

Enabling Location Intelligence across the organisation

James Brayshaw

Vice President EMEA

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

November 2014



Search Results

Property Parcels

33631 (8 of 10)

Folio ID	1099624
Lot No	2
Plan No	LP55259

Lot Plan Details

Property No	33631
Lot No	2
Plan No	LP55259
Parcel ID	2/LP55259
Folio ID	1099624
LGA Code	341

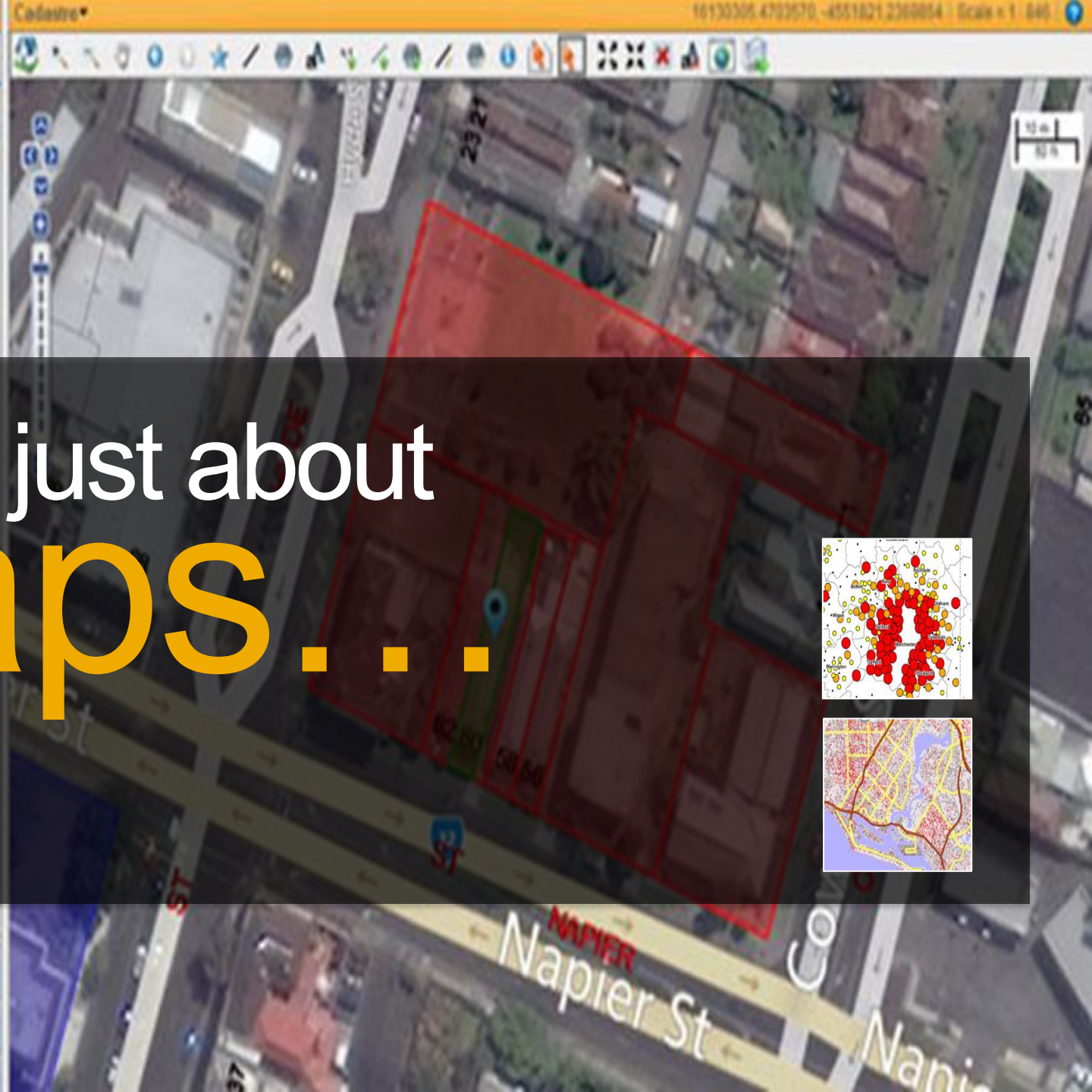
Properties

Property	33631
Part	
Property Type	G
Address Type	P
Is Primary	Y
Multi Assessment	N
Desc. Type	15
Status	A
Multi Parcel	N

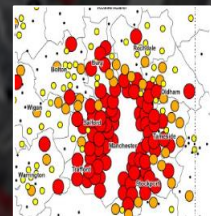
Layers

Search

Coordinate Export



It's not just about
maps . . .



