The Slow Spread of Location Intelligence across the Business Verticals

Greg Mortson

March 23rd, 2012

URISA
British Columbia Chapter

Pitney Bowes
Software

Pitney Bowes Software Overview

Agenda

1. Big Data and Data Quality
2. Big Data and Location Intelligence
3. Big Data and Customer Communication

Big Data and Data Quality

- Cross-industry recognition of the importance of leveraging data for business value
- We have all this data, now what?
- Business initiatives drive DQ efforts
- Most customers know a lot of their data is unreliable, but often underestimate the ability of DQ tools to fix
- Data silos large scale DQ, MDM initiatives that fail
- Data enrichment via 3rd party data sources (OpenData)

Business Case #1 – Public Sector

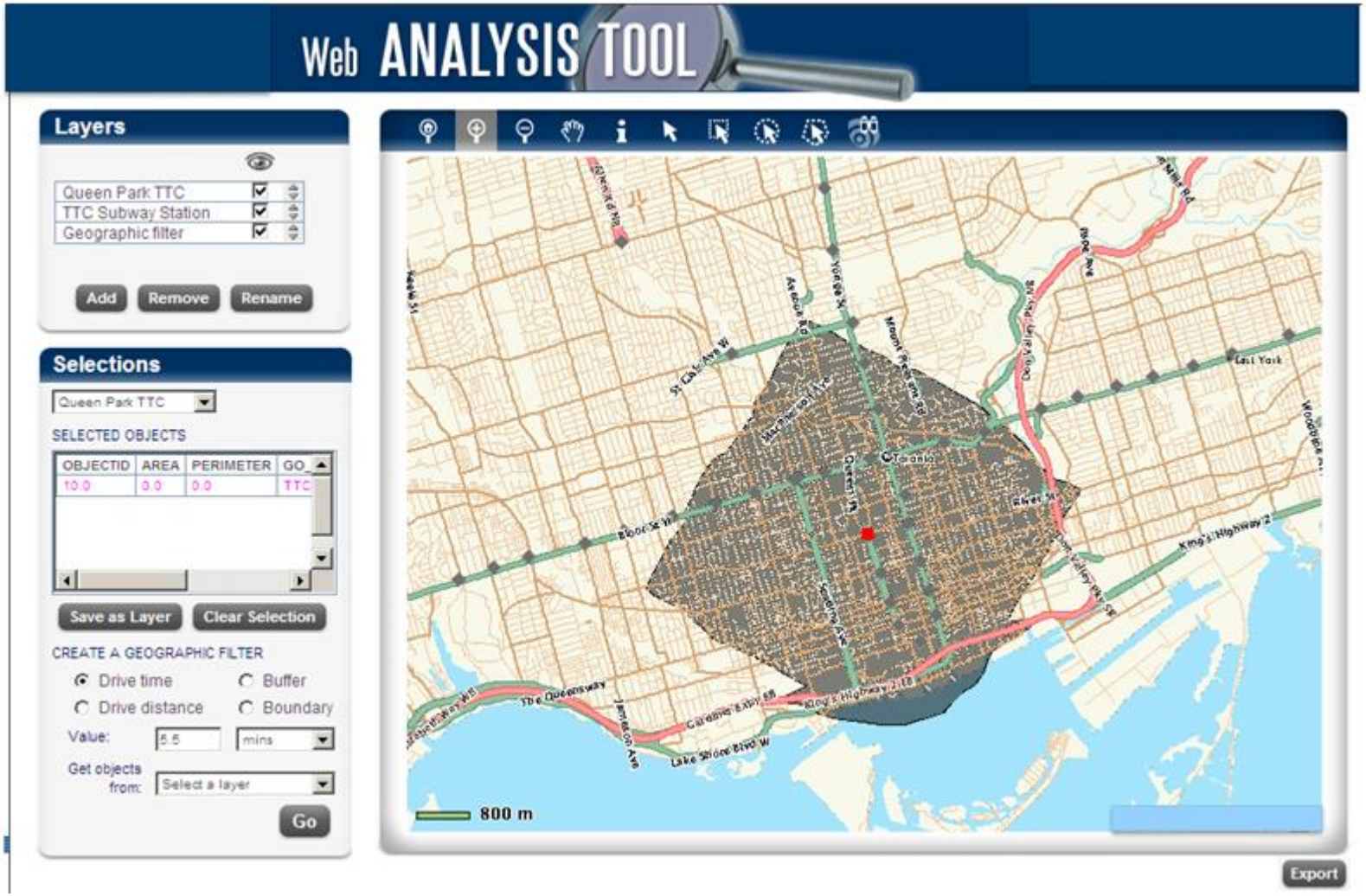
A policing agency wanted to cleanse and geocode all of it's historical incident data. They also wanted to enrich their incident records with pertinent locational information such as Divisional assignments.

