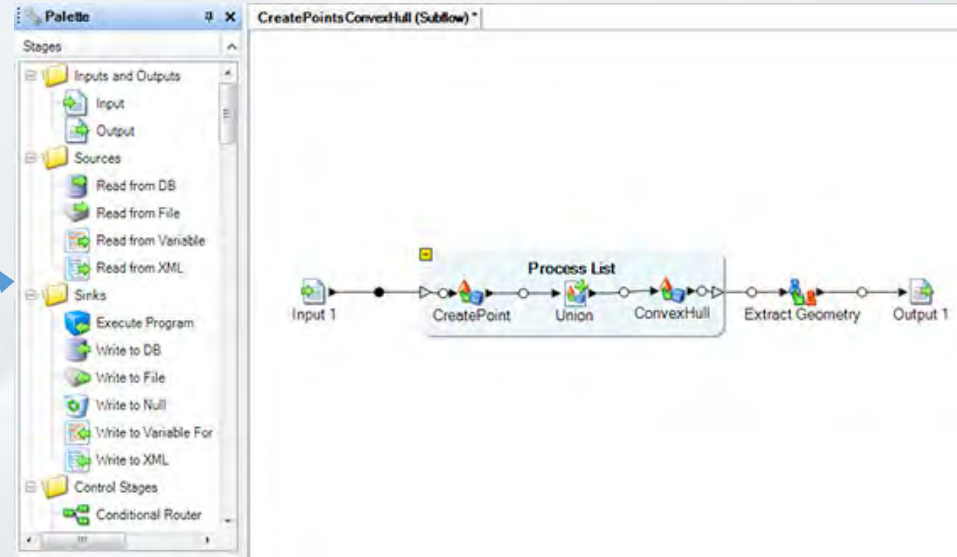


**Desktop Mapping**

Route Finder | MapInfo Pro
MapInfo Pro Advanced | MapMarker Desktop

SDK: MapBasic MapXtreme

**Web Mapping**

Spectrum Spatial Analyst

JavaScript API

**Mobile**

Mobile JavaScript API

**Business Intelligence**

Spectrum Spatial for BI

**Spatial Data Management**

Spatial Manager

**Commerce Cloud Applications**

GeoTAX.com

Standards – SOAP/REST/OGC

**Spectrum Spatial**

Web Services   Service Orchestration   Data Integration

**Locate APIs**

Self Service APIs

**Spectrum LI for Big Data**

Batch Processing/Data Science

Mapping   Geometry
Spatial Analytics   Geocoding
Routing   Geoprocessing

Data Quality
Address Management

GeoTAX
GeoEnrichment

**Data Sources**   PB Location, Demographic & Industry Datasets   Business & Operational Data Spatial Databases & Files   Master Location Data PB Fabric Datasets
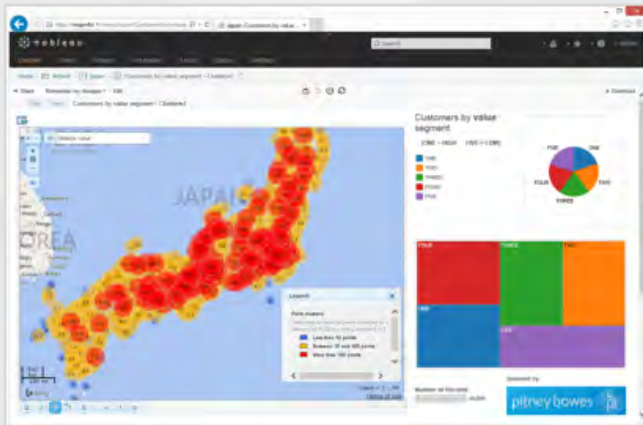
9