It's also about the data!

accuracy Strategy
Governance
Quality Provenance
Integration Accuracy
currency Integration

quality

	A	B	C	D	E
1	Frame	Liema	Company	Cust_ID	Payment
2	DAWN	DONOME	Home Credit Corner	TP4602	Cheque
3	ALEX	HYATT	Wireless Services	TP4615	Debit card
4	ALAN	YOUNG	Mobile Actual Sec	TP4630	Credit Card
5	DARRELL	PANTERA	Pantera Inc.	TP4649	Debit card
6	JACK	HANDLEY	Jack's Used Rtdg	TP4656	Credit Card
7	LENNY	ORAYGE	Slim Fader	TP4681	Cheque
8	MORT	UARY	Underhill Funeral Hse	TP4687	Debit card
9	MARTHA	BERIUS	Pragmatic Inc.	TP4680	Credit Card
10	JUSTIN	CASE	Justin Case Insurance	TP4673	Cheque
11	PAT W.	CHOROK	Wicks Co	TP4675	Cheque
12	T.T.	TRAYNOR	Probet Enterprises	TP4604	Credit Card
13	JIMMY	SMITH	AQUA JET POOLS	TP4682	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

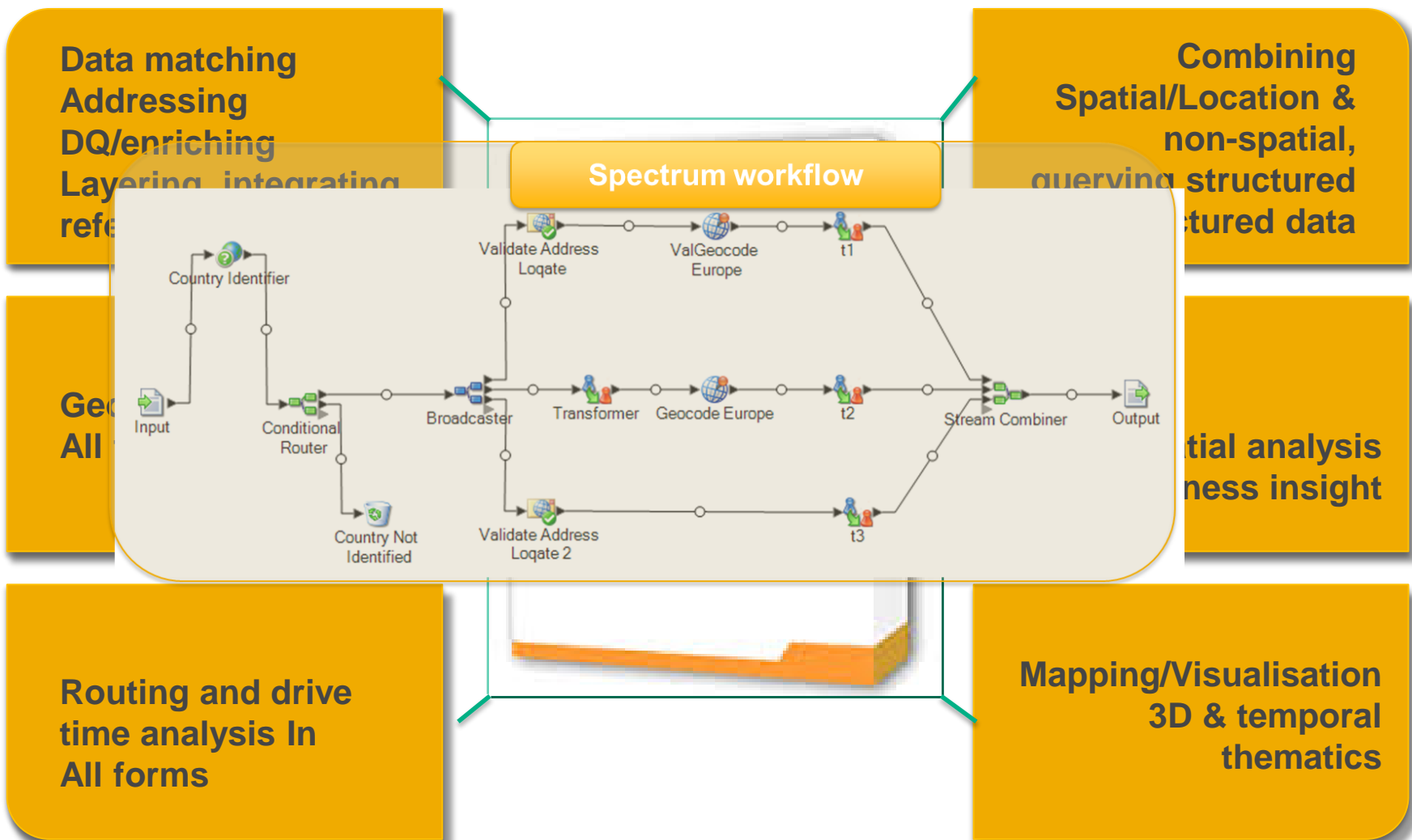
Mobile, web, social media, commercial applications

