Everything is Addressable

Pitney Bowes: Software & Data

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What is the value of an address?

We all put our trust in Location

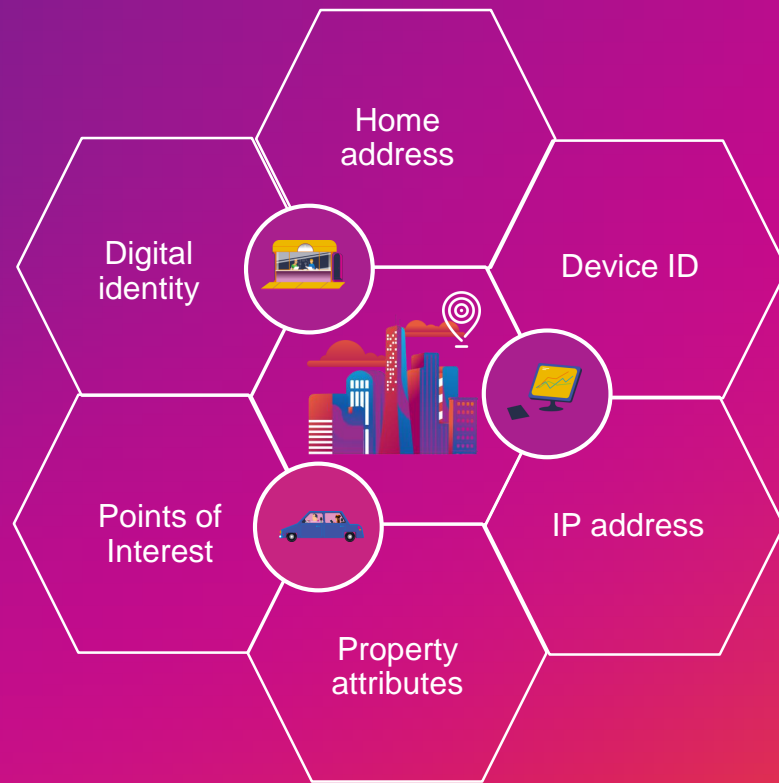But what happens when Technology gets it wrong?

You have reached your destination at 1 River Parade.

Today, Everything is addressable

People

Things

Places

An address anchors 1000's of data points

Home address

Device ID

Digital identity

IP address

Points of Interest

Property attributes

These data points are foundational to business outcomes

Detect financial fraud

Digital identity

Home address

Device ID

Predict customer behavior

Precision Policy Pricing

Assess associated risk

Points of Interest

IP address

Improve Customer NPS

Property attributes

Improve decision making

Data in and of itself isn't enough,
the data must work for you.

Pitney Bowes brings unique advantages to street and routing datasets.

Global

Consistent coverage across nearly 100 countries.

Relevant

Includes all boundaries and POIs necessary for context. All data is snapped and processed to a high standard.

Accurate

Regularly updated, either quarterly, six monthly or annually.

Precise

Streets, roads and highways are provided in a classified hierarchy.

Practical

Speed limits, speed profiles, traffic volumes and vehicle restrictions provided where available.

Global, National and Local Excellence

Base road network
for Australia.
Government based
from State/Territory
data sources.
No routable
attributes.

Qld State Digital
Road Network.
Base routing
attributes.
Speed limit based
attribution.
Local capture and
management.

