Enabling Location Intelligence across the organisation

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GIS (MapInfo), Location Intelligence and
Enterprise Information Management – Pitney Bowes

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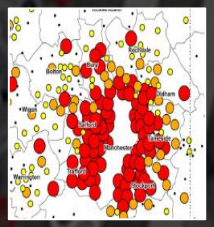
başarsoft

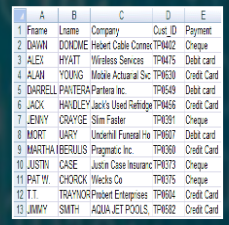
Pitney Bowes

It's not just about maps...



It's also about the data!

accuracy
Strategy
Governance
Quality
Provenance
Integration
Accuracy
currency
Integration
quality



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1	Fname	Lname	Company	Cust_ID	Payment
2	DAWN	DONDME	Hebert Cable Connec	TP0402	Cheque
3	ALEX	HYATT	Wireless Services	TP0475	Debit card
4	ALAN	YOUNG	Mobile Actuarial Svc	TP0630	Credit Card
5	DARRELL	PANTERA	Pantera Inc.	TP0649	Debit card
6	JACK	HANDLEY	Jack's Used Refridge	TP0656	Credit Card
7	JENNY	CRAYGE	Slim Faster	TP0291	Cheque
8	MORT	UARY	Underhill Funeral Ho	TP0607	Debit card
9	MARTHA	IBERIUS	Pragmatic Inc.	TP0360	Credit Card
10	JUSTIN	CASE	Justin Case Insuranc	TP0373	Cheque
11	PAT W.	CHORCK	Wiecks Co	TP0375	Cheque
12	T.T.	TRAYNOR	Probert Enterprises	TP0604	Credit Card
13	JIMMY	SMITH	AQUA JET POOLS,	TP0582	Credit Card

OA_Code	Persons_All_
E00084292	302
E00084213	348
E00083967	343
E00083960	303
E00084115	257
E00084199	274
E00084118	345
E00084023	202

1. Background to Pitney Bowes location and Information Markets

Pitney Bowes Location Intelligence (LI)

GEOGRAPHIC INFORMATION SYSTEMS

Applying geospatial analysis across workflows

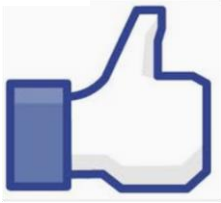
ENTERPRISE LOCATION INTELLIGENCE

Geospatial analysis for Business Intelligence

LOCATION-BASED SERVICES

Mobile, web, social media, commercial applications

A few of our Customers



2. What do we mean Location Intelligence?

What do we mean by Location Intelligence?