A few of our Customers

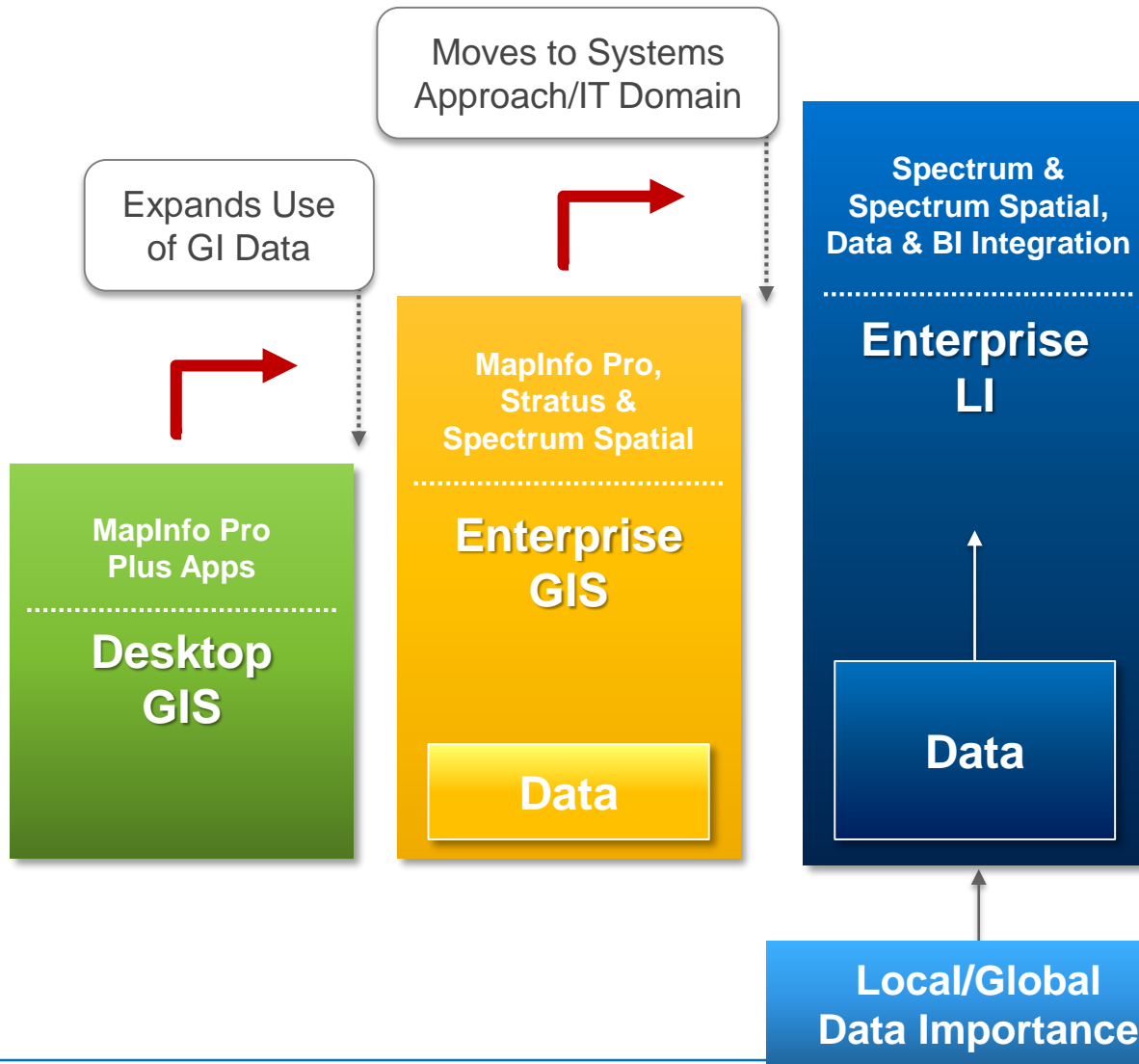


2. What do we mean Location Intelligence?

What do we mean by Location Intelligence?