24 million records across 4 different databases.

In addition, needed a real-time solution to cleanse, geocode and enrich all newly entered records from law enforcement officers in the field.

The solution also delivered a centralized web interface that allowed them to spatially (and non-spatially) extract crime information from these repositories for further analysis.

Business Case #1 – Public Sector



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Big Data and Location Intelligence

On the whole, businesses are slowly adopting Location Intelligence where there is demonstrable ROI.

Location Intelligence is penetrating industries where location is a critical part of the business:

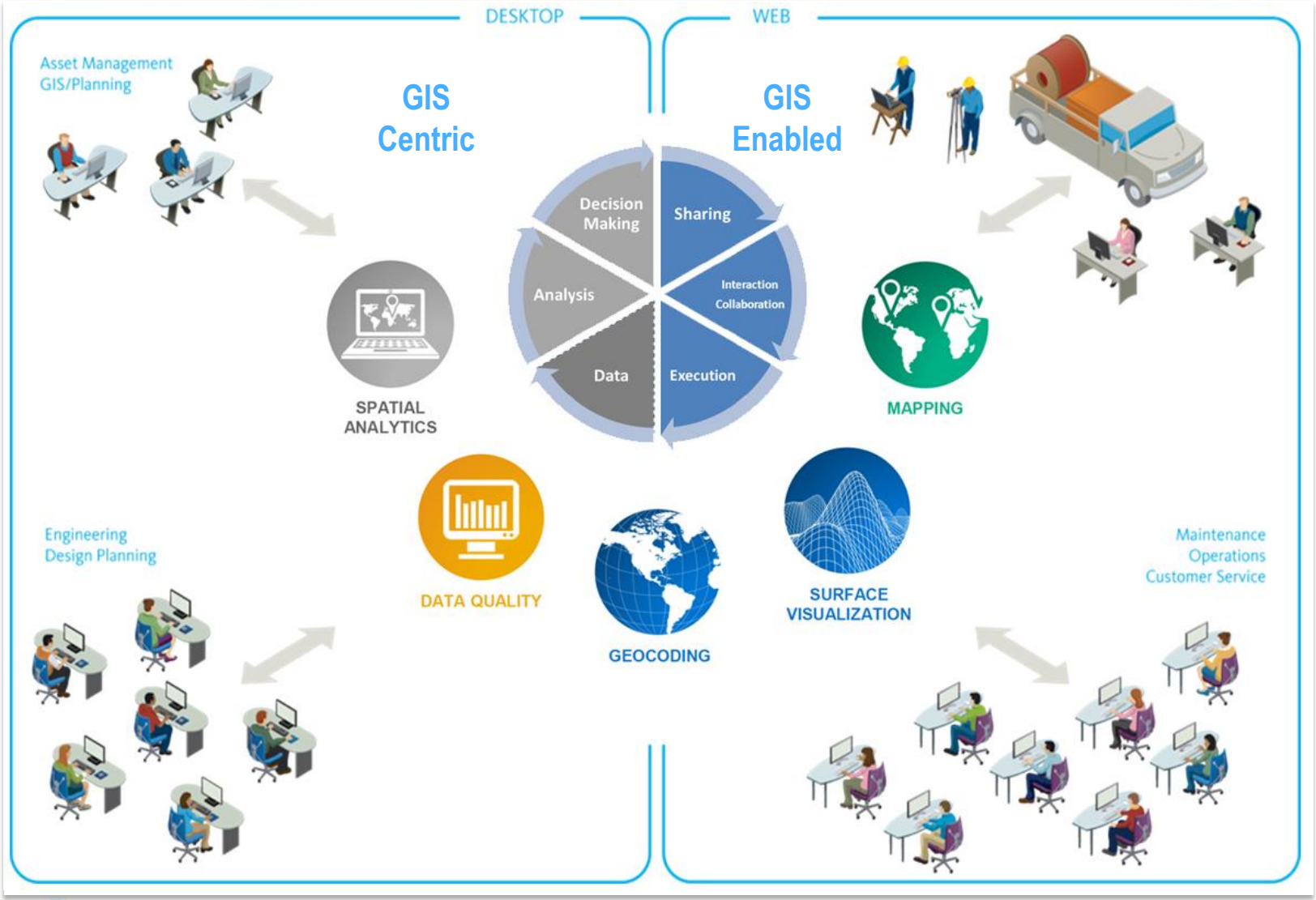
- Insurance (especially commercial property),
- Telco (service qualification)
- Retail (site location)