Data matching
Addressing
DQ/enriching
Layering, integrating
refe

Combining
Spatial/Location &
non-spatial,
querying structured
tured data

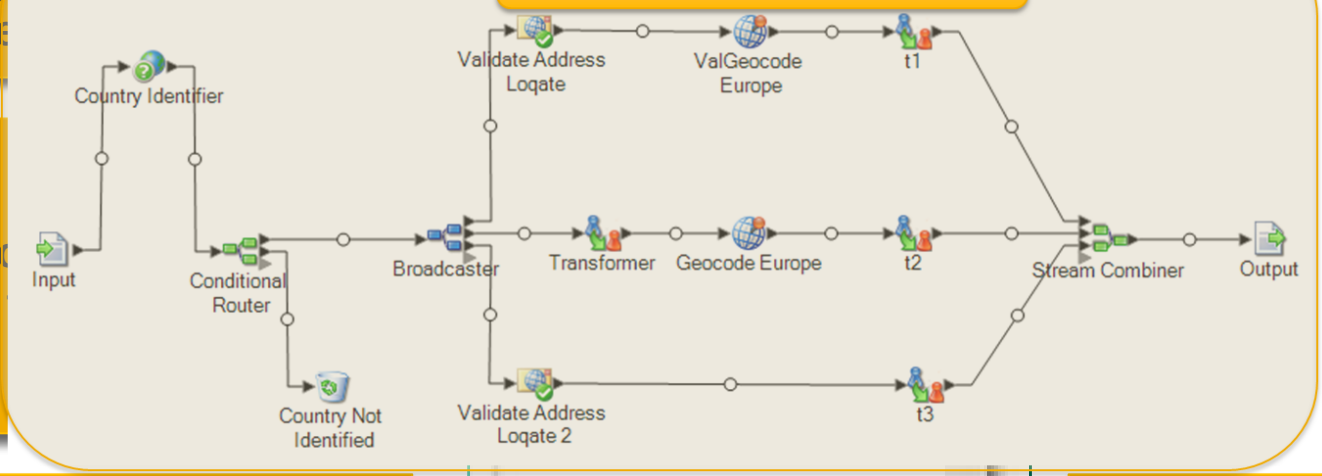
Ge
All

tial analysis
ness insight

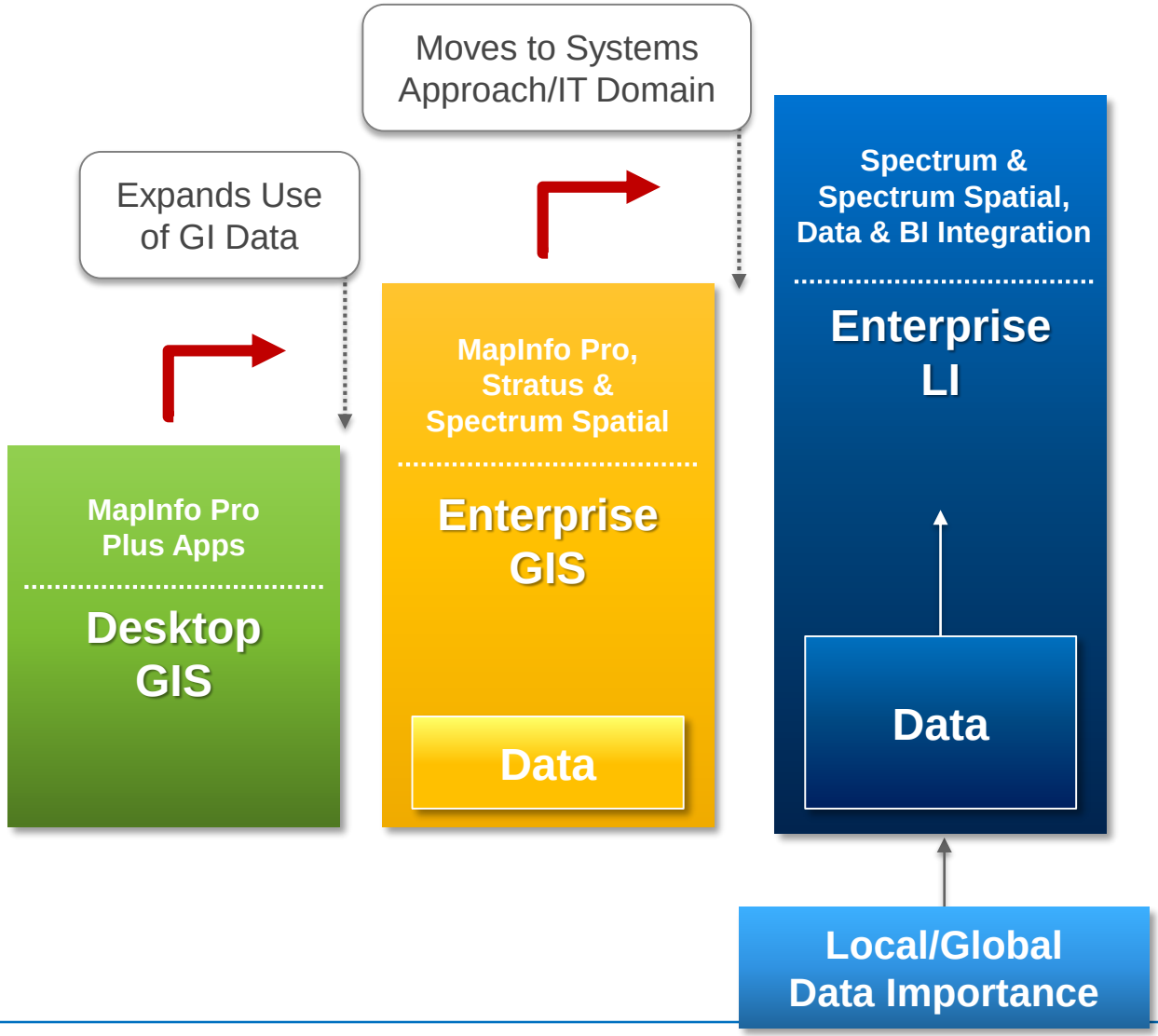
Routing and drive
time analysis In
All forms