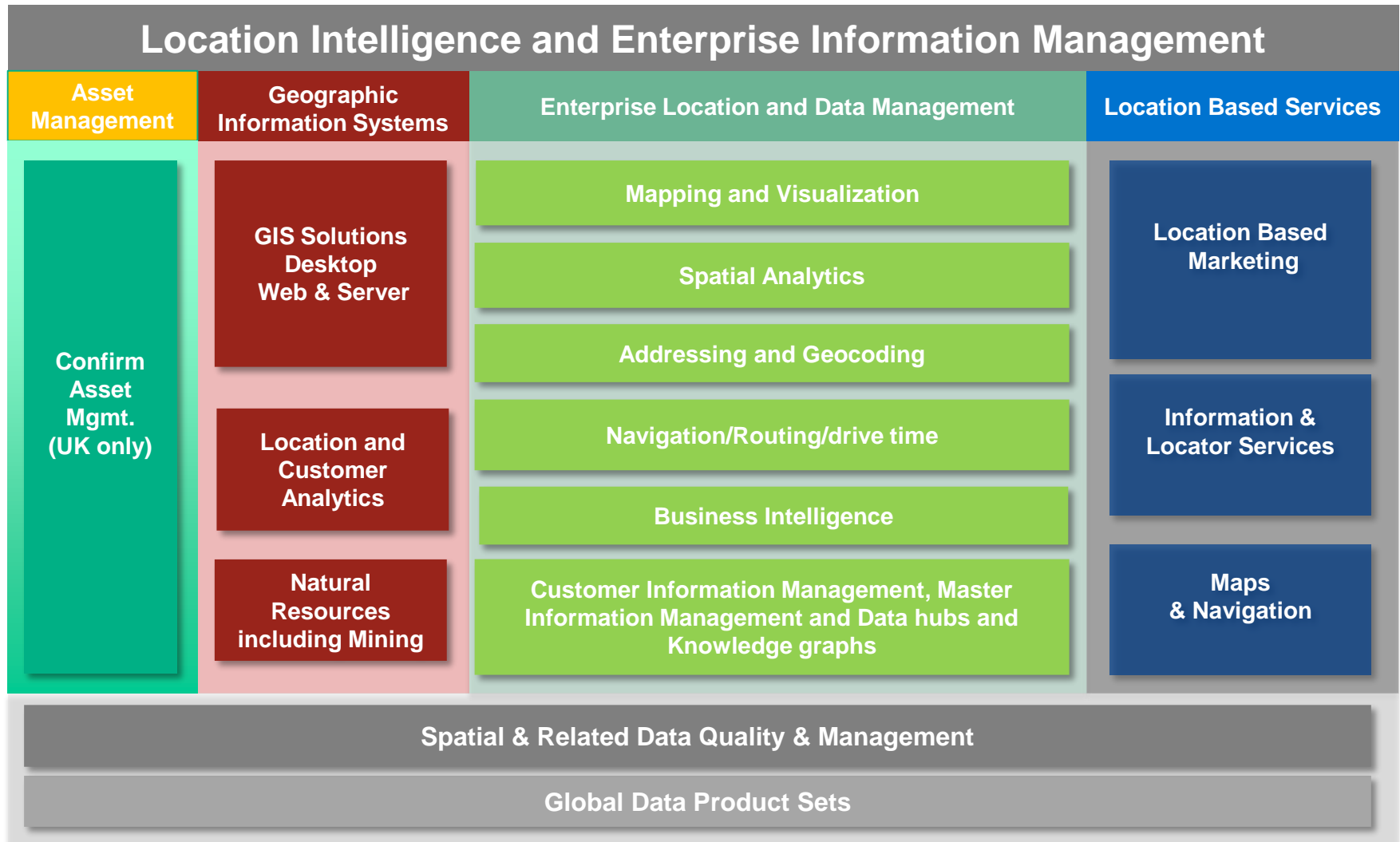


Evolution of LI & Business Challenges



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

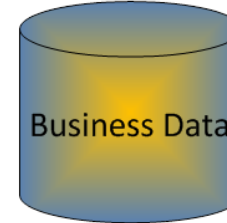
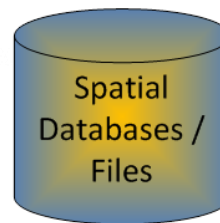
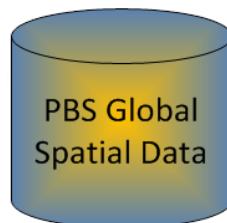
LI integration for BI



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

MapInfo

Products Resources Industries Events Partners Support



The world's premier desktop
GIS and mapping application.