Detailed navigation
information.
Speed travelled by
time of day.
Traffic flow/volume
by time of day.
Captured from
vehicle and trace
data.
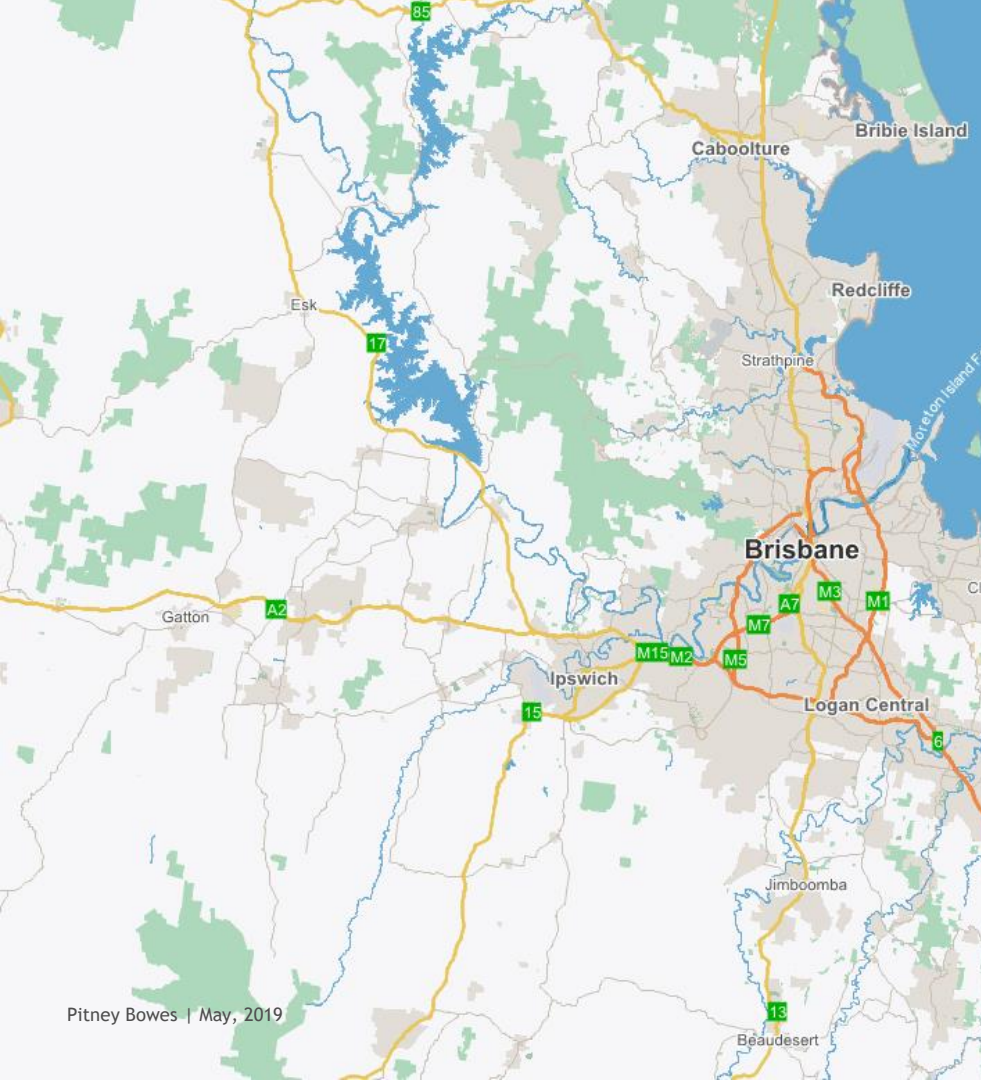
- **StreetPro Display**
- **StreetPro Classic**
- **StreetPro Navigation**
- **StreetPro Navigation Premium**
- **StreetPro Traffic**
- **Queensland State Digital Road Network (SDRN)**
- **Enterprise Routing Network Data**
- **MapInfo® Routefinder Network Data**

Pitney Bowes | May, 2019

How do we view and analyse the data?

lon: 145.765579 **lat**: -16.922419

Search nearby

∨ Demographics Breakdown ① ⋮

See on map ⋮

Cairns City

Country of Birth
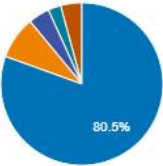
- ● Australia
- ● China
- ● England
- ● Hong Kong
- ● India

80.5%

Language Spoken
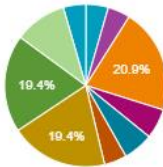
- ● Indigenous
- ● Cantonese
- ● Mandarin
- ● Hindi
- ● Punjabi
- ● Sinhalese

