Pitney Bowes
Business Insight

DATA SHEET

MapMarker®

ENABLE YOUR BUSINESS TO BE LOCATION INTELLIGENT

Summary

MapMarker assigns geographic coordinates to each record in your address repository that are matched against MapMarker's comprehensive Address Dictionary – a sophisticated integration of postal, administrative and street vector data. MapMarker geocodes and corrects single street address records, or processes large files in a single batch pass.

- Provides intelligent address point, street address, geographic and postal geocoding including sophisticated parsing, matching and fall-back logic
- Uses highest quality industry standard data within its Address Dictionary which can be supplemented by Custom User Dictionaries
- Integrates seamlessly with MapInfo Professional for instantaneous geocoding, display and analysis of address records in MapInfo.TAB files or remote databases including MSAccess®, Oracle®, SQL Server, SpatialWare® and more
- MapMarker is available as a server-based solution

OVERVIEW

What does it mean to be location intelligent? It means understanding where your customers and prospects live, work and the implications that their location may have on risk and opportunity for your company. MapMarker enables you to provide this analysis with many additional benefits.

MapMarker is a powerful address geocoding and correction solution that enables you to transform ordinary records, be they customer or retail locations, into a powerful information resource.

By displaying your records against a street map or whatever map is most appropriate to your needs, you can visually analyse the relationships among your data. Analysing the geocoded locations together with various data sets from Pitney Bowes Business Insight's broad range of data offerings you get more insight when you need to answer questions such as:

- What is the average distance between your stores and your customers?
- What are the risks to insuring a property due to its proximity to a coastline?
- Where is the closest franchisee to deliver an order?
- Which broadband capacity is available at your prospect's address?
- Where are the crime hot spots?
- Or maybe you are trying to locate a facility that is most convenient to reach from your customers' office? Or home?

Geocoding, which assigns longitude and latitude coordinates to the address in question, eliminates the guesswork, providing the most accurate geographic reference.

MapMarker: A Geocoding and Address Correction Solution

MapMarker assigns geographic coordinates to each record in your database. It matches these records against a comprehensive engine that houses postal, administrative and street vector data. We call this the Address Dictionary. Within MapMarker it is also possible to build a user-defined dictionary in addition to the Address Dictionary. Both Address and user-defined dictionaries can be used in parallel for optimal results. The product is unique due to its sophisticated parsing and matching algorithms that enable you to geocode the data that is typically the most prone to error – address data. In addition, MapMarker helps cleanse databases by managing misspellings, omissions and inaccuracies in the data.

Benefits

Users of MapMarker...

- Become more efficient by gaining better insight for assessing risk, determining eligibility for services, locating prospects and more by taking location into account as a business dimension.
- Save costs with subscription pricing that includes regular free updates for the very latest, most accurate data.
- Enables development of geocoding applications fully compatible with a wide range of standard environments.

MapMarker ®

TSI

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Geographic Coverage

Availability of MapMarker varies across different countries. Currently MapMarker is available in:

- EMEA: Finland, France (incl. Monaco), Germany, Italy (incl. San Marino, Vatican City), The Netherlands, South Africa, Spain (incl. Andorra), Switzerland (incl. Liechtenstein), United Kingdom (England, Wales, Scotland, Northern Ireland),
- APAC: Australia, New Zealand
- AMERICAS: Brazil, Canada, USA

Industry Standard, Accurate Data

MapMarker incorporates high quality, industry standard street-level and point-level data to ensure highly accurate geocoding.

Sophisticated Algorithms

MapMarker uses sophisticated parsing and matching algorithms to improve street- and point-level geocoding techniques for high positional accuracy.

User Dictionaries

Newer or more precise data can be easily utilised as a User Dictionary, enabling you to customise geocoding to your specific needs.

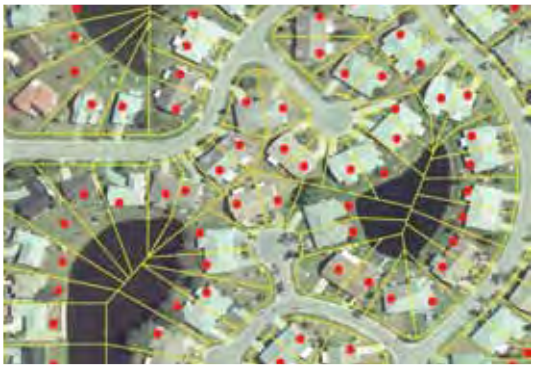
Simple and Easy to Use

MapMarker creates a point for each record by assigning precise geographic coordinates that can be spatially analysed and simply viewed on a map.

Responsive

Following the matching process, MapMarker returns result codes for each record. The result code allows users to instantly see if a match was made and how accurate each address component was matched.

Geocoding enables the visualisation of address information as well as spatial analysis and data enrichment.



Address Point precision geocoding.

Open Application Program Interface (API)

The MapMarker Java API contains both a country specific and generic version, both allow you to build a geocoding application using the MapMarker features such as geographic centroid geocoding, and street or place name browsing. The MapMarker Generic Java API is used to create international geocoding applications. The Generic API can be used with any MapMarker country geocoder.

SPECIFICATIONS

Hardware and Memory Requirements
The minimum system requirements are:
- 1 Ghz Pentium ® processor or equivalent
- 1 GB RAM
- 5 GB available disk space for software and data

Recommended:
- Up-to-date dual core processor of 3 Ghz or better
- 2 or more GB RAM
- 10 GB available disk space

Supported Operating Systems
MapMarker runs on:
- Windows® XP Professional with SP2 or SP3
- Windows® 2003 Enterprise Edition
- Windows® Vista Ultimate Edition
- Solaris 2.9 or 2.10
- HP-UX 11
- Red Hat Linux 4 kernel version 2.6
- SUSE Linux 9x

Java Virtual Machine
MapMarker requires a Java Virtual Machine (JVM) to run. Supported JVMs are JVM 1.5, or 1.6. MapMarker ships with one for Microsoft Windows, Sun Solaris, HP-UX and Linux.

Web Server Requirements
MapMarker ships with:
- Apache Tomcat 5.5.2 which is installed if the Web Application feature is selected during the product installation

The following web application servers are also supported:
- BEA WebLogic 9.2
- WebSphere 6.1

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With the industry's most comprehensive set of solutions for maximizing the value of customer data, Pitney Bowes Business Insight helps organizations more effectively locate, connect with and communicate to their customers in today's global markets.

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