TRY IT FREE

MapInfo Pro is a powerful mapping and geographic analysis application. By visualizing the relationships between data and geography, MapInfo Pro makes it fast and easy to create, share and use maps by turning data into information.



DESKTOP

Present your business findings
in a new, more visual way



SERVER

Centrally managed location data
usable across departments



WEB

Instantly share location data via
powerful interactive maps online



DATA

Location-based data to help
enrich and enhance your spatial
analysis

Pitney Bowes

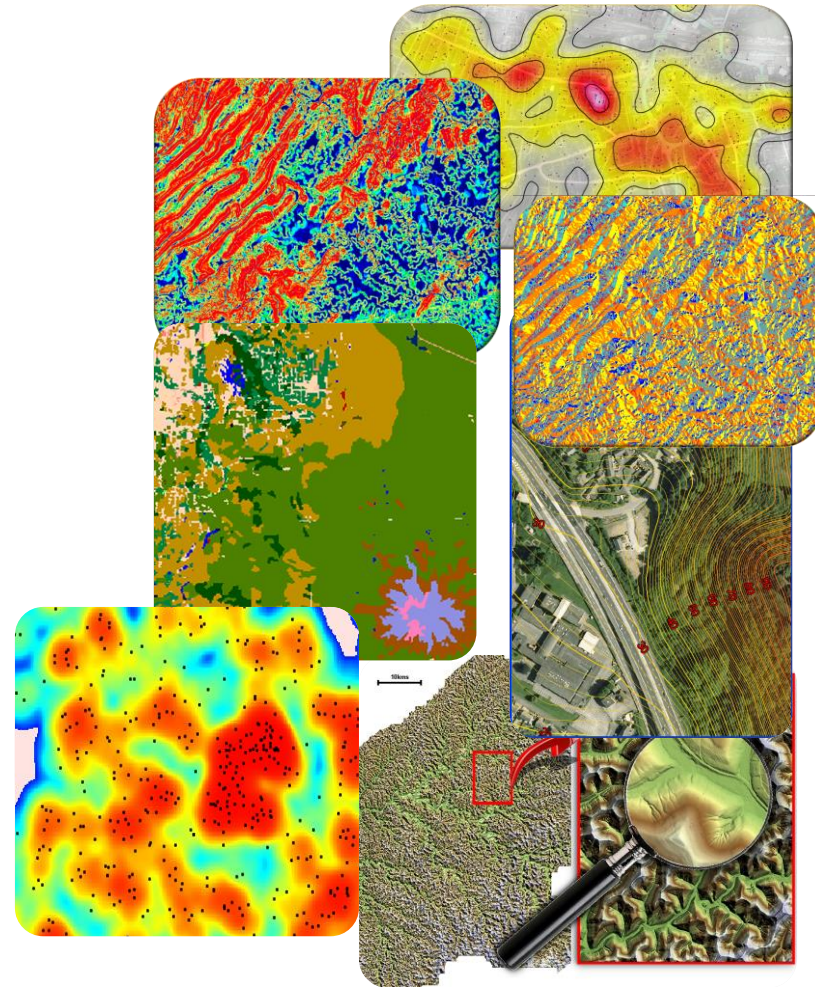
New Grid Engine 2015

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™ Spatial Analyst Pitney Bowes

Welcome, admin | Postcode, Place name or Address | Search | Help | Link | Print | Sign Out

Views | Maps: defaultmap | Tools | Hybrid

Search Results | Query Builder

Query

Query In: Visible Map Area

From: ListedBuildings

Sort by: LB_No

Filter: No Filter

Go

Map Legend

- Conservation Map
 - ListedBuildings
 - ConservationAreas
- Property Map
 - Property Owned Out...