Simple GIS is being absorbed by adjacent departments

The impact of Google Maps

The disappearance of maps and the importance of straight-thru processing.

Big Data and Location Intelligence



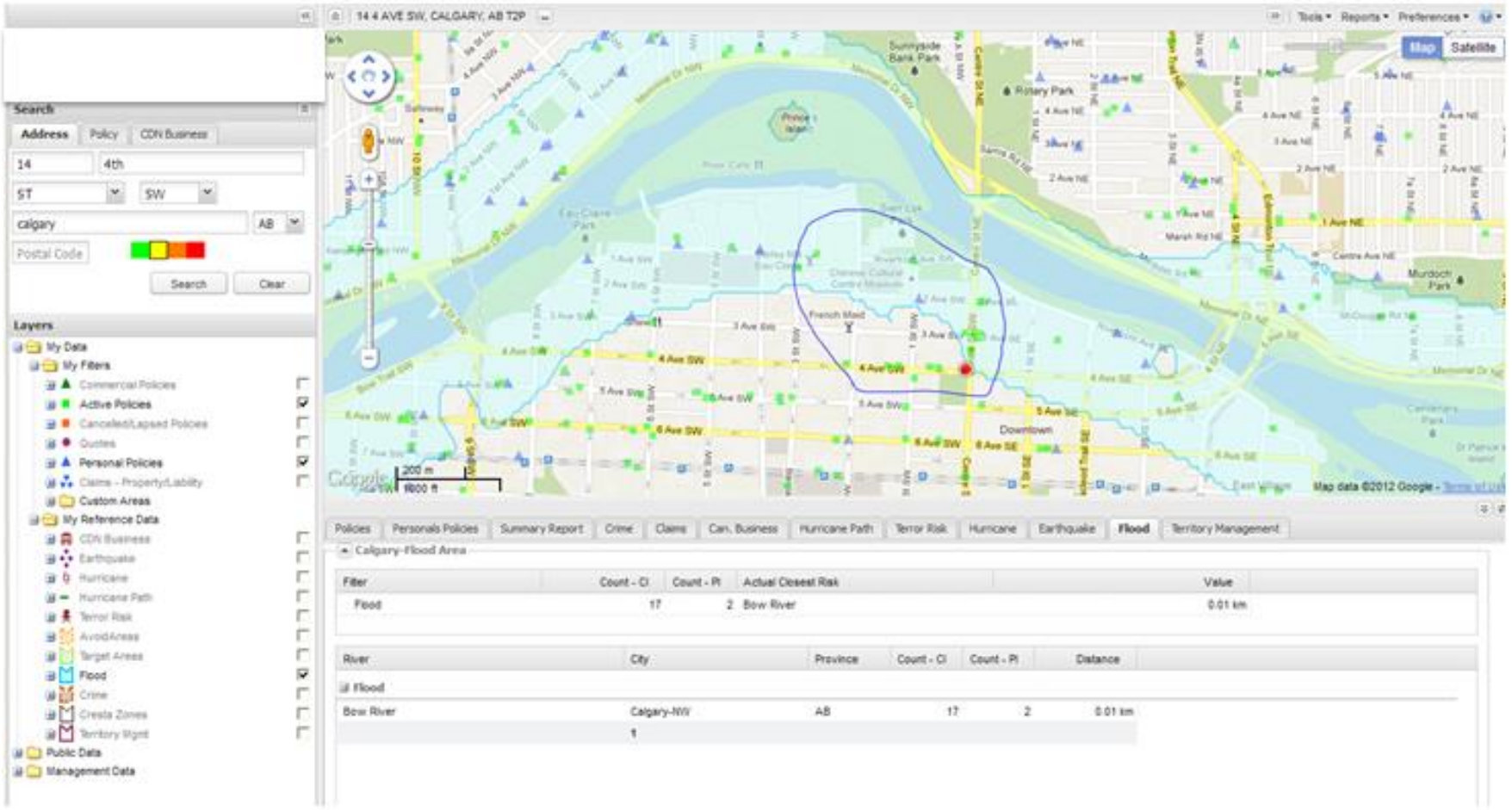
Business Case #2 - Insurance

This solutions allow underwriters, to quickly confirm and map a location, analyze current in-force CI & PI policies, recognize key exposures (flood, earthquake, etc) and evaluate total aggregate risk.