20.9%

19.4%

19.4%

▲ 1/2 ▼

Top 10 Languages

16

12
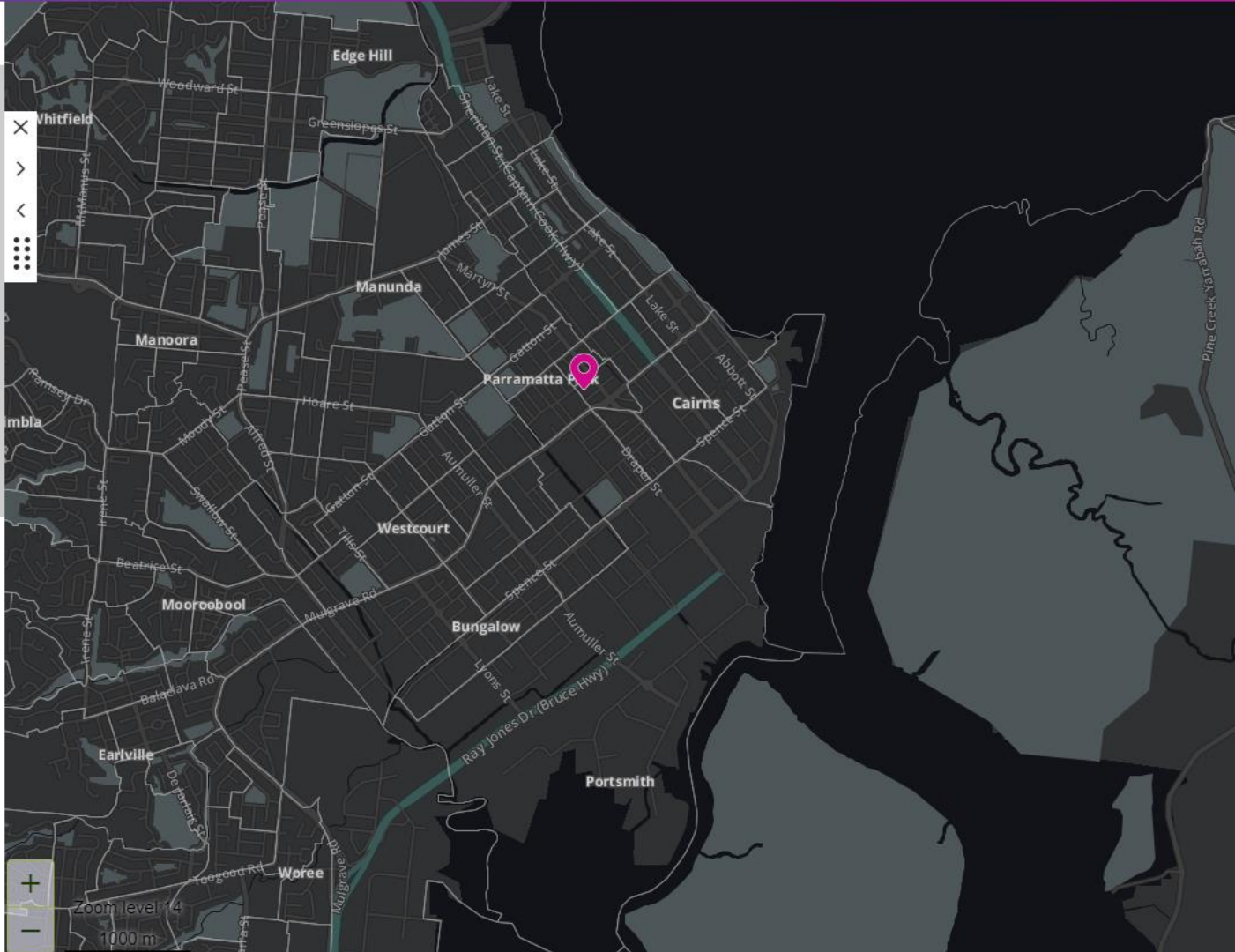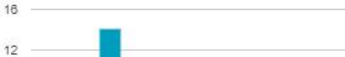
Ann Street, Gatton [3532 1] (Road)

See on map

4 Ann Street, GATTON QLD 4343

Identifiers

Land ID	180401
Property ID	268380

Owner Details

Name	Morgan P. Moreno
Address	4 Ann Street, GATTON QLD 4343
Contact	+61(6)2338-0758