ListedBuildings

PANCAS ROAD Grade II

(East side) Great Northern Hotel and attached railings

LB_No 1266

Grade II

Street PANCAS ROAD

Location (East side) Great Northern Hotel and attached railings

Short_Description Hotel. 1854, by Lewis Cubitt. Yellow stock brick with stucco dressings. Slate roof with pedimented dormers. Crescent shaped building. Concave main facade towards King's Cross Station, Euston Road (qv). EXTERIOR: 5 storeys, attic and basement. 18 windows

Boro_Ref 798-1

Sheet_Ref 85

OS_Sheet TQ3083SW

GV GV

DateListed 06/07/1984 00:00

Formerly_Listed_As

NoOfShapes 1

ShapeStyle Region

100 m | X, Y: -13568.24626, 6715777.45161

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

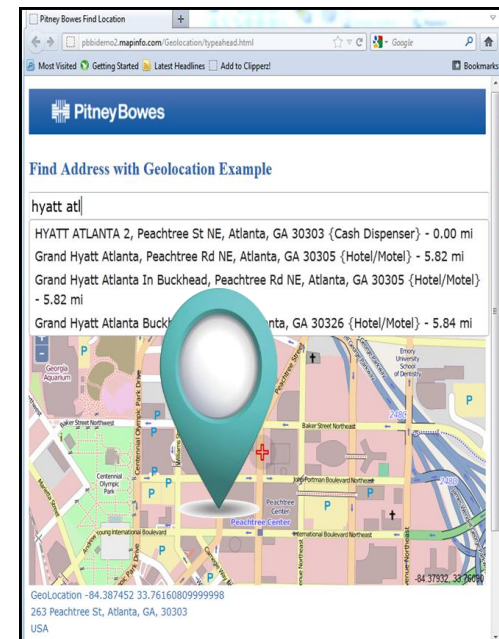
UK Addressbase Plus and Premium

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

Worldwide depth

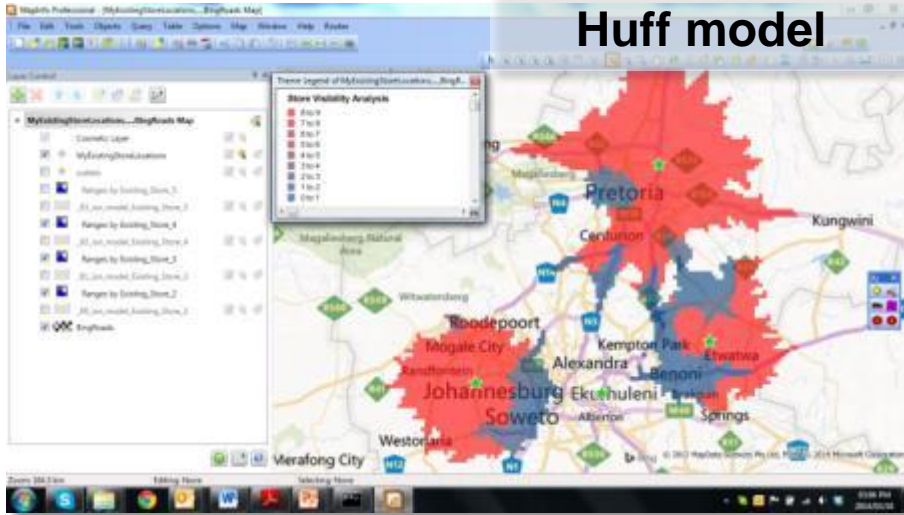
122 countries roof top and growing!

240 countries for addressing
Further Expansion in Asia, Eastern Europe, Africa & South America