It's not just about maps…
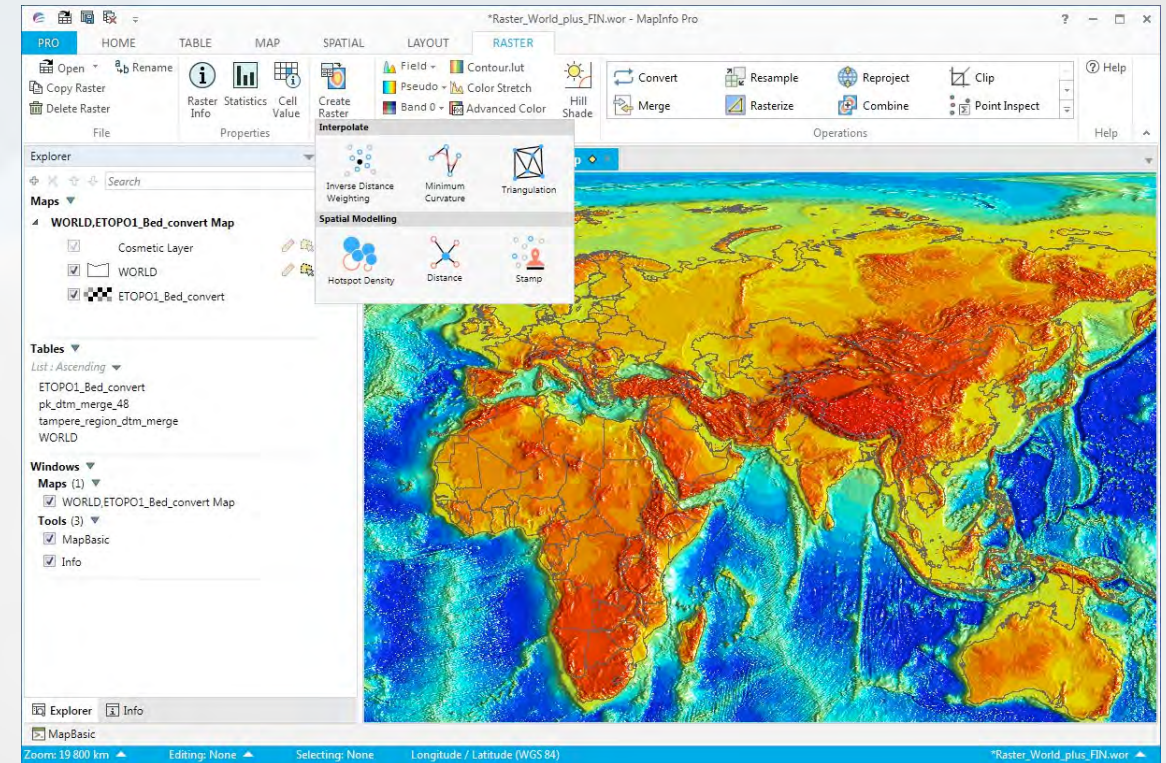
It's about
the data.

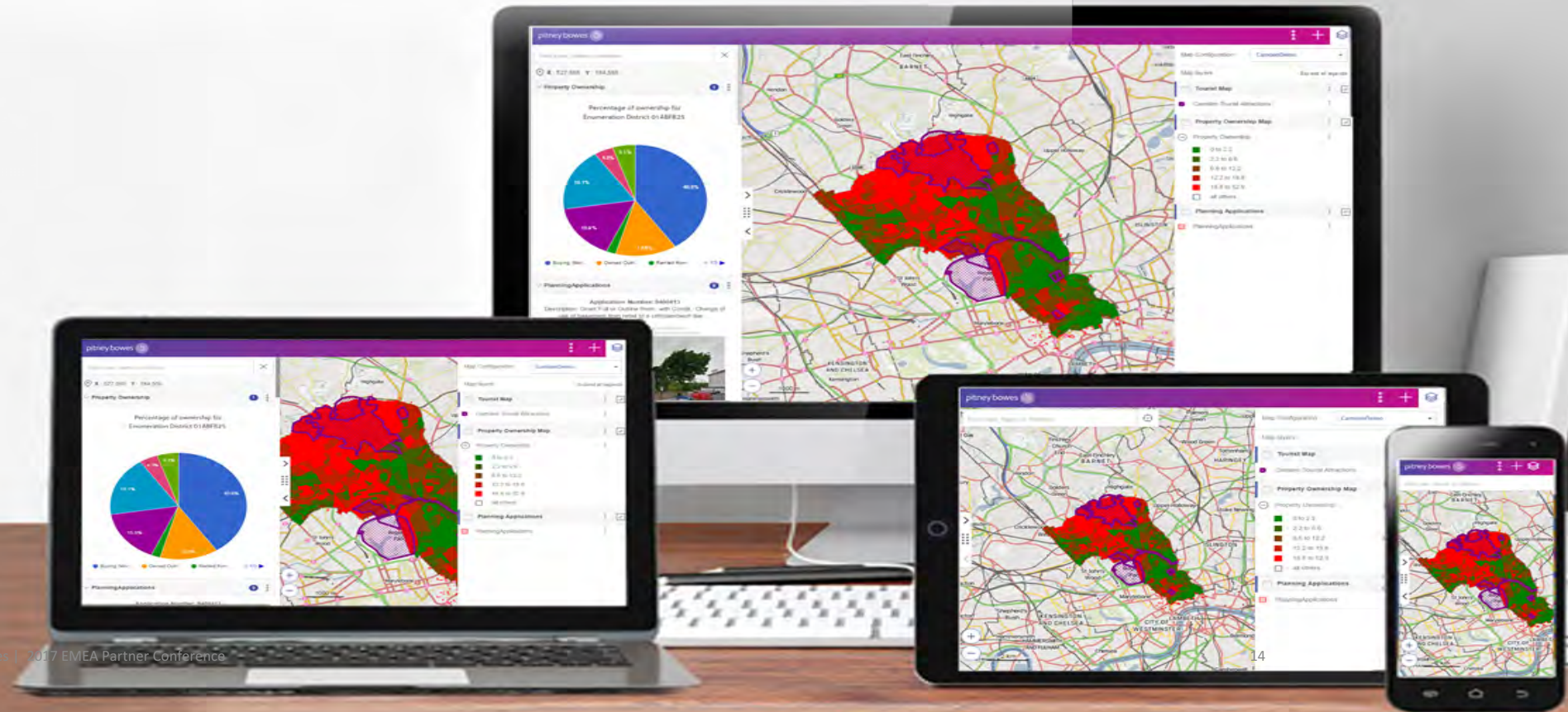# Uniquely support operational Location Intelligence

