Pitney Bowes Expands Data and Software Solutions Through Location-Based Insights

New solutions accurately enrich customer data and unlock precise spatial insights

The extension to the product portfolio includes updates to the Pitney Bowes flagship Spectrum platform, which incorporate address, location and customer data information to create a single view of a customer; and unique customised data sets that organisations can deploy to supplement existing investments in business intelligence (BI) infrastructure. "In today's market, customer experience is dependent on having a complete, single view of the customer. That simply isn't possible if location isn't factored into the equation," says Andy Berry, VP EMEA, Pitney Bowes Software. "Today, Pitney Bowes is building on our world-class Spectrum technology and our leadership position within location intelligence to deliver a powerful set of capabilities for turning consumer, business and infrastructure data into rich insights that public and private organisations can use to provide better experiences for people they serve." "Pitney Bowes is a great fit for companies looking to anchor, manipulate, and analyse their massive data sets in a geographic context," says Gwenn Bezard, Co-founder and Research director, Aite Group. "From geocoding to a wealth of data attributes to master data management, Pitney Bowes has a very rich offering, backed by a firm deeply committed to delivering accuracy and precision."

Adding Location to Big Data

Data generated through consumer mobile devices, sensors, social media and transactions is growing exponentially. Gartner forecasts that 8.4 billion connected things will be in use world-wide in 2017, up 31 percent from 2016, and will reach 20.4 billion by 2020i. That's why business and government organisations around the world need powerful location tools to include within their Big Data framework to perform location analytics that reveals actionable business and operational insights. To meet these needs Pitney Bowes is announcing a new Big Data module to its Spectrum solution, which delivers the ability to validate and cleanse customer and location-based data natively within Apache Hadoop and Spark, before applying analytics. Clients benefit from the combination of market-leading address validation, GeoEnrichment and analysis to derive more meaningful insights from structured and unstructured data. For example, organisations can use these location-based insights to gain a 360-degree view of property to streamline the mortgage process, and property and casualty underwriting; offer coverage mapping for real-time mobile networks; and understand customers, merchants and ATM locations. To help deliver the new Spectrum solutions to market, Pitney Bowes has partnered with several of the largest Big Data software providers, including Cloudera and Hortonworks, and certified its data quality and advanced geospatial capabilities on both Cloudera Enterprise and Hortonworks Data Platform. Furthermore, it has joined the Hortonworks Partnerworks in the Modern Data Solutions (MDS) partner program. Through these partnerships, clients that have invested in Big Data frameworks can easily add Pitney Bowes data quality and location capabilities to their data lakes and business processes.

Enriching Data with Location Intelligence

Many enterprise organisations invest heavily in database or BI infrastructure and know those capabilities provide a better return with the addition of location-based data. But many companies do not have the time or wherewithal to accumulate and enrich the address information to take these deployments to the next level. To alleviate that challenge, Pitney Bowes is announcing a new Addressing and GeoEnrichment Data Portfolio that will include industry-specific data sets organisations can quickly and affordably deploy to better understand their customers through Pitney Bowes-delivered flat files, or within Big Data environments such as Apache Hadoop and Spark. The portfolio will initially include 24 pre-built data sets for the insurance and real estate markets. More data sets are expected to be released over time.

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