Mapping/Visualisation
3D & temporal
thematics

Spectrum workflow

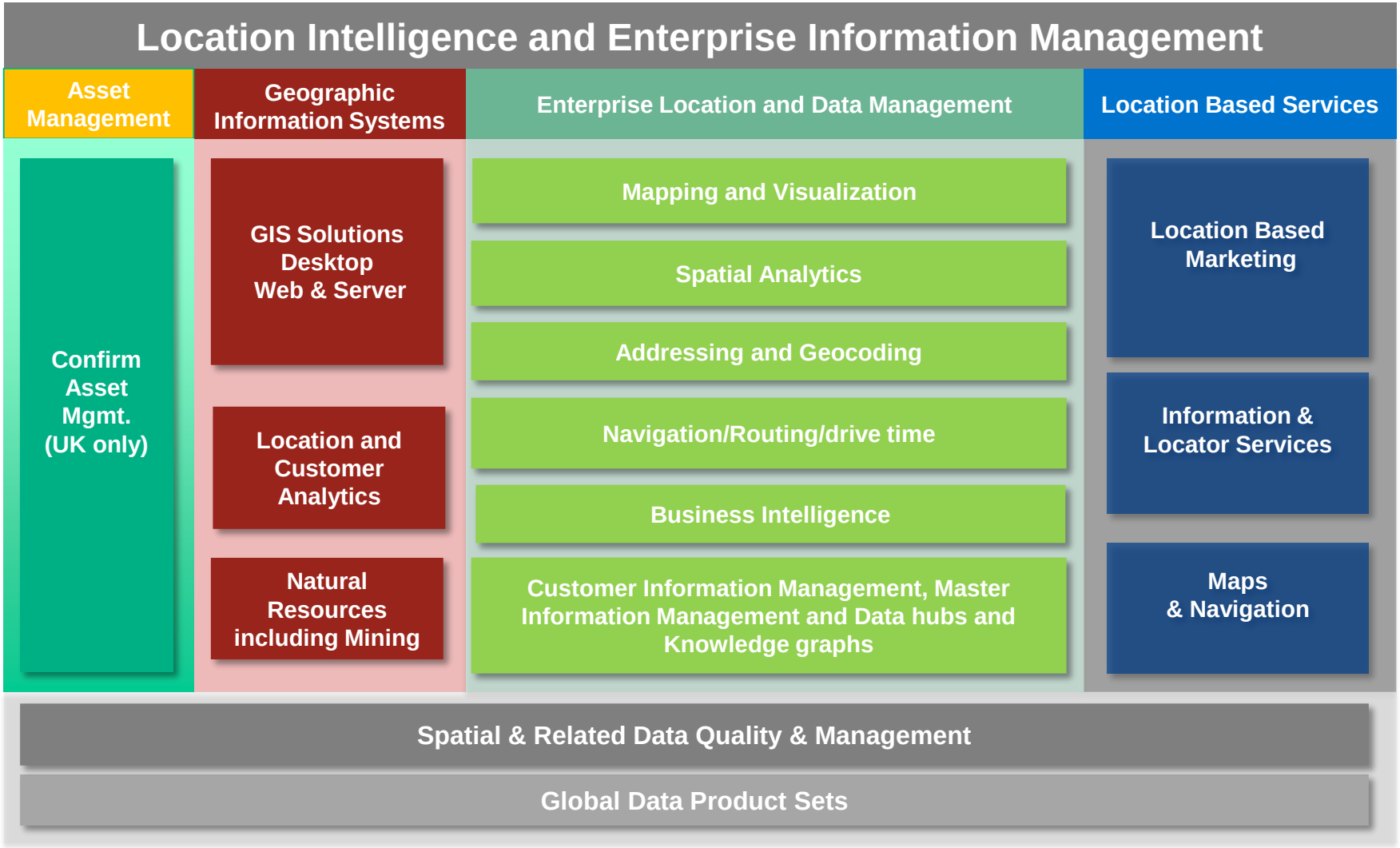


Evolution of LI & Business Challenges



3. Our Strategy and Portfolio

The LI and EIM Capabilities



Location Intelligence Strategy

Strengthen the Enterprise GIS Suite capability and enhance suite integration and interoperability

Extend LI capabilities on both Web and Mobile

Provide LI enablement for business analytical systems – expose the location analytical edge.

Further develop Global/Local data sets supporting location context

Location Intelligence Strategy

SaaS

Continue to enhance SaaS and On-Demand platforms

Utilise best of breed OpenSource technology where industrial strength, widely adopted and beneficial to customer value.

Continue to deliver technology that is open, standards compliant (OGC, W3C, OASIS…) and interoperable with organizations broader information technology investments.

Our technology Strategy

Desktop

MapInfo v12.5 Professional and Applications/ Gridding etc

Web Mapping

Stratus R40 & Spectrum web analyst client

Catalogue & Discover

Metadata & Suite Content Manager

Mobile Location Kit/SDK

Mobile RIA SDK

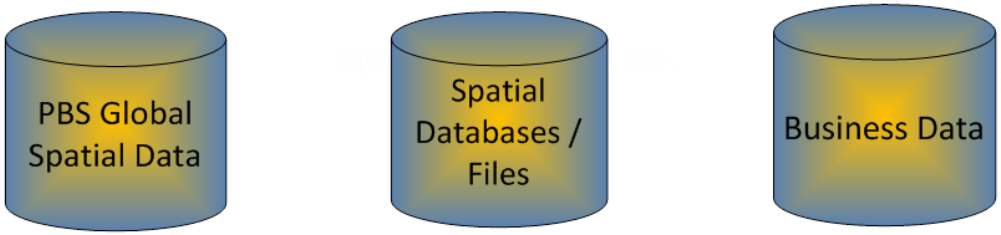
LI integration for BI

Enterprise Server Platform v10

Spectrum & Spectrum Spatial

Mapping, Analysis, Geometry, Geocoding, Routing, Data Quality, Business Data Integration & Quality, Address Management