Business Value:

- Centralized ‘point of underwriting’ to reduce the time it takes to make an underwriting decision
- Provides underwriters with a complete view of in-force policies, proximate hazards and risk aggregation
- Permits quick exposure assessment during catastrophic events - hours rather than days
- Supports market and profitable new business growth
- Real-time geocoding, customer identification and address validation ensures good data at the source, enabling better decision-making downstream

Business Case #2 - Insurance



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Business Case #3 - Telco

A desktop solution that allowed dealers working for a wireless broadband service provider to assess the wireless and satellite service offerings in suburban, rural or remote areas.

Empower dealers with specific information on the different types of satellites available, as well as sector coverage information from individual towers.

Allowed the service provider to track unfulfilled service requests to enable intelligent network buildout.

Gave the service provider the ability to influence servicing decisions to balance network usage and maximize profitability

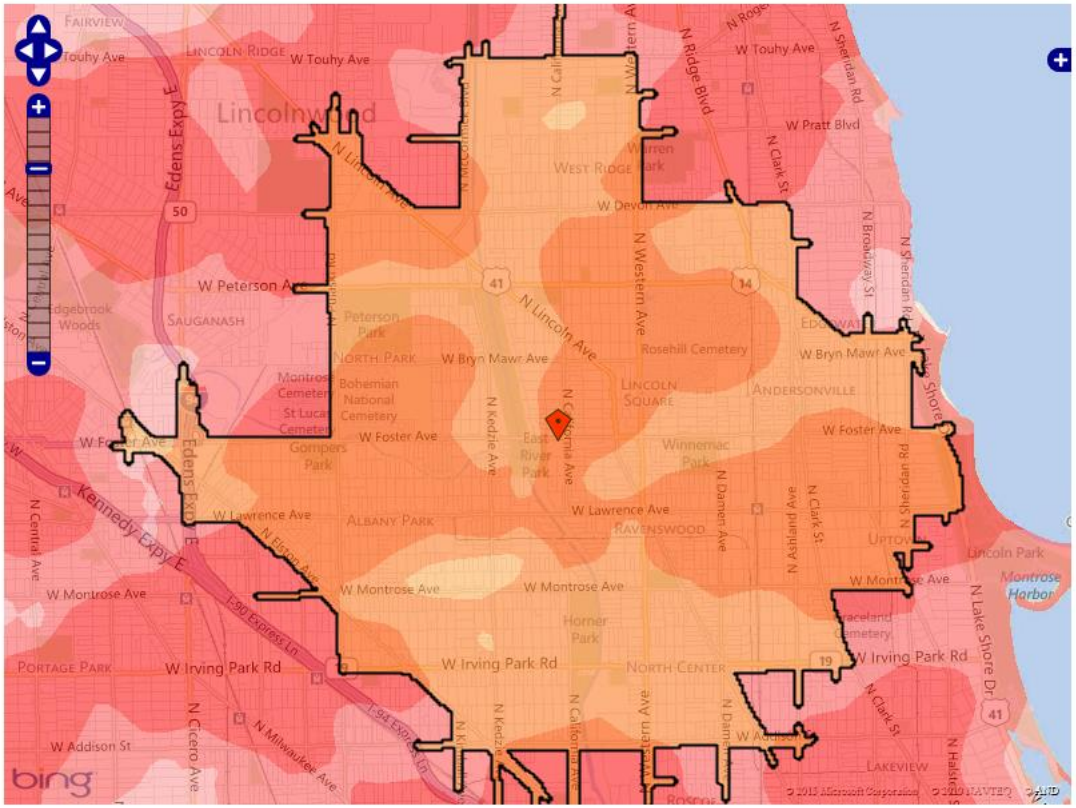
Business Case #3 - Telco

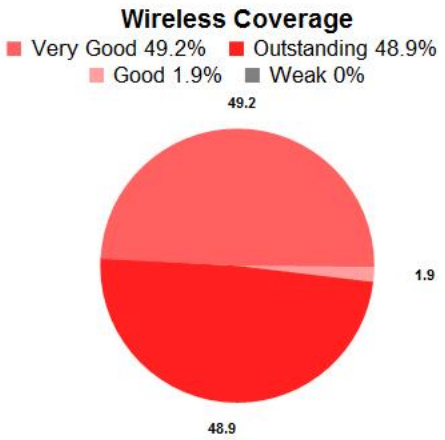
Wireless Coverage by Drive Boundaries

Address: 5145 North California Avenue, Chicago, IL 60625

Distance: 5 Miles

Get Coverage | Clear Map





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Big Data and Customer Communication

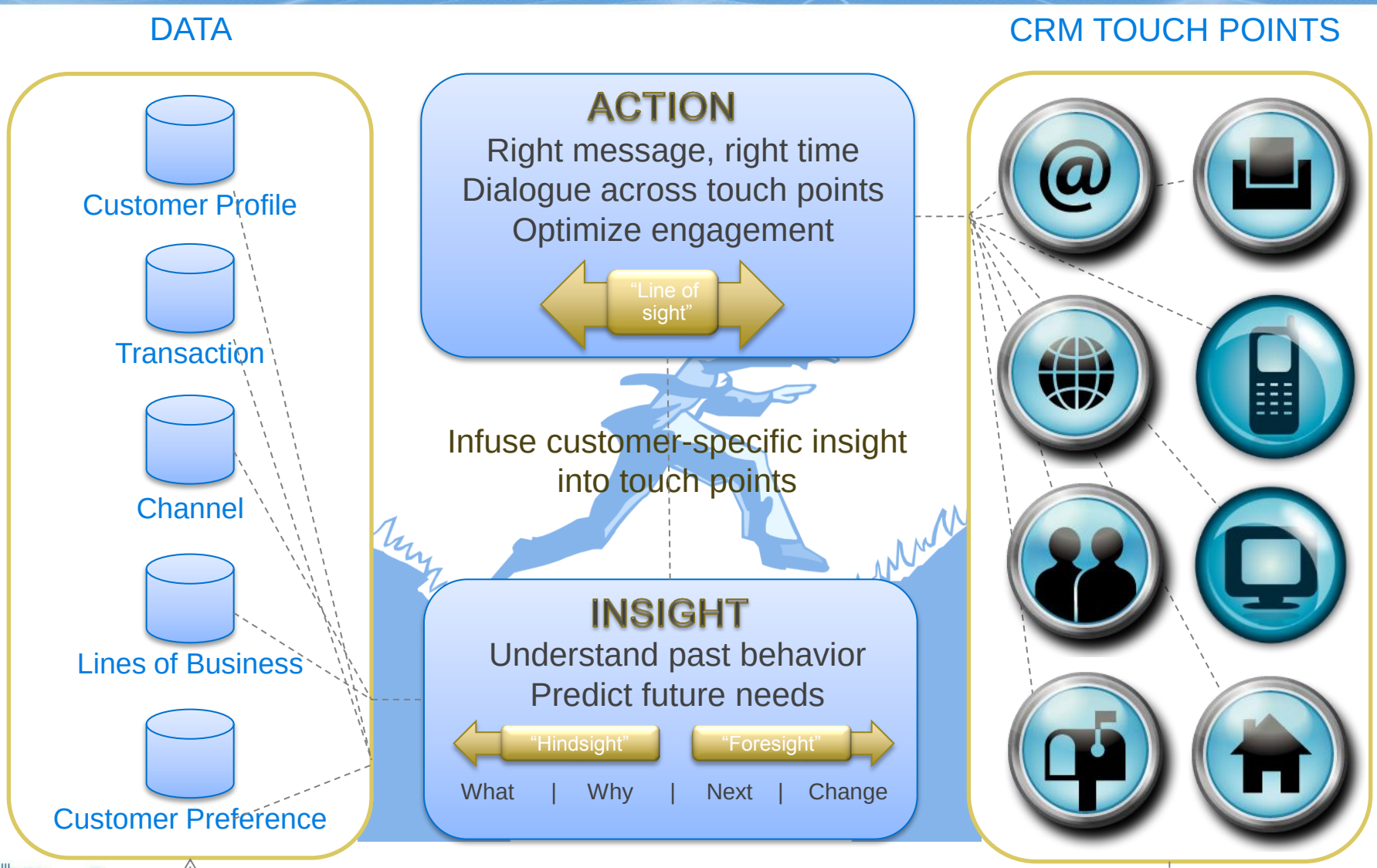
- Large organizations are clamoring for a true Single-View of the Customer

