

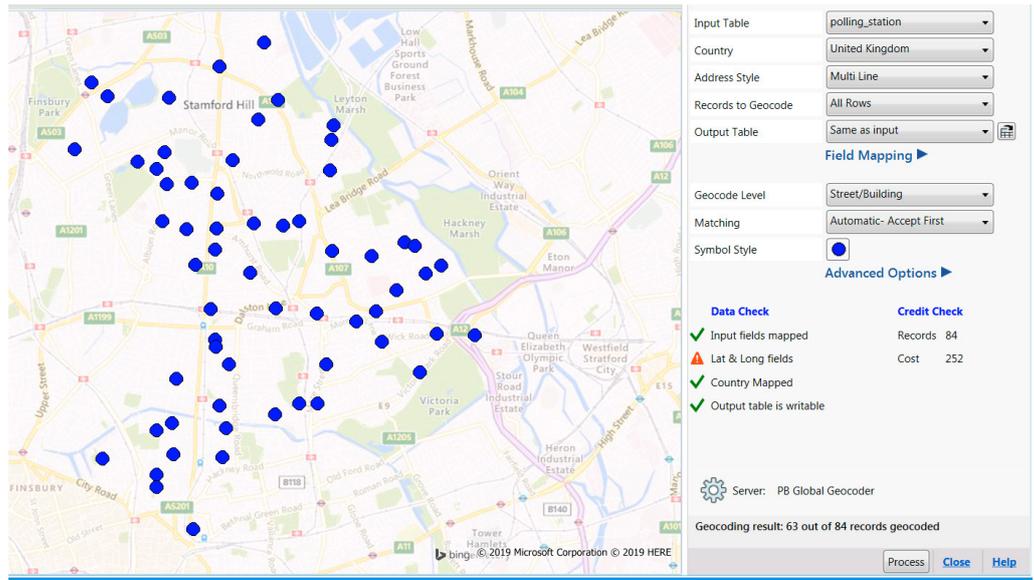
This Week's Wisdom:

The Online Geocoding functions in MapInfo

The Online Geocoding Tool allows you to take a database of addresses, match them, correct them and generate points on a map. It requires you to have an online Pitney Bowes account (the same account used for generating DriveTime Regions).

Requirements

The Online Geocode Tool requires the first line of the address and either the town or postcode to create spatial points. The tool will search the OS AddressBase Premium database for matches or near matches. You can choose to match 'Exact', 'Standard' or 'Relaxed' depending on how dirty your data is and how accurate you need the results to be. This tool is a powerful one but it's not a miracle worker. It always pays to clean up your data before running the process as you will rarely score 100% (see screenshot above - straight geocode without any preparation work resulted in only 63 out of 84 records geocoded).

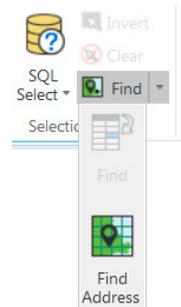


What's the difference between the Geocode and Geocode using Server Tools?

The standard Geocode Tool in MapInfo is a very simplified geocoding tool. It requires an exact match from a single column of data. The (Online) Geocode using Server Tool is a much more advanced tool which uses OS AddressBase Premium (in the UK) to accurately match up records from a number of columns. Not only that, you can use this to output the 'correct' address back into your data.

Single Address Find

You can run a quick geocode for one address by going to Map > Find > Find Address. This uses the same server as the online geocode tool but allows you to manually input an address into the form without needing the data to be in a database.



Data Check: Lat & Long fields

We recommend adding additional columns to your table structure (right click on the table in the Explorer panel and select Table Structure). Add columns for X and Y Coordinates for the Geocoding Tool to populate. In the screenshot we haven't added X and Y columns, which has brought up the data check error.

Result Codes

This code is generated during the geocode process to report back on how accurate the match has been. An S8--- code is the most accurate match. (You will need to allocate a column in the Output settings for the tool to populate). For more details see the PB Geocoding Appendix here:

https://locate.pitneybowes.com/docs/location-intelligence/v1/en/index.html#GeoCode/ResultCodes/Intl_Geocoding/forward_geocoding_codes.html

TOP TIP: In the Geocoding Tool, click Advanced Options and make sure the Create Points check box is selected. This will make your results mappable.