# MapInfo Pro®

- A desktop mapping application which provides comprehensive Location Intelligence capabilities
    - Base map creation and editing
    - Visualization and analysis
    - Output and sharing in all forms

- Integrated with Pitney Bowes Location Intelligence Suite

- Easy to learn and use

- Available in 16 languages

- Used in a wide variety of vertical markets and industries
    - Public sector (planning, emergency response, crime analysis)
    - Telecommunications (network planning and optimisation)
    - Insurance (risk analysis, book analysis, underwriting analysis)
    - Retail and property (site location and analysis, targeted marketing)
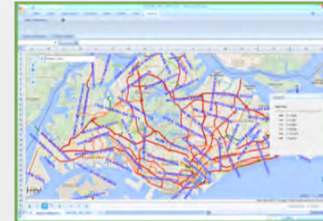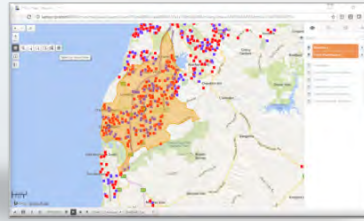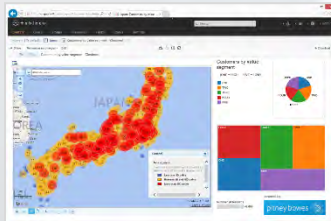    - And lots more!...

# Spectrum® Spatial Analyst

- A ready-to-use business analysis solution that uses powerful web mapping capabilities to enable users to:

  - View

  - Share

  - Query

  - Interact

  - Edit

  - Understand

- Access both business *and* spatial data

- On your favorite browser and device.

# Location Intelligence for Business Intelligence

- Provide consistent capabilities across a wide array of BI platforms.

- Leverage existing investments in data warehouses.

- Utilize existing access mechanisms. (e.g., web-based portals)

- Maintain security within the BI solution.

- Rapidly perform analysis using current, accurate, relevant data.

- Empower the business to improve decision making and results.