Property Details

Zone Details

Query

See on map

Ann Stre

4

4

6

43

8

Zoom level 20

10 m
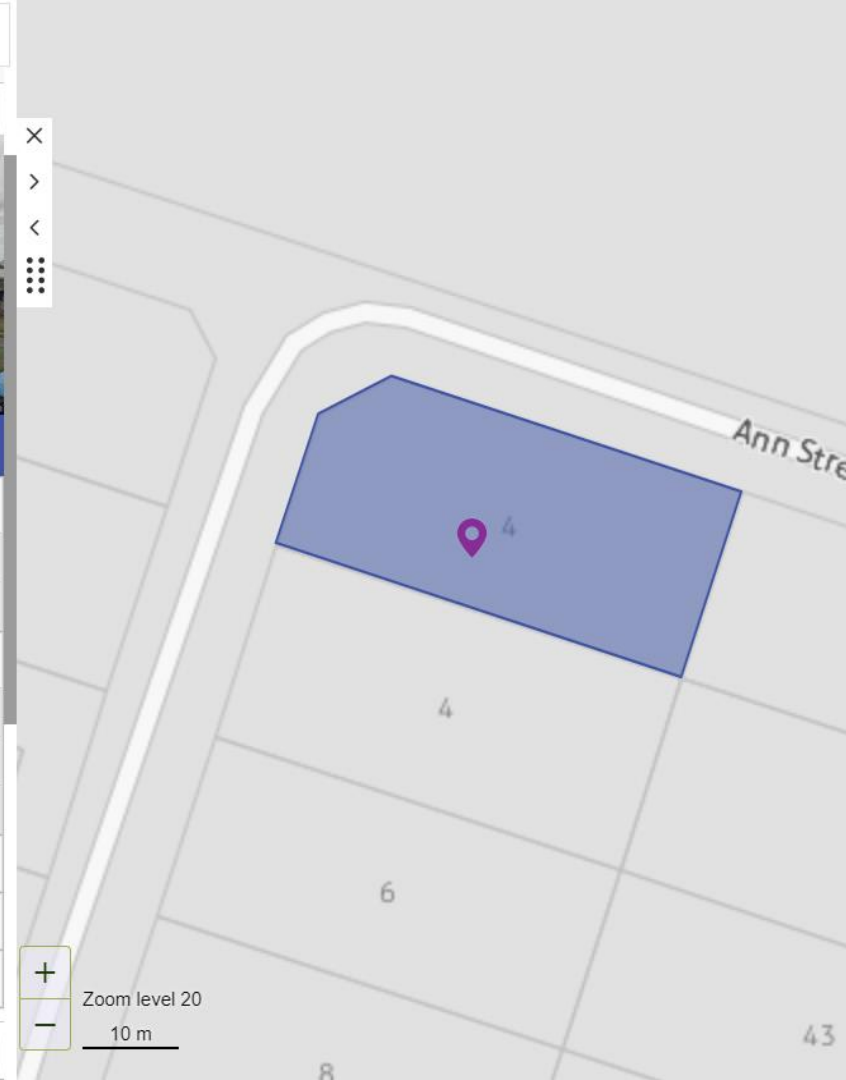
Map layers

Defects

Infrastructure

Service Areas

Risk Areas

Zoning

Development Applications

Land Information

Easements

Strata

Road Reserves

Road

Water

Parks

Property

Our mission

We surface relevant business insights by understanding the relationships between people, places and things.

Tackling flood management with GIS

Location:
- Eastern Queensland, Australia

Technology used:
- Spectrum Spatial Analyst
- GeoVision

Organisation profile:
- Operates out of town of Biloela
- Covers 15,755km²
- 14, 319 population

Tackling flood management with GIS

Challenge

Shire experiences regular flooding from the Dawson, Dee and Don rivers, and overflow from the Callide and Kroombit Dams.

Find the optimal way to provide early warnings to people who may be affected by floods so they could evacuate sooner.

Solution

Utilise GeoVision to create a new Emergency Alert Polygon (EAP)

Integration with Spectrum Spatial Analyst to visualize the EAP at the Local Disaster Coordination Centre (LDCC)

Benefits

Query the building data against a modelled flood event and determine the anticipated scale of the impact on residents and the built environment.

More accurate reporting to the State Government on impact of the flood.

Viewshed Analysis for the placement of CCTV

Location:
- South East Queensland, Australia

Technology used:
- MapInfo Pro Advanced
- GeoVision

Organisation profile:
- Head Office: Hervey Bay
- Covers 17,117km²
- 104, 051 population

Fraser Coast
REGIONAL COUNCIL

Viewshed Analysis for the placement of CCTV

Challenge

Council is developing a CCTV Strategy for the Fraser Coast region and has completed relevant research on current trends and condition audits about existing CCTV cameras and is developing an assessment framework that will determine criteria to guide decision making about future locations for CCTV cameras.

Council required access to reliable data containing a complete picture of every building for their region with a high level of accuracy and detail including building/roof heights and roofing information to easily develop 3D models of the built environment to make possible analysis for suitable placement of CCTV cameras.

Solution

GeoVision building footprint and height attributes for the creation of 3D models with MapInfo Advanced to perform line of sight and viewshed analysis.

Benefits

Accurate and current data-set in a ready-to-use format with 3D modelling tools.
No need to source relatively expensive current imagery / LiDAR
Council has a number of other planned projects where they can aim to continue to maximize the investment in GeoVision.

Address Accuracy - Hospitality

Domino's is the largest pizza chain in Australia. Managing franchise territories is complex and raises the risk of inadvertently creating territory conflict.

