



PRODUCT DATA SHEET

International Geocoding

PRECISE GEOCODING IS THE KEY TO
SMART DECISION-MAKING

Solution Overview

Domain-specific data drives decisions—no matter where your customers, prospects or company assets are located. With more precise and more consistent data and analysis, you can connect with customers, overcome business risks and improve operational results.

Our international geocoding solutions enable high-precision coverage analysis, better deployment of resources when catastrophe strikes, and the capabilities for identifying fraudulent activities before they can take root. Our international geocoding solutions span five continents, and our global reach is unparalleled in the industry.

Benefit

Get precise latitude and longitude for street addresses, points of interest, and locations in the markets and countries where you do business — using on-premise software or through hosted solutions. Our flexible geocoding and spatial analysis solutions easily integrate with existing systems and tools, supporting multiple APIs and operating systems, enabling powerful implementation and application for key business needs.

Built-in data quality, postal certification, address validation and standardization means that the insight you gain will be more accurate, more complete — and can provide perspective that doesn't stop at international borders.

You can enjoy unparalleled insight by analyzing results at the city, postcode, street or address level while enriching your address data with your domain-specific or custom data.

Pitney Bowes Software already provides the most extensive geocoding coverage worldwide and we continue to deepen and broaden our capabilities around the world, utilizing the most up-to-date data and highest quality street and location data.

For countries not covered by street-level geocoding, coverage is available at the postcode and/or city level for 240+ countries and territories.

EXPECTED ROI

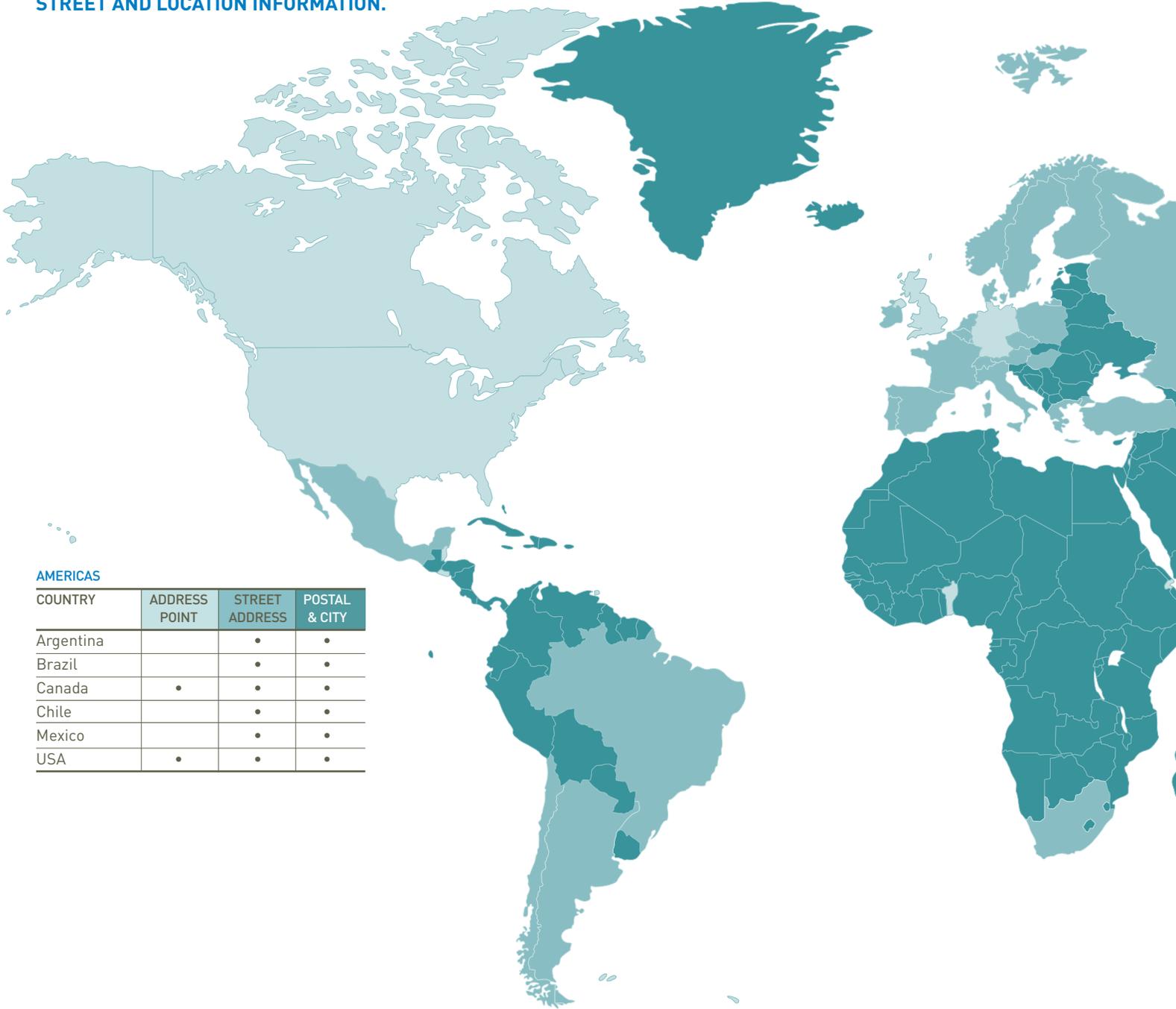
International businesses need international solutions—and local businesses need in-depth understanding of their markets. With Pitney Bowes Software International Geocoding, you'll get outstanding accuracy, coverage, and a depth of insight that can help accelerate your success across a broad range of business initiatives, including:

