

The Slow Spread of Location Intelligence across the Business Verticals

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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 its 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

Web ANALYSIS TOOL

Layers

- Queen Park TTC
- TTC Subway Station
- Geographic filter

Add Remove Rename

Selections

Queen Park TTC

SELECTED OBJECTS

OBJECTID	AREA	PERIMETER	GO
10.0	0.0	0.0	TTC

Save as Layer Clear Selection

CREATE A GEOGRAPHIC FILTER

Drive time Buffer

Drive distance Boundary

Value: 5.5 mins

Get objects from: Select a layer

Go

Map showing Queen Park TTC area with a geographic filter overlay. The map includes street names like St. Lawrence St, Bay St, and Lake Shore Blvd W. A scale bar indicates 800 m. An 'Export' button is visible in the bottom right corner.

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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

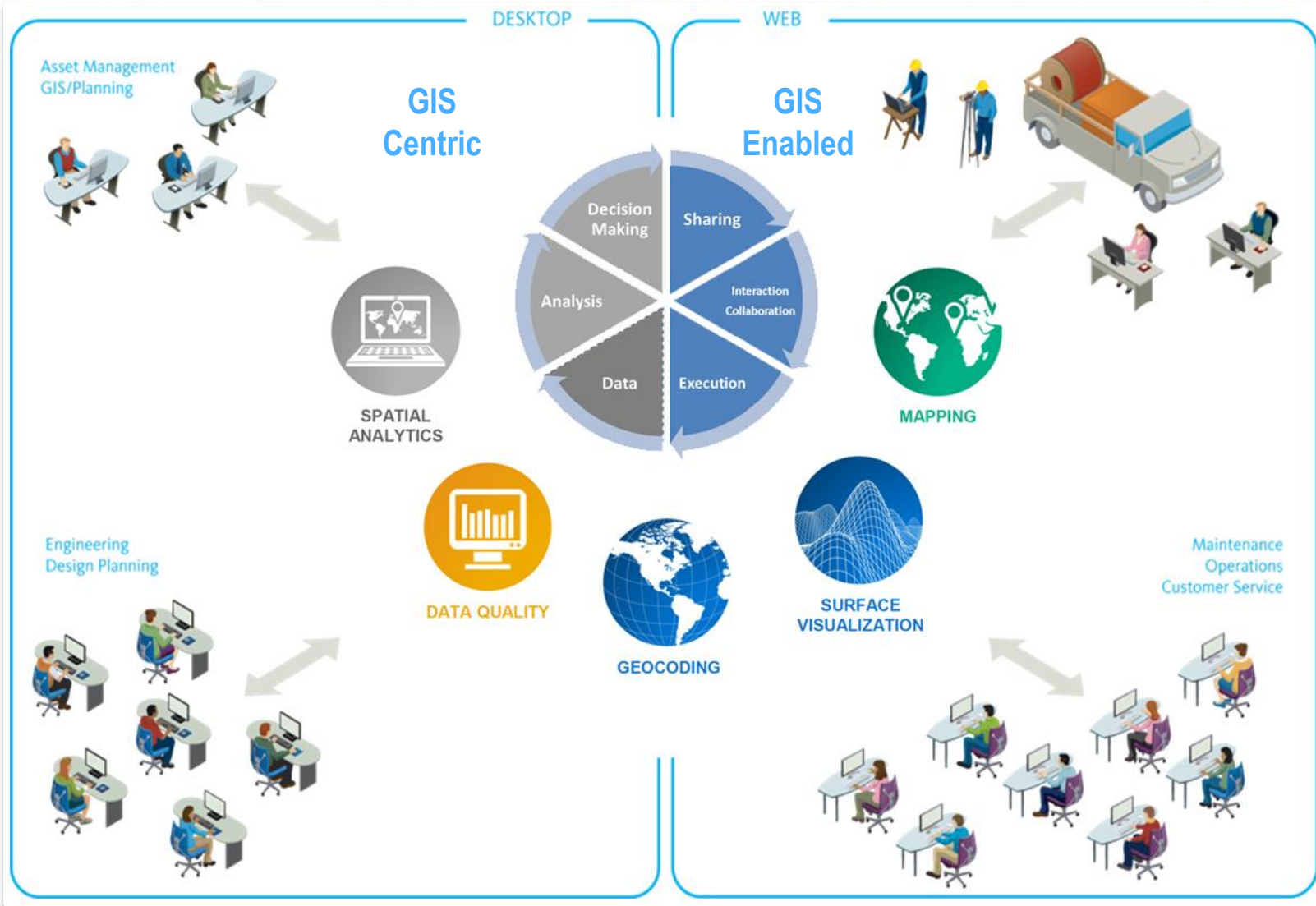
