

Better understand customers through Location Intelligence.



Gartner forecasts that 8.4 billion connected things will be in use worldwide in 2017, up 31 percent from 2016, and will reach 20.4 billion by 2020¹.

Many organizations don't have the time, resources or environments to process consumer data with accuracy and precision.

Private organizations

Their incomplete view of customers has contributed to a poor customer experience.



"75% of consumers are more likely to buy from a retailer that recognizes them by name, recommends options based on past purchases, OR knows their purchase history."

Source: Accenture Interactive's Personalization Pulse Check survey.

Public agencies

They have suffered with aging infrastructure, deferred maintenance and lagging investment.



"Even the biggest agencies have struggled. In fact, the US infrastructure is at a D+ or "poor" rating."

Source: American Society of Civil Engineers.

Organizations and government agencies can take advantage of new data technologies to better understand customers in context to location. Pitney Bowes can help.



Spectrum

With Spectrum, enterprises can now validate, GeoEnrich and analyze data through Big Data environments like Apache Hadoop and Spark.

This helps clients

- Create a 360 view of a property.
- Demonstrate real-time network performance.
- Monitor and complete transactions.

GeoEnrichment

With GeoEnrichment data sets, small and medium organizations can accumulate and enrich addresses even if they don't have access to a Big Data environment.

This helps clients

- Deploy 24 pre-built data sets.
- Look up property, demographics and services information.
- Add over 200 attributes to a location.

Confirm

With Confirm, government agencies can use intelligent infrastructure management solutions to enhance asset data management throughout the asset lifecycle.

This helps agencies

- Accelerate business processes.
- Support workforce mobility and legislative compliance.
- Reduce expenses.
- Enhance productivity.

Proof points

With a legacy in address accuracy, Pitney Bowes can help clients leverage their data to identify, locate and communicate with their customers.

Spectrum

Name and address match:
30 million records

3.6 mins  1 hour

Geocode:
105 million records

30 mins  12 hours

Spatial process:
12 million records

3.6 mins  7 days

Coverage map:
19 billion records

31 mins  Not even possible.

GeoEnrichment

200+ attributes

Geoenrichment data sets have the ability to offer over 200 attributes for a given location.



170 Million
US addresses

Most accurate location data for over 170 million US addresses, across 240 geographies, and access to hundreds of data sets.



Confirm

140+ million
citizens worldwide benefit from Confirm.



Confirm supports 45%
of road infrastructure management in the UK.



With **Pitney Bowes Big Data**, it's possible.

For more information, visit pitneybowes.com

1. Gartner Press Release, Gartner says 8.4 billion connected "things" will be in use in 2017, up 31 percent from 2016, February 7, 2017.
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