- They are struggling to manage an increasingly large number of customer touchpoints

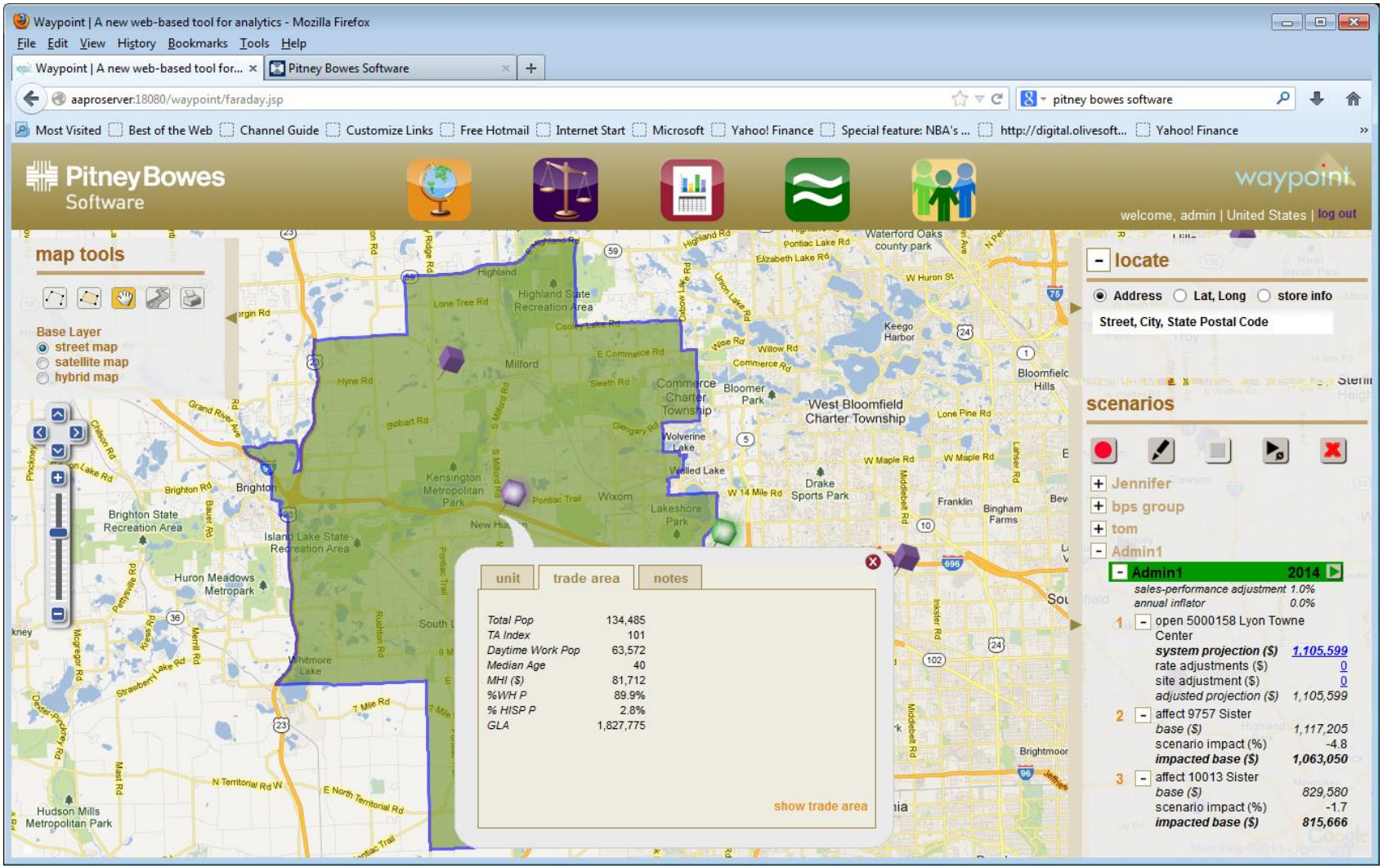
- The empowered customer supplies data about themselves, they expect companies to leverage it intelligently.