The impact of Google Maps

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

Big Data and Location Intelligence

Strategic

Operational

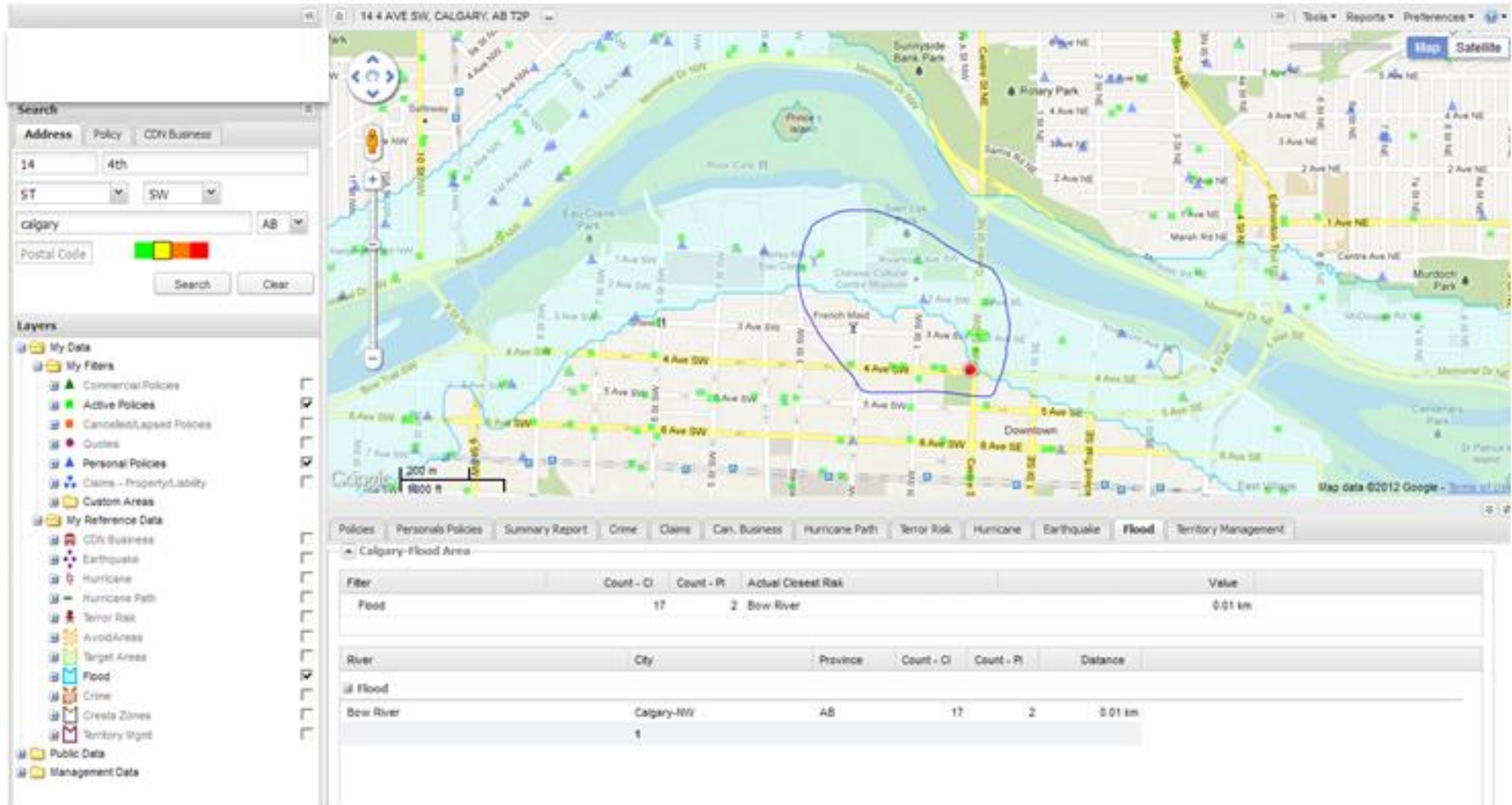


Business Case #2 - Insurance

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



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.

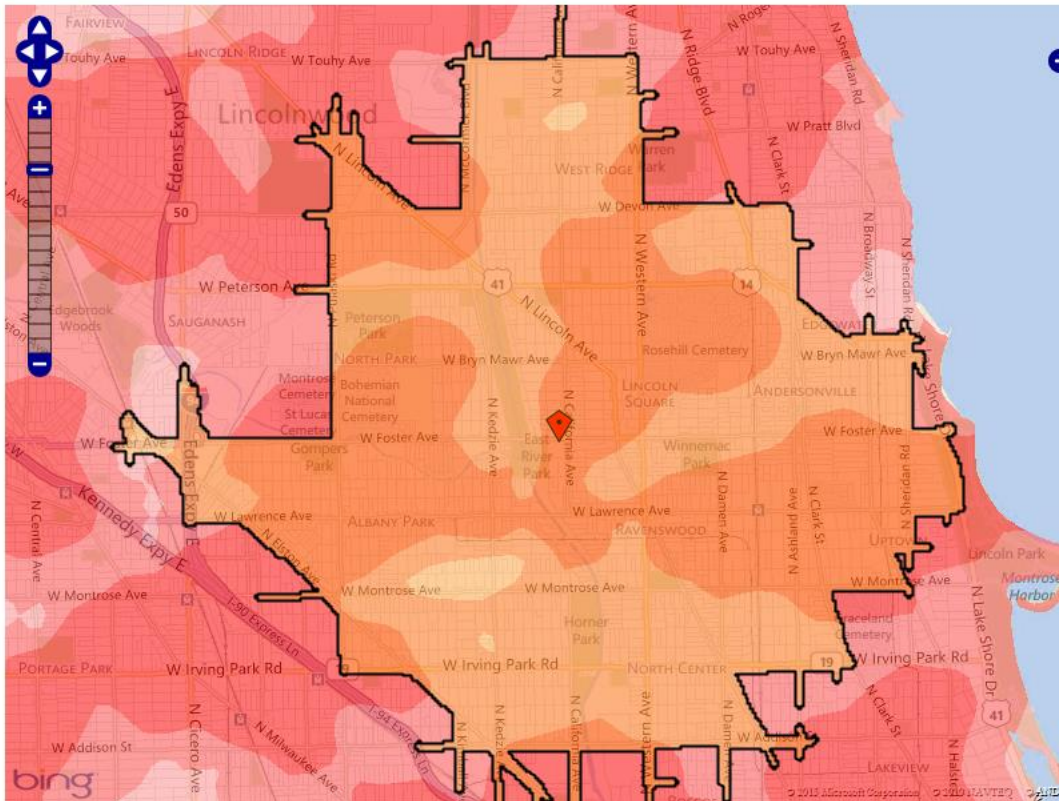
Gave the service provider the ability to influence servicing decisions to balance network usage and maximize profitability