Enterprise Data Sources



New Brand launch November 2014

MapInfo 12.5 Pro 64 Bit

20

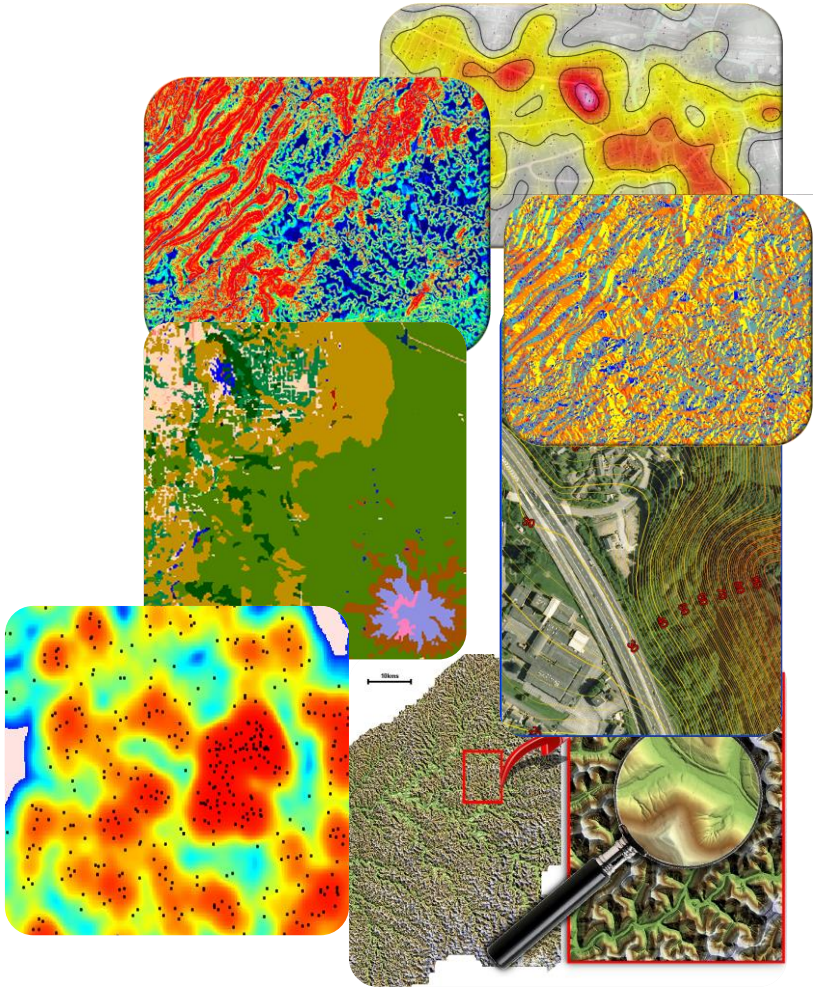
New Grid Engine 2015

New high performance grid format and grid engine - deal with high density models

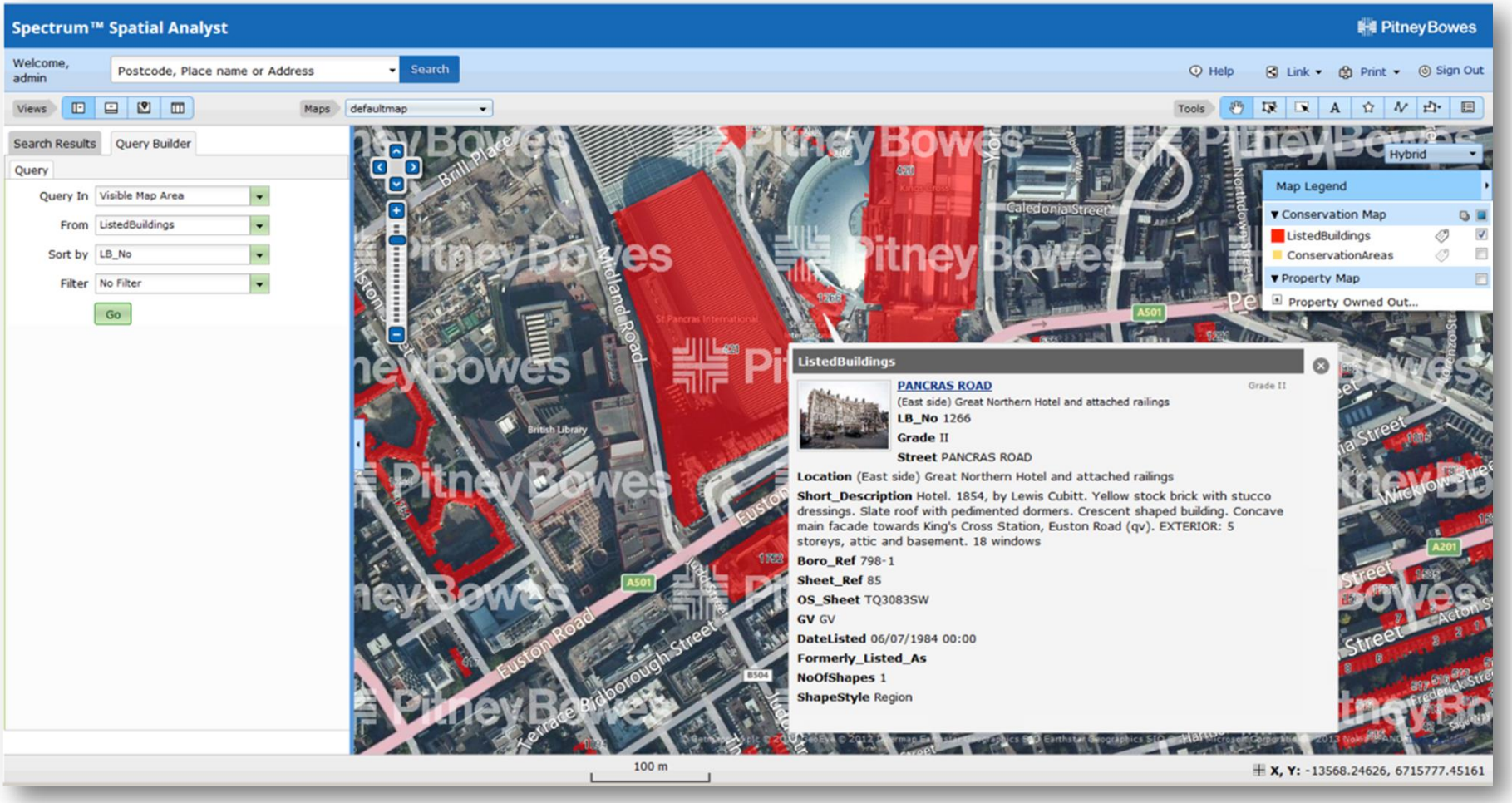
To be supported in MapInfo Professional and engine behind add-on products.

Consolidate our grid products to one offering with the best from both product lines

Extend capability to server



New Spectrum Spatial Analyst Client



Spectrum Geocoding- Expansion and Adoption