# Disruption #2

## 70% of the time... GIS is Data Collection



## Only 30% is Spatial Analytics

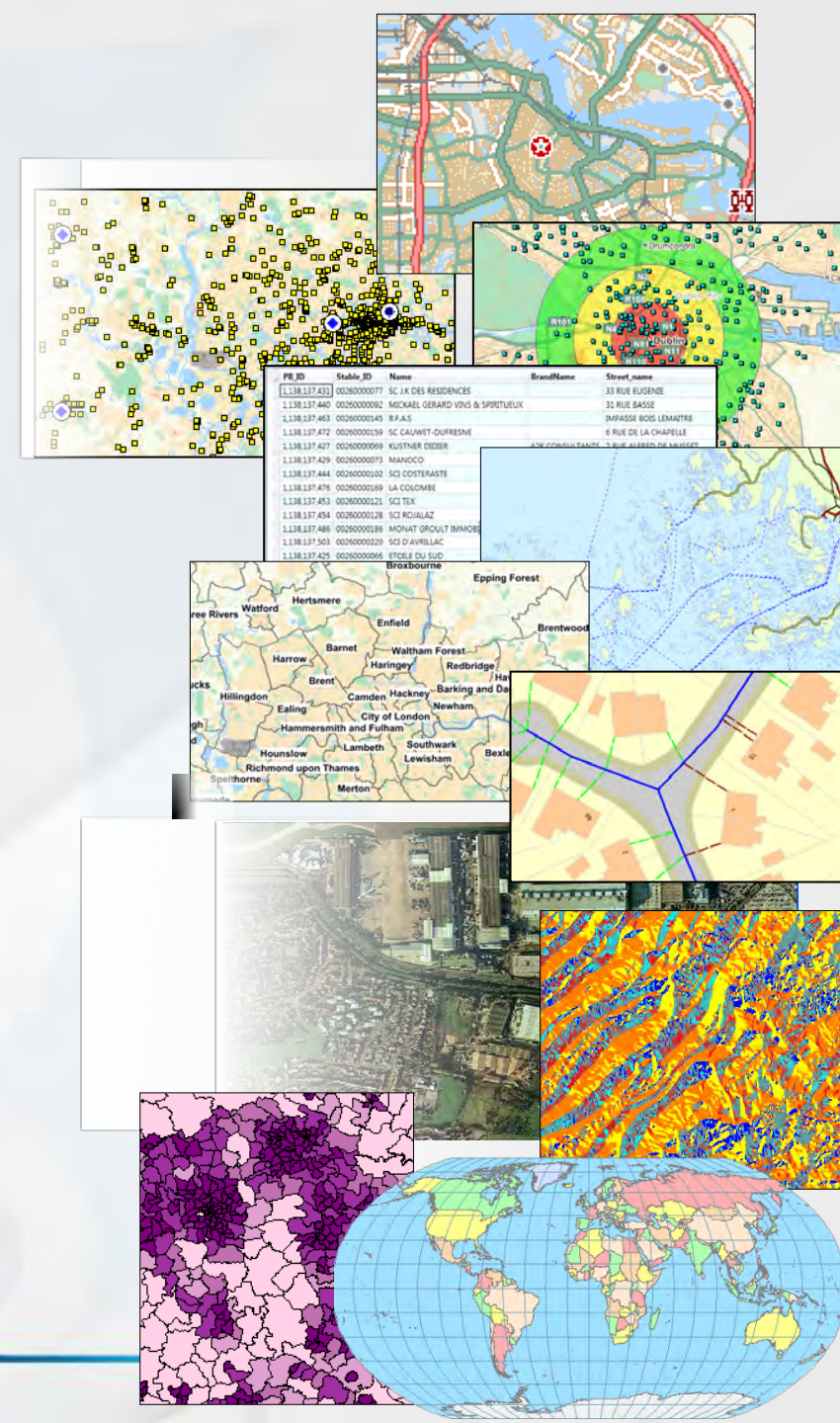From Data Collection to Analytics

Flip the workflow to...
70% of time
should be Analytics
...and finding Answers to
Spatial Queries

The realization is that ALL companies need to "think spatially" by employing Spatial Analytics

Location Intelligence "answers" the "where" questions

In reality ... we all ask the "WHERE" questions every day

# Our Differentiation

Deliver relevant and actionable insights at every touch point

Focus beyond GIS to address the needs of business and IT

**High performance & scalability**

**Ease of use**

Global **Data Catalogue** and **Geoenrichment** capabilities

**Fast and accurate** global geocoding

**Completeness of solution suite**

"We've reached a time where not only can you live or die based on the quality of your product, but you will die if you stay stagnant analyzing and utilizing data in the same old way."

– Time Warner Cable

# Call to action

- **clients to Li360!**

  - Reduce overhead by allowing the community (and PB knowledge base) to provide technical support to your clients

  - Encourage clients to interact with their peers; develop broader industry perspectives (to grow usage)

  - If you are pointing clients to our YouTube channel, repoint them to Li360

  - Co-branded materials are available to support demand



- **Become active community contributors!**

  - If you are registered for the Partner community, you are already part of Li360 (login to Partner site, then open Li360 in a separate tab)

  - Update your Li360 profile with your expertise a picture

  - *Join the private group for Location Intelligence Partners to stay informed*

  - Show your expertise and develop your following:

    - Share case studies, white papers, news and information
    - Participate in conversations – be a thought leader
    - Share events you are attending
    - Join other groups to be part of specific discussions (industries, products, etc.)
    - Consider facilitating a group if you have a specific expertise or interest

# Thank you

Marc Hobell
EMEA Director
0044 (0)7766725241
Marc.hobell@pb.com