Business Case #3 - Telco

Wireless Coverage by Drive Boundaries

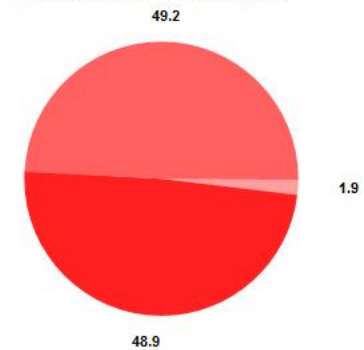
Address:

Distance: Miles



Wireless Coverage

- Very Good 49.2%
- Outstanding 48.9%
- Good 1.9%
- Weak 0%



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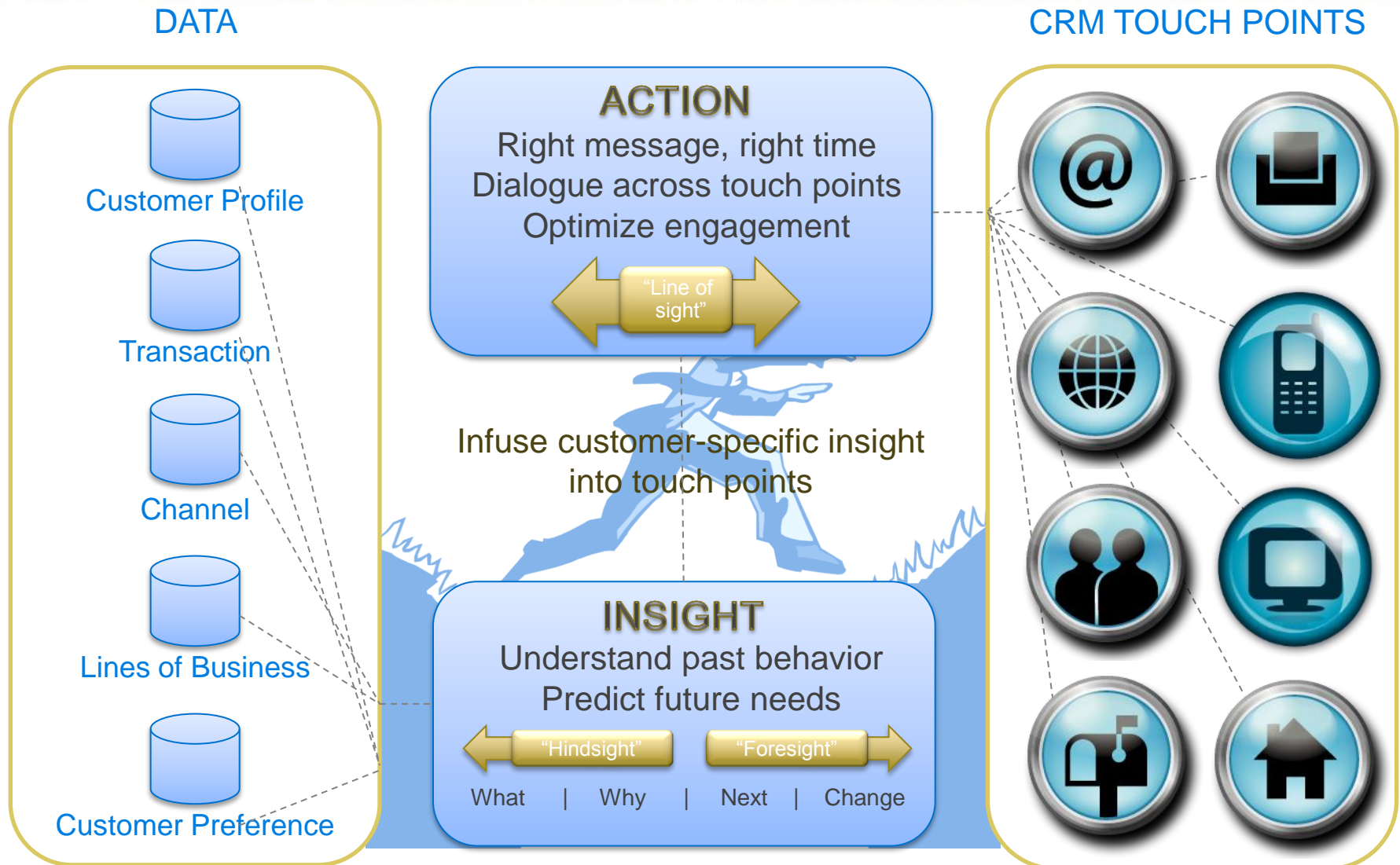
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Big Data and Customer Communication