- Risk Assessment
- Market Analysis
- Network Optimization
- Effective Targeting
- Portfolio Management



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PITNEY BOWES SOFTWARE PROVIDES THE MOST EXTENSIVE GEOCODING COVERAGE WORLDWIDE. WE CONTINUE TO DEEPEN AND BROADEN OUR CAPABILITIES AROUND THE WORLD, UTILIZING THE MOST UP-TO-DATE DATA AND THE HIGHEST QUALITY STREET AND LOCATION INFORMATION.

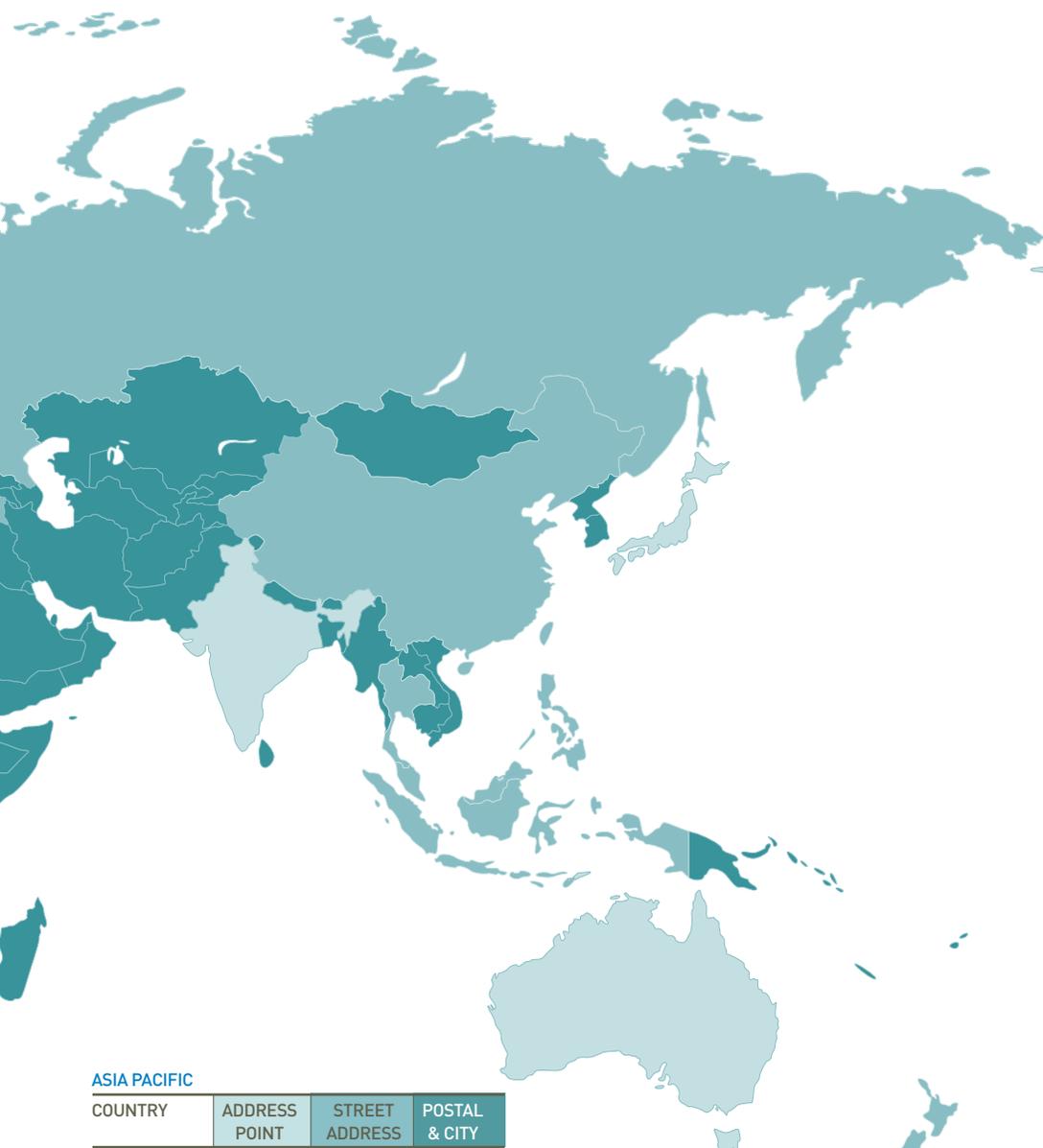


AMERICAS

COUNTRY	ADDRESS POINT	STREET ADDRESS	POSTAL & CITY
Argentina		•	•
Brazil		•	•
Canada	•	•	•
Chile		•	•
Mexico		•	•
USA	•	•	•

FOR COUNTRIES NOT COVERED BY STREET-LEVEL GEOCODING, COVERAGE IS AVAILABLE AT THE POSTCODE AND/OR CITY LEVEL COVERAGE FOR 240+ COUNTRIES AND TERRITORIES.

International Geocoding



ASIA PACIFIC

COUNTRY	ADDRESS POINT	STREET ADDRESS	POSTAL & CITY
Australia	•	•	•
China		•	•
Hong Kong		•	•
India		•	•
Indonesia		•	•
Japan	•		•
Macau		•	•
Malaysia		•	•
New Zealand		•	•
Philippines		•	•
Singapore	•	•	•
Taiwan		•	•
Thailand		•	•

EUROPE, MIDDLE EAST AND AFRICA

COUNTRY	ADDRESS POINT	STREET ADDRESS	POSTAL & CITY
Andorra		•	•
Austria		•	•
Belgium		•	•
Czech Republic		•	•
Denmark		•	•
Estonia		•	•
Finland		•	•
France		•	•
Germany	•	•	•
Greece		•	•
Hungary		•	•
Ireland		•	•
Italy		•	•
Latvia		•	•
Lichtenstein		•	•
Lithuania		•	•
Luxembourg		•	•
Monaco		•	•
Netherlands		•	•
Norway		•	•
Poland		•	•
Portugal		•	•
Russia		•	•
San Marino		•	•
Slovakia		•	•
Slovenia		•	•
South Africa		•	•
Spain		•	•
Sweden		•	•
Switzerland		•	•
Turkey		•	•
United Kingdom	•	•	•
Vatican City		•	•

Added Value: The Pitney Bowes Advantage

Built-in address standardization and validation: Great insights require great data—we standardize and validate records prior to geocoding, so you can rest assured that your insights are based on vetted data.

Address-point accuracy: We geocode right down to the exact latitudes and longitudes of parcels, rooftops and, in some places, even building entries to ensure analyses that are precise and actionable.