GeoComplete

- **Global** AutoSuggest, POI and address type-ahead

Location Data /OEM

- New level of **location accuracy** and **coverage**, **new EMEA countries and OEM – Basarsoft Data!**

Global Geocoding improvements

- Forward and reverse geocoding coverage, accuracy and capability

UK Addressbase Plus and Premium

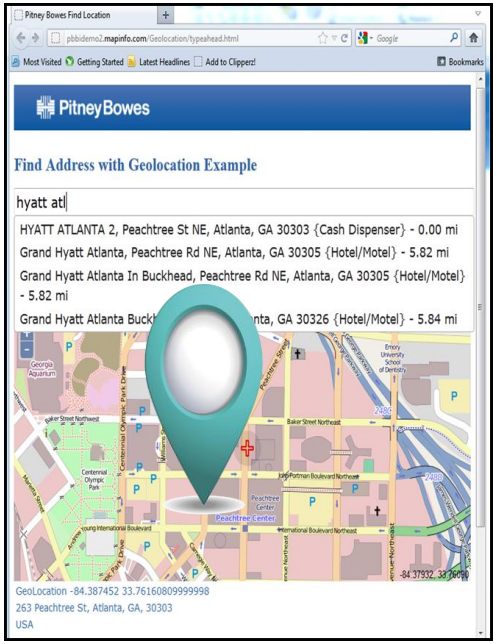
- Support for **UPRN** geocoding and enrichment with Premium. Cross reference support and linking

Worldwide depth

122 countries roof top and growing!

