Global Data Portfolio

Precise and accurate data to identify, locate and communicate with your customers
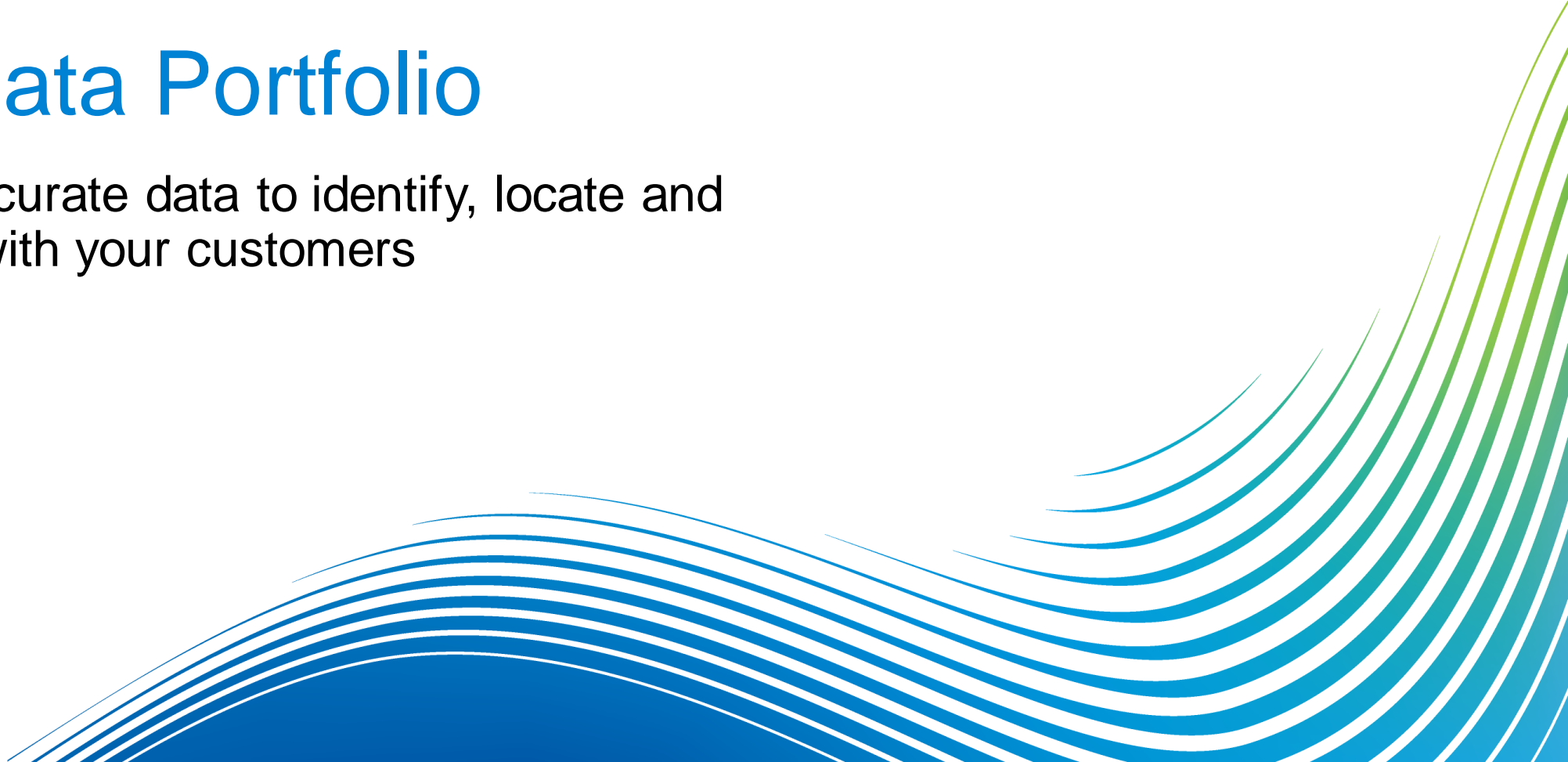
There has been a fundamental shift in the way we all do business.