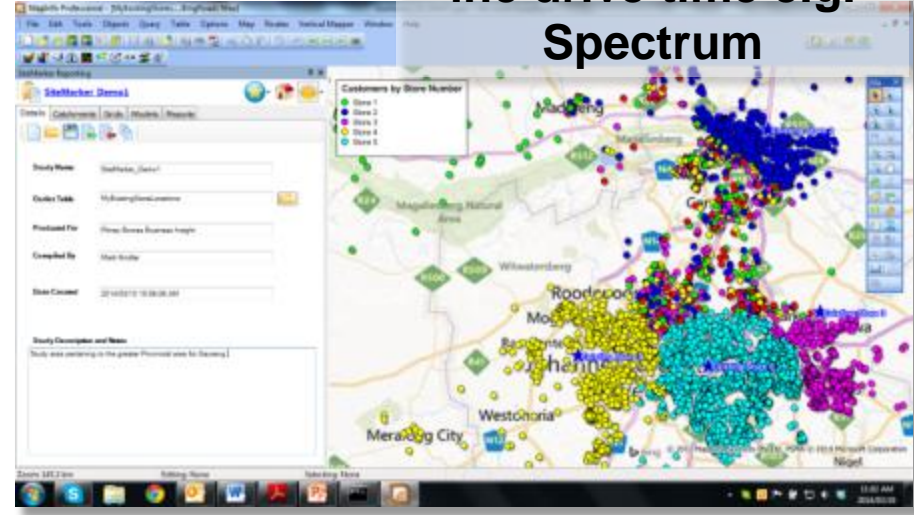


New Retail Planning – MapInfo & SiteMarker

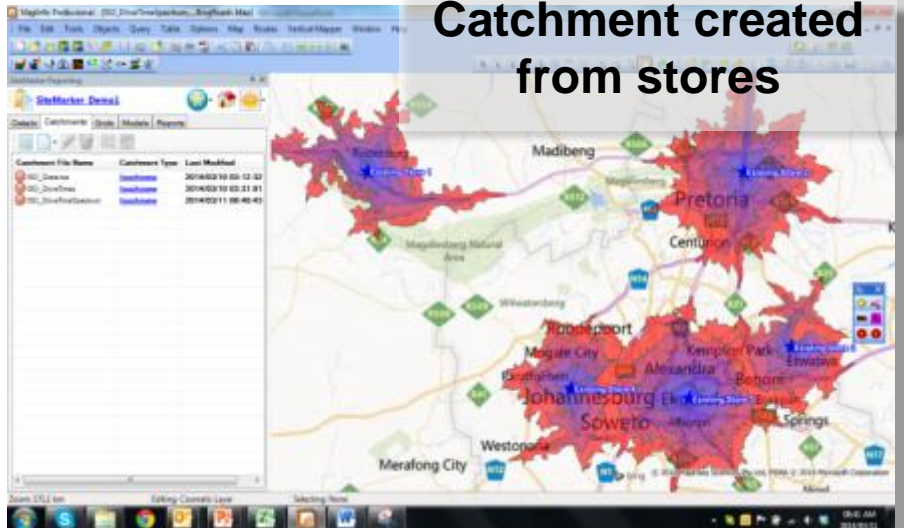
Grid modelling – Huff model



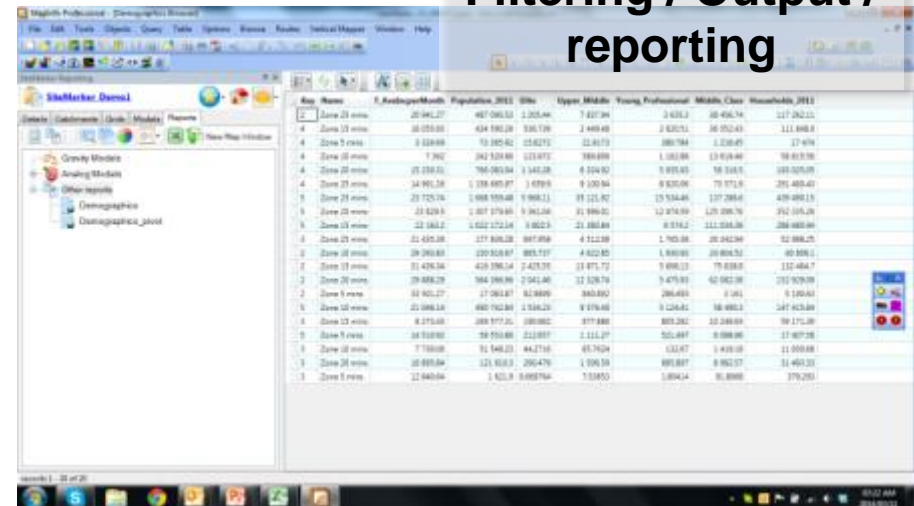
Workspace import inc drive time e.g. Spectrum



Catchment created from stores



Filtering / Output / reporting

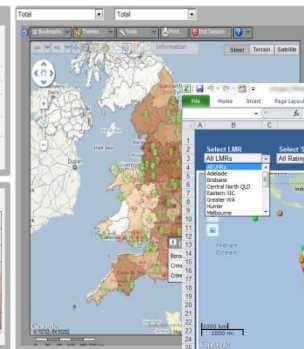
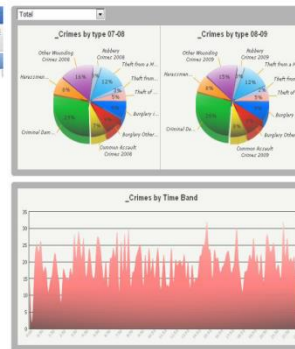
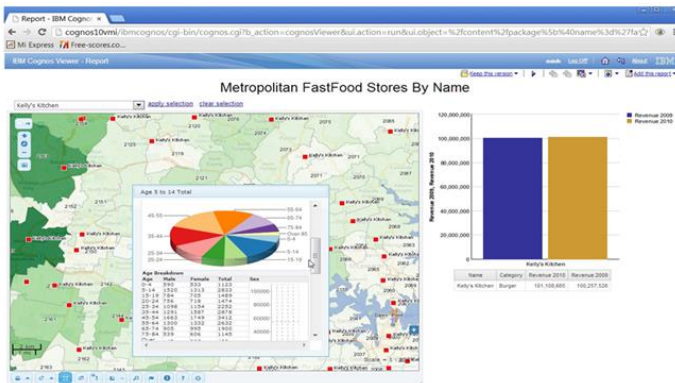