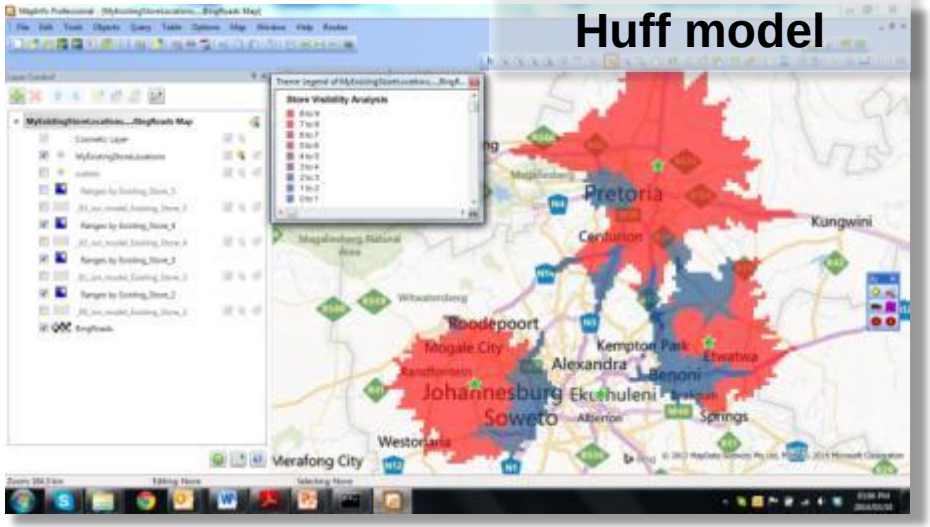
240 countries for addressing

Further Expansion in Asia, Eastern Europe, Africa & South America

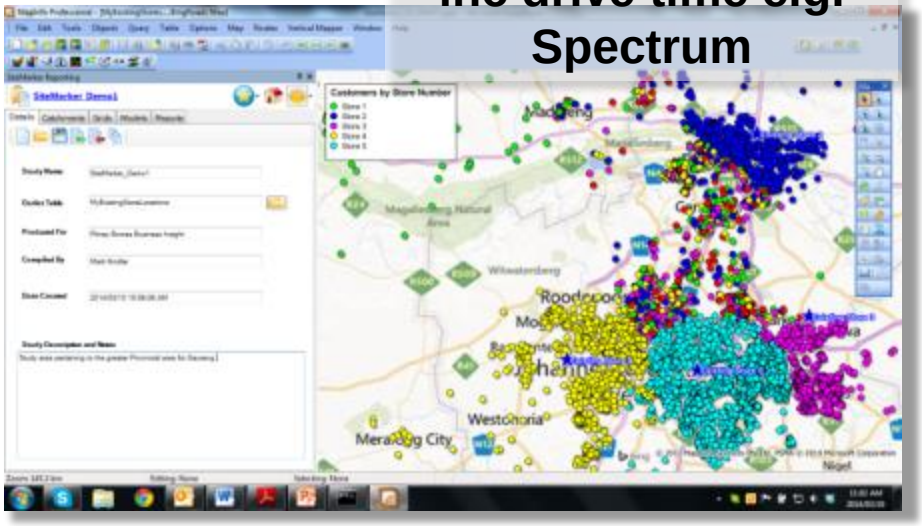


New Retail Planning – MapInfo & SiteMarker

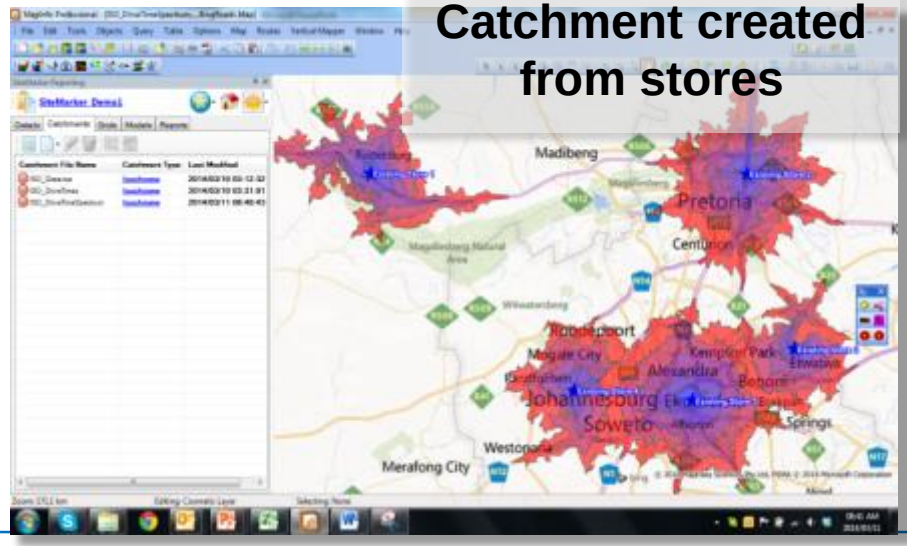
Grid modelling – Huff model