- Businesses are desperately trying to have their voice heard on social networks and influence customer behaviour.

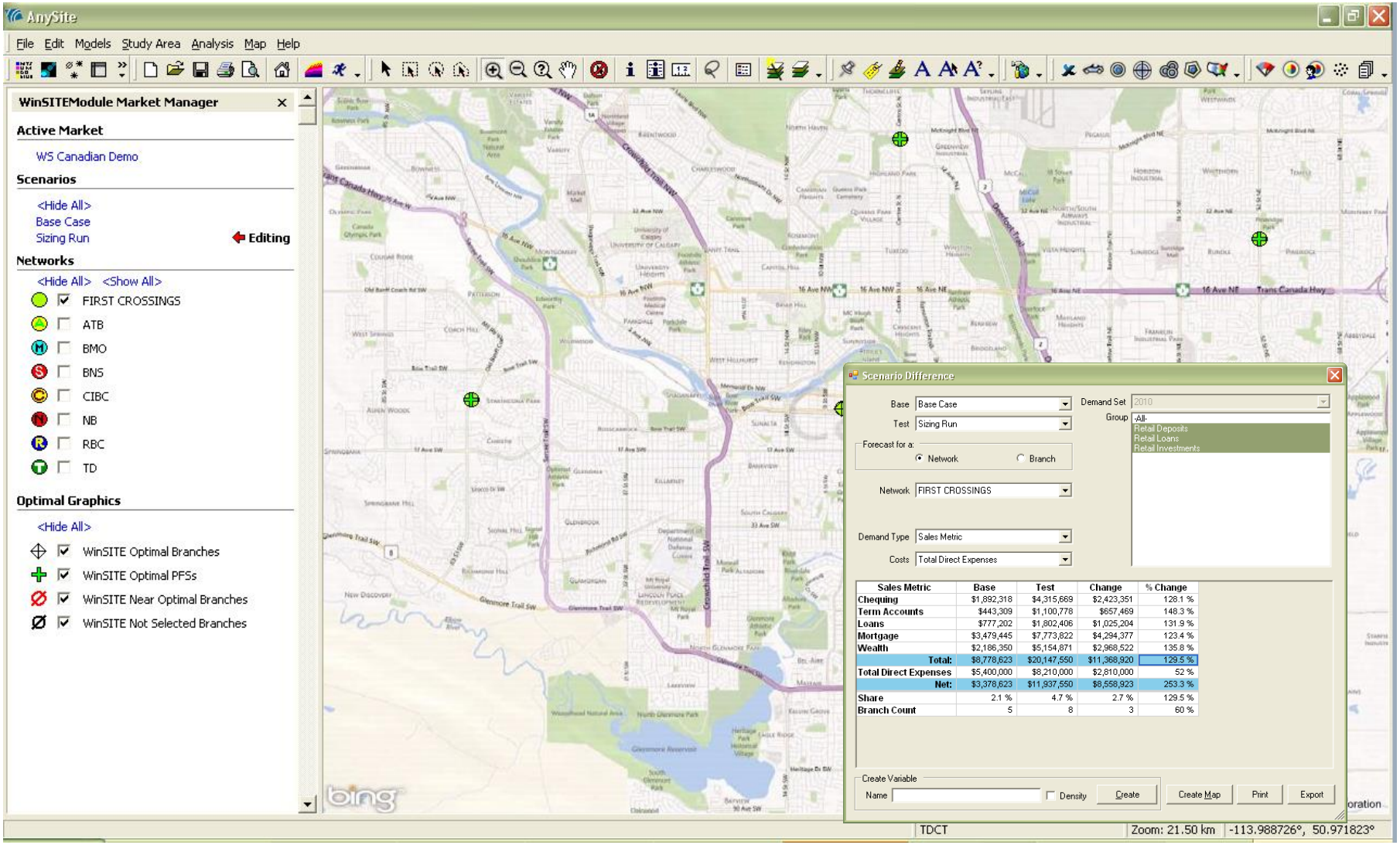
Business Case #4 - Customer Communication Management



Business Case #5 - Retail



Test Case #6 – Finance (Site Selection)



Q & A

Thank You