Only Pitney Bowes has the knowledge, technology and data to fill the gap.

Identify

Managing the information about who

Locate

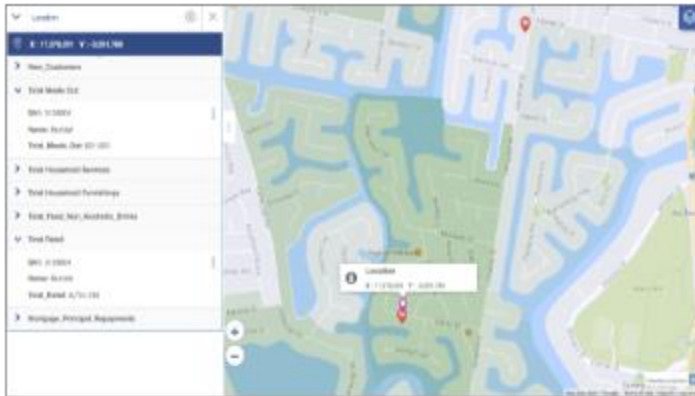Answering the question of where

Communicate

Informing action

To making strategic business decisions based on location
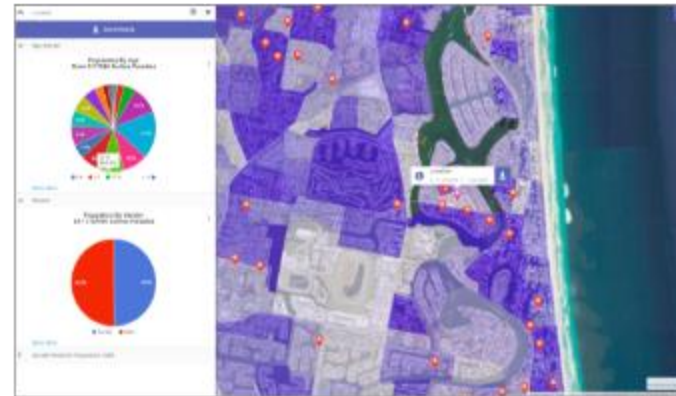
**Location
Intelligence**

Location analytics

Use precise geocoding and data-driven mapping for greater insight.

GeoEnrichment

Add demographics, points of interest and industry-specific data for a complete, contextual view.

Business Intelligence

Integrate location insight into day-to-day business workflows for more accurate, automated decisions.

We provide more context, precision and relevancy through location data.

Four distinct data portfolios to provide extensive depth and breadth of insight.

World Streets

- Map Tiling
- World StreetPro®
- StreetPro® Classic
- StreetPro® Display
- StreetPro® Navigation
- Desktop Routing and Drivetime Networks for MapInfo Routefinder
- Enterprise Routing and Drivetime Networks for ERM

World Points of Interest

- World Premium Points of Interest
- World Premium POI – Consumer
- Travel Time Isochrones
- Financial Stress and Delinquency Scores
- Business Summaries
- Financial Institution Branch Locations
- Retail Destinations
- Retail Pitchpoint

World Boundaries

- World Boundaries Premium
- Postcode and Administrative Boundaries
- Community Boundaries
- Postcode Points and Administrative Reference Tables
- World Timezones
- Cadastre, Parcel, Building Outlines and Indoor Maps
- **Vertical Data:** Telco Boundaries Risk Boundaries

World Demographics

- Base Demographics
- Detailed Demographics
- Geodemographics
- Location Classifications
- Income
- Wealth
- Purchasing Power
- Consumer Expenditure

Software & Data Marketplace

Introducing the Software and Data Marketplace

Improving access to Pitney Bowes data and software products

Data Access

- Improved delivery

- Data discovery

- Ability to download data samples

- Online purchasing capabilities

Existing Clients sign into YA to interact with the products they own with us.

View Data products in they own, set up future downloads for updates.

Link to Market Place to see what other data could be useful overlaid on the data they already own.