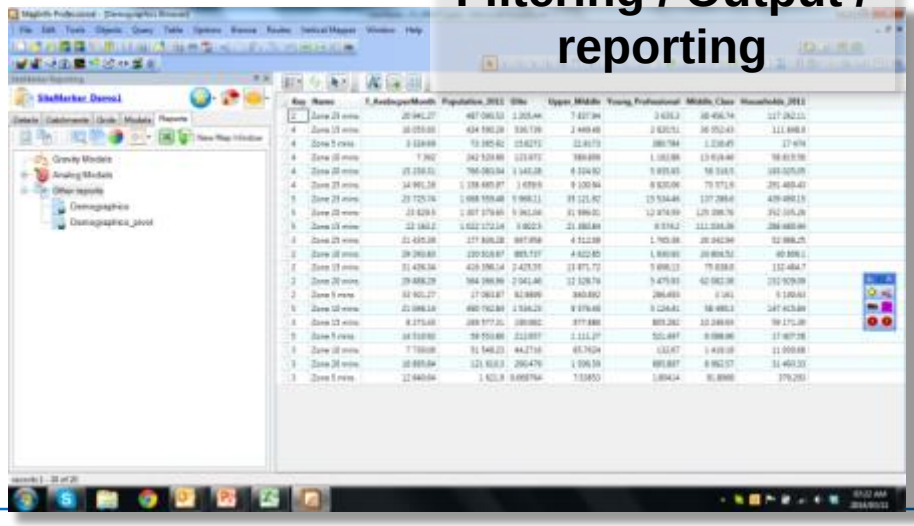
Workspace import inc drive time e.g. Spectrum



Catchment created from stores

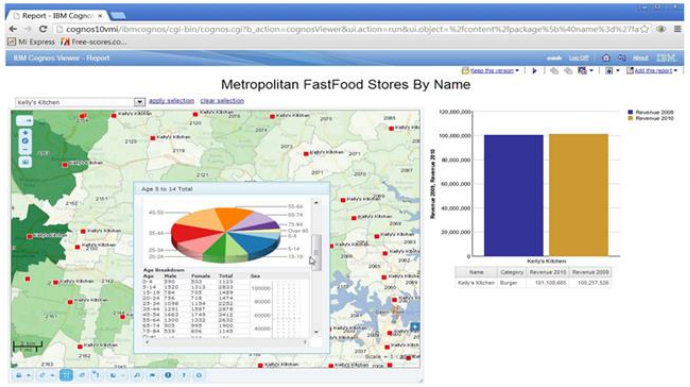


Filtering / Output / reporting



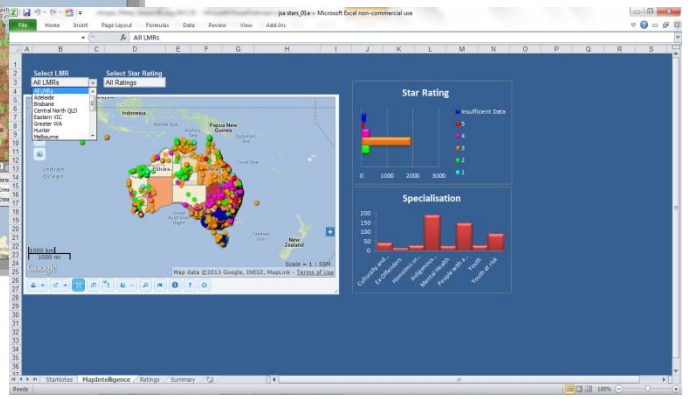
The emergence of LI inside Business Management