- 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

Waypoint | A new web-based tool for analytics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Waypoint | A new web-based tool for... x Pitney Bowes Software x +

aaoproserver:18080/waypoint/faraday.jsp

Most Visited Best of the Web Channel Guide Customize Links Free Hotmail Internet Start Microsoft Yahoo! Finance Special feature: NBA's ... http://digital.olivesoft... Yahoo! Finance

Pitney Bowes Software

welcome, admin | United States | log out

map tools

Base Layer

- street map
- satellite map
- hybrid map

locate

Address Lat, Long store info

Street, City, State Postal Code

scenarios

Jennifer

bps group

tom

Admin1

Admin1 2014

sales-performance adjustment 1.0%

annual inflator 0.0%

1 - open 5000158 Lyon Towne Center

system projection (\$) 1,105,599

rate adjustments (\$) 0

site adjustment (\$) 0

adjusted projection (\$) 1,105,599

2 - affect 9757 Sister

base (\$) 1,117,205

scenario impact (%) -4.8

impacted base (\$) 1,063,050

3 - affect 10013 Sister

base (\$) 829,580

scenario impact (%) -1.7

impacted base (\$) 815,666

unit	trade area	notes
Total Pop	134,485	
TA Index	101	
Daytime Work Pop	63,572	
Median Age	40	
MHI (\$)	81,712	
%WHP	89.9%	
% HISP P	2.8%	
GLA	1,827,775	

show trade area

Test Case #6 – Finance (Site Selection)

AnySite

File Edit Models Study Area Analysis Map Help

WinSITeModule Market Manager

Active Market
WS Canadian Demo

Scenarios
<Hide All>
Base Case
Sizing Run ➔ Editing

Networks
<Hide All> <Show All>
 FIRST CROSSINGS
 ATB
 BMO
 BNS
 CIBC
 NB
 RBC
 TD

Optimal Graphics
<Hide All>
 WinSITe Optimal Branches
 WinSITe Optimal PF5s
 WinSITe Near Optimal Branches
 WinSITe Not Selected Branches

Scenario Difference

Base: Base Case Demand Set: 2010
 Test: Sizing Run Group: All
 Forecast for a: Network Branch
 Network: FIRST CROSSINGS
 Demand Type: Sales Metric
 Costs: Total Direct Expenses

Sales Metric	Base	Test	Change	% Change
Chequing	\$1,892,318	\$4,315,669	\$2,423,351	128.1%
Term Accounts	\$443,309	\$1,100,778	\$657,469	148.3%
Loans	\$777,202	\$1,802,406	\$1,025,204	131.9%
Mortgage	\$3,479,445	\$7,773,822	\$4,294,377	123.4%
Wealth	\$2,186,350	\$5,154,871	\$2,968,522	135.8%
Total:	\$8,778,623	\$20,147,550	\$11,368,927	129.5%
Total Direct Expenses	\$5,400,000	\$8,210,000	\$2,810,000	52%
Net:	\$3,378,623	\$11,937,550	\$8,558,923	253.3%
Share	2.1%	4.7%	2.7%	129.5%
Branch Count	5	8	3	60%

Create Variable
 Name Density

TDCT Zoom: 21.50 km -113.988726°, 50.971823°



Q & A

Thank You