Sophisticated spatial analyses: Pitney Bowes geocoding is tightly integrated with spatial analysis tools that allow you to immediately make operational decisions with your geocoded data. What trade area does an address fall within? How far is a location from a coastline? What is the driving distance from an address to the nearest retail store? Pitney Bowes geocoding software will answer these questions and many more!

Global coverage, custom fit: Pitney Bowes Software International Geocoding is the most comprehensive available and our footprint continues to grow. Yet, our modular approach lets you acquire the geocoding you need today, and add coverage as your business grows.

Usability—all across your organization: Our geocoding solutions are designed for ease of use and for easy integration into workflow systems across your organization. You can use them to analyze opportunities and risks—and to automate customer communications, empower customer self-service, monitor customer activity and deploy resources when and where needed to help customers in crisis.

Choose the best solution for your business: Whether your business is regional, national or global in scope, you need geocoding insights that are accurate and actionable. Turn to Pitney Bowes Software for the broadest, deepest and most accurate geocoding available worldwide.

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CASE IN POINT

“Having a single platform globally has extended our area of coverage and enabled much better decision making across country lines. It also means we can bring in data from multiple sources and manage it from a central system. We’re now capable of processing up to seven million addresses an hour, which far exceeds our prior geocoding capabilities.”

Stephen Mildenhall
CEO, Aon Benfield Analytics

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 **Pitney Bowes**
Software

Every connection is a new opportunity®



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