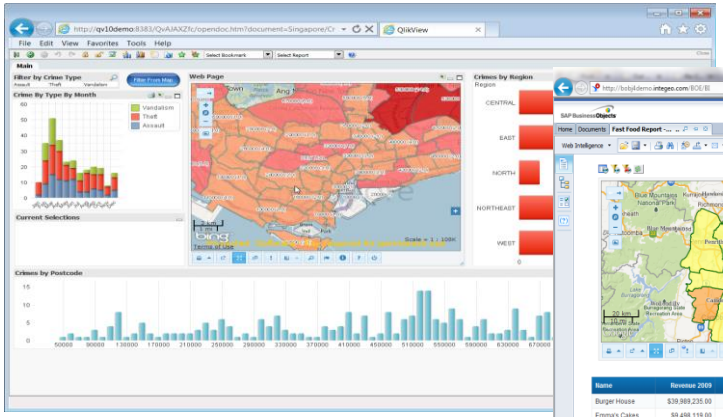
Cognos



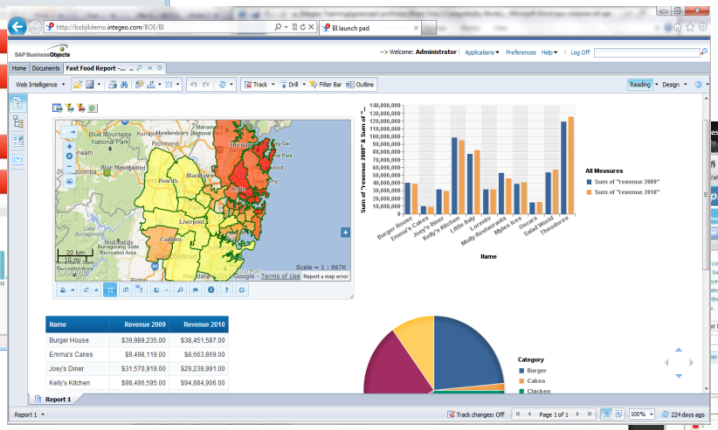
MicroStrategy

Excel



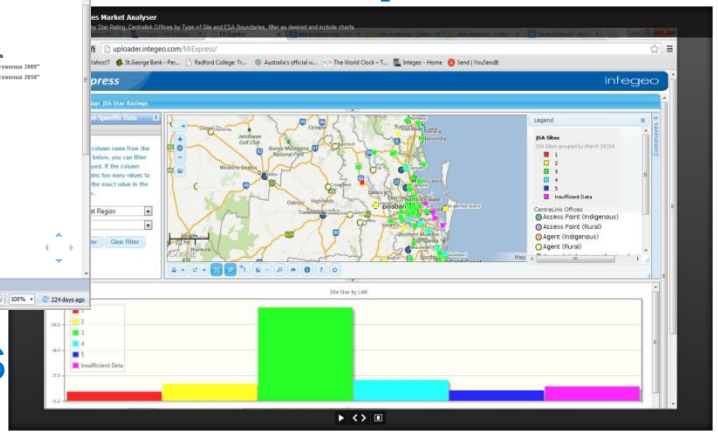


QlikView



Business Objects

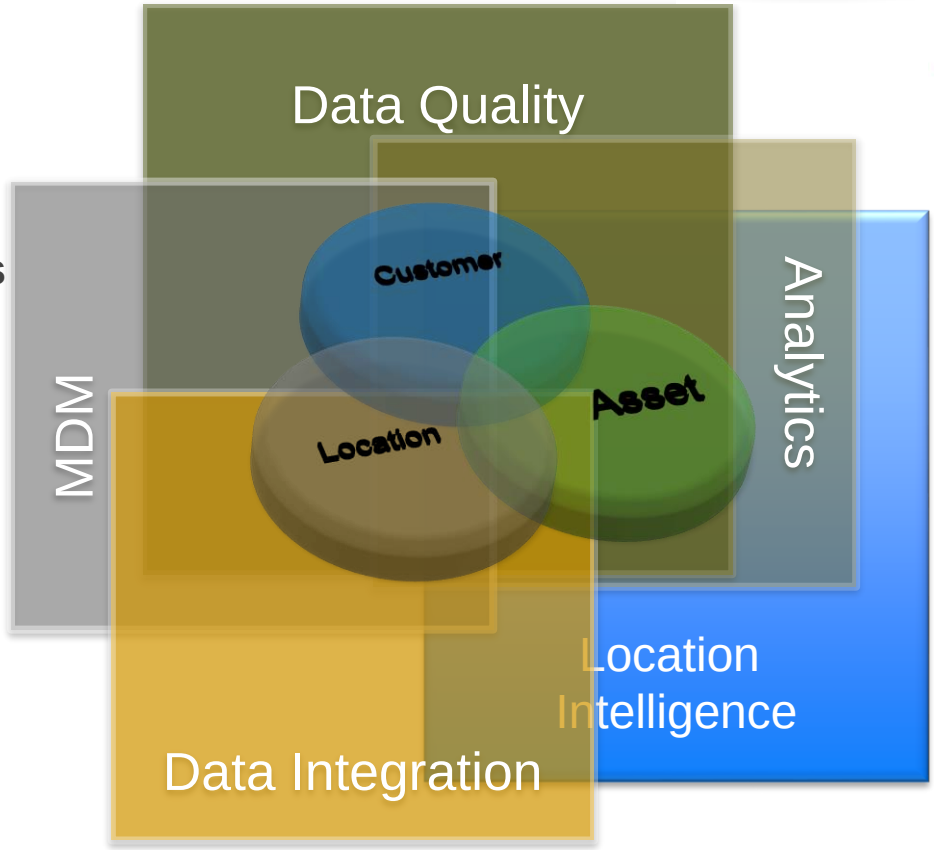
MI Express



Spectrum Enterprise Platform

Current Approach:

- GIS centric with
- Multiple Vendors with competing, overlapping capabilities
- Too complex
- Too expensive
- Slow



New Way

- Single unified framework
- Three Elements integrated
- Insight built on managed data on customer, location and assets
- Simple
- Cost effective
- Fast

Expanding the Global Data Portfolio

- Pitney Bowes Software are in the process of rapidly expanding the global data portfolio with developments in

  - Global World Boundaries
  - Global Points of Interest
  - Global Demographics & Geodemographics
  - Global Indoor Maps
  - Global Digital Elevation Model
  - Global MapInfo Routefinder Data Networks

New Enterprise LI Strategic Partnerships

Thank You!

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