The emergence of LI inside Business Management

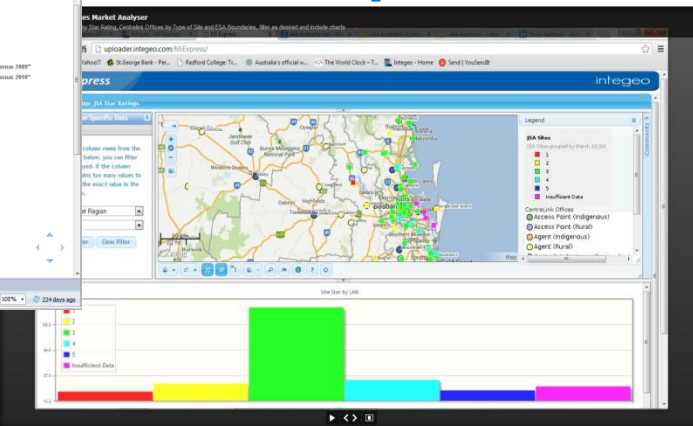
Cognos

MicroStrategy

Excel



MI Express



QlikView

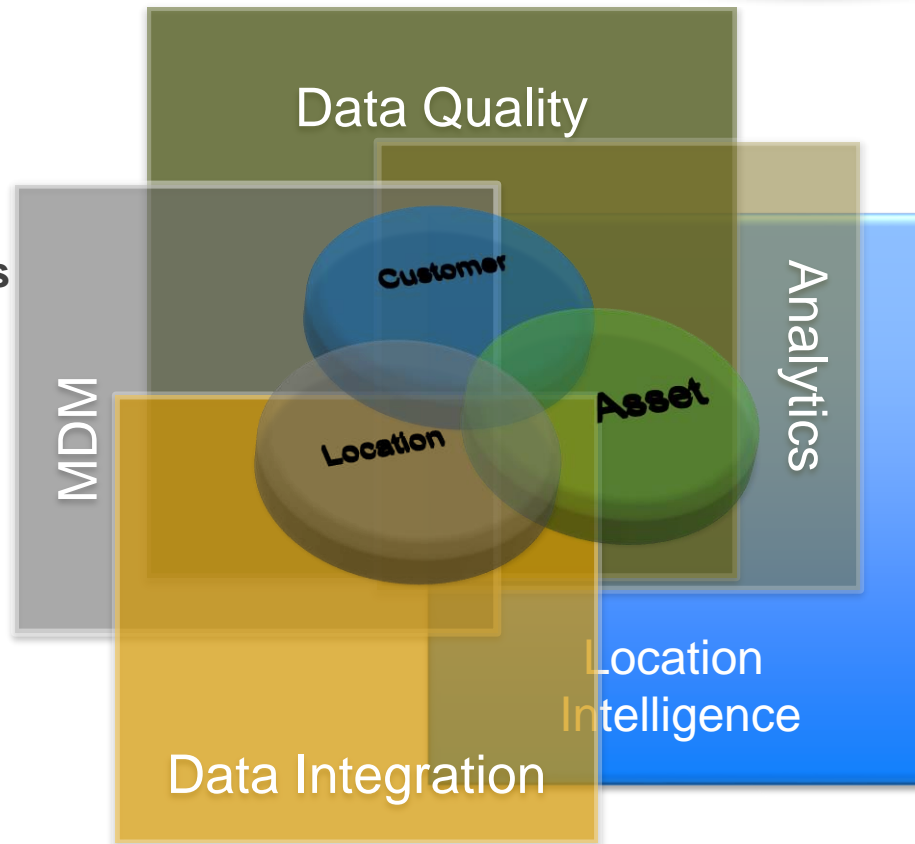
Business Objects

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



TATA CONSULTANCY SERVICES

Thank You!

James.brayshaw1 @pb.com