

PRODUCT DATA SHEET

Spectrum™ Spatial for Business Intelligence

GAIN NEW AND BETTER INSIGHT
FROM SPATIAL DATA WITHIN YOUR
BUSINESS INTELLIGENCE SYSTEM

Product Overview

Today's high-performing business and government organizations are driven by data-powered insight and performance management information. Business intelligence (BI) systems enable these organizations to better understand their data and make more informed decisions.

Now consider the role of spatial data. Some 80% of all data contains a spatial component—consider the inherently spatial aspects of customers, competitors, stores, assets, networks, facilities and service centers alone. Spatial patterns and trends represent a significant opportunity for businesses seeking greater insights to explore the spatial dimension of their business.

Spectrum™ Spatial for BI extends the capabilities of widely-used BI systems to provide comprehensive mapping data visualization and spatial analytics within the BI environment. Organizations can gain new and better insight from the spatial aspect of their data.

Spectrum Spatial for BI is COTS solution that enables immediate business benefits to be derived from existing technology investments and removes the need for high risk, costly system integration projects.

Key Features

- Comprehensive support for mapping and spatial analysis within reporting, analytics and dashboarding without the need for system integration
- Support for mapping visualization and spatial analytics
- Generate dynamic map layers from “facts and dimensions” in the report
- Geographically drill up or down into your data
- Publish map sessions for users with no access to BI
- Support drive/travel time analytics
- Built-in global geocoding to spatially enable data within BI systems
- Compatible with Pitney Bowes data suites including, but not limited to, demographics, geodemographics, boundaries, risk and telecommunications data
- Spatially enables multiple BI systems from a single enterprise spatial server
- Customizable user interface

BUSINESS BENEFITS

- Enhance BI with location using dashboard driven maps
- Extend existing Spectrum Spatial solutions with BI dashboards
- Fast time to value
- Minimal training overhead
- Increase Spectrum Spatial ROI by linking with BI
- Flexible and affordable spatial analysis



Added Value

Fully Integrated Location and BI Functions

Spectrum Spatial for BI was developed in response to strong demand from business analysts for better decision-making tools with fully integrated location and BI functions. It can be used with a range of BI tools—including Actuate®, BIRT™, SAP Business Objects, IBM Cognos, Oracle (OBIEE and Hyperion)—in addition to QlikView®, MicroStrategy, Microsoft Reporting Services and Excel, for linkage to Spectrum Spatial, our server mapping technology.

If you want your business analysts to gain location analysis capabilities and already have the Pitney Bowes server platform deployed, our software tools can meet your needs to make this happen.

Flexible Licensing

Spectrum Spatial for BI can be licensed by CPU for perpetual user by any number of users, or purchased as a per-user bundle of licenses. One Spectrum Spatial for BI server can simultaneously handle many different “clients” operating in different BI environments.

Your initial purchase includes the server and one client for a BI system. Access to additional BI solutions can be purchased separately at any time. Support and maintenance are also available for this Spectrum solution.

Specifications/System Requirements

Spectrum Spatial for BI is part of the Spectrum™ Technology Platform. It is available for Microsoft Windows, Linux and Unix® operating systems. In addition to offering integration with spatial and non-spatial BI data, Spectrum Spatial for BI supports a wide array of industry standard spatial data formats.

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SPECTRUM SPATIAL LINKS TO THE MOST POPULAR BI SYSTEMS AND VERSIONS, INCLUDING:

- SAP Business Objects™ XI 2.5 to 4
- IBM® Cognos®: 8.4 to 10.2.1
- Oracle® Hyperion®: 11
- Oracle Business Intelligence Enterprise Edition 11
- Microstrategy® up to 9.4.1
- Microsoft® Excel®: 2003 to 2013 both 32 and 64 bit versions
- QlikTech Qlikview: 10 to 11.2 SR5

Specifications

Operating Systems

- Windows® Server: 2003, 2008 R2, 2012
- Ubuntu®: 12.04
- Solaris®: 10, 11

Browsers

- Internet Explorer®: 8 and 9
- Mozilla Firefox®: 10+
- Google Chrome™: 17+
- Safari (Mac OS X)

Spatial Data Layers

- Oracle®: 10 and 11
- SQL Server Spatial 2008
- PostGres 8+ (PostGIS 2.x)
- SQLite

Spectrum Spatial for BI supports Open Geospatial Consortium (OGC®) standards:

- Web Map Service (WMS) 1.0, 1.1.1, 1.3
- Web Feature Service (WFS) 1.0

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