Franchise areas and associated purchase prices are determined by the number of reachable households, overlaid with socio-economic data.

Territory disputes are common. To minimize risk, Domino's must ensure its data is accurate.
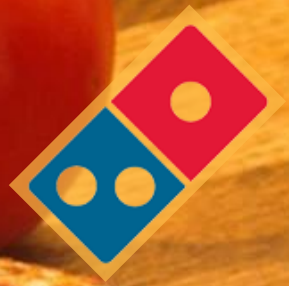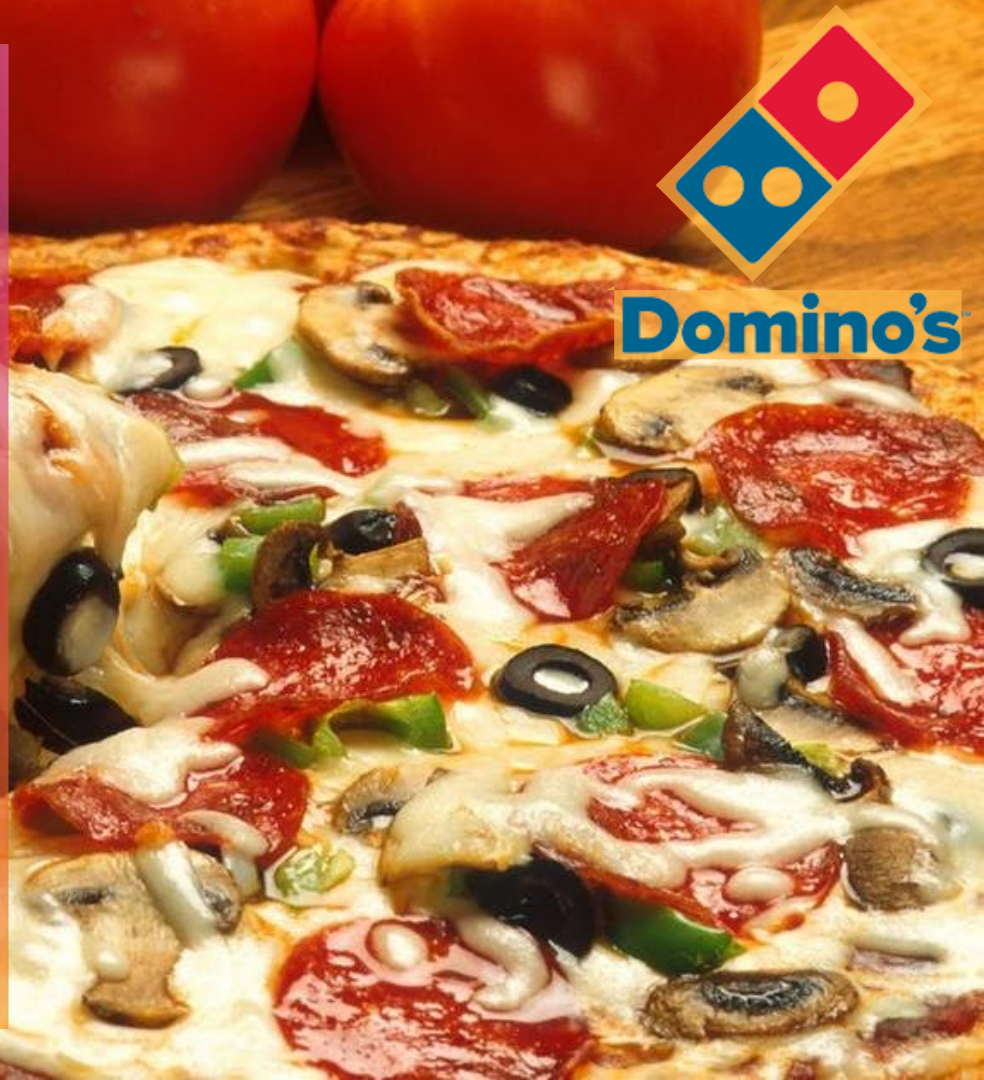
Bringing it all together

Everyone, everyplace ,everything is addressable.

- All of the touchpoints that make up individual identities, properties, and organizations—are, on their own, insufficient.

- Pitney Bowes offers data sets and software that makes that data work for your organization.

- The Knowledge Fabric weaves together the data about people, places, and things to reveal insights

Binding precision, context, and connections together to generate knowledge for your enterprise.

Thank you

Any Questions?