

INFO SHEET

# A Pitney Bowes Business Insight Partnering Success

PITNEY BOWES BUSINESS INSIGHT AND TELE ATLAS:  
A PARTNERING SUCCESS



## Summary

Pitney Bowes Business Insight chose this partnership because Tele Atlas has long been known as the leading data provider supporting GIS applications; specifically geocoding and map display. Tele Atlas is also known for providing the largest number of countries and territories available from a high-resolution landbase provider.

## Benefits

The Tele Atlas landbase is best-in-class data for worldwide location analysis, allowing Pitney Bowes Business Insight to offer premium data products to compliment their top quality software applications. Pitney Bowes Business Insight's reach across markets for geocoding, mapping and spatial analysis has helped to make Tele Atlas the premier name in Enterprise Location Analysis and Decision Support.

## OVERVIEW

It is a common occurrence these days. A business recognizes the value of Spatial Analysis or Location Based Services, then searches the marketplace for optimized applications and superior data content to carry out its spatially-referenced tasks. Choosing the top names in the industry and pairing their products is one approach to achieving this combination. But when the business recognizes that industry leaders have partnered for more than two decades to solve its challenges, the choice of how to approach those challenges becomes a great deal easier.

Pitney Bowes Business Insight and Tele Atlas began such a partnership over 20 years ago, with the goal of building a series of unified offerings that would advance spatial analysis and substantially grow the business of each company. Each partner saw the opportunity for leveraging the other's strengths; with Tele Atlas, supplying the map content, and Pitney Bowes Business Insight, embedding that content within the DNA of their software. Now, many years later, these opportunities have been realized over and again. The partners have grown and merged to achieve new forms and abilities and the output of the partnership is expressed through technologies that were barely imagined at its origins. As quarter on quarter passes, the companies form a stronger bond and each grows a deeper reliance on the value the other brings.

The Tele Atlas landbase is best-in-class data for worldwide location analysis, allowing Pitney Bowes Business Insight to offer premium data products to compliment their top quality software applications. Pitney Bowes Business Insight's reach across markets for geocoding, mapping and spatial analysis has helped to make Tele Atlas the premier name in Enterprise Location Analysis and Decision Support, first in North America, and now worldwide.

## Find more than ever with Tele Atlas®

Tele Atlas is the licensing business unit of TomTom N.V., the world's leading provider of location and navigation solutions. Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services. Through a combination of its own products and partnerships, Tele Atlas offers map coverage of more than 200 countries and territories worldwide.

Collaborating with an expanding universe of pioneers in personal navigation, Internet, wireless, automotive, enterprise and public service markets, Tele Atlas delivers valuable products and services that help users find the people, places, products, and services they need, wherever they are.

Certified tests have proven that Tele Atlas maps rate highest in terms of quality and reliability.

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The insight of a community of millions of GPS system users worldwide, who are adding to the company's unmatched network of sources to track and validate changes in real time, enables Tele Atlas to deliver the best digital maps and dynamic content.

## The Right Choice

Pitney Bowes Business Insight chose this partnership because Tele Atlas has long been known as the leading data provider supporting GIS applications; specifically geocoding and map display. Tele Atlas is also known for providing the largest number of countries and territories available from a high-resolution landbase provider. Pitney Bowes Business Insight has always found Tele Atlas to be accommodating and easy to work with, offering flexibility with business models and adaptation to the licensing challenges of their diverse customer and partner base. Tele Atlas has always valued the Pitney Bowes Business Insight business model that offers a sophisticated GIS software platform with a wide range of extended applications and partner-developers providing analysis capabilities into the widest possible range of vertical and niche markets.

## A Partnership Bringing Significant Value to the Market

The core Pitney Bowes Business Insight geographic data products are fueled by Tele Atlas content, including features and attributes for geocoding at various levels of resolution, as well as routing and decision support. Pitney Bowes Business Insight also uses Tele Atlas content to build derivative and enhanced data products to address specific vertical markets including:

- Retail
- Communications
- Insurance/Risk Management

## Other Markets Addressed by the Partnership

Through the Pitney Bowes Business Insight mapping, analysis and geocoding applications along with those of its developer-partners, the companies' partnership also addresses the markets for spatial analysis in:

- Financial Services
- Government, including:
- Emergency Management
- Environmental Analysis
- Land Parcel Management
- Health Care
- Mail and Postal Compliance
- Media
- Natural Resources Industry
- Real Estate
- Restaurants
- Service Bureaus
- Transportation Logistics
- Utilities

Pitney Bowes Business Insight provides international geocoding capabilities with its MapMarker and GeoStan applications and routing with its Routing J Server. In addition, Pitney Bowes Business Insight provides data using Tele Atlas streets content in 91 countries, and postal content in 55 countries.

## THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Pitney Bowes Business Insight is able to provide core geographic data products to the market which are fueled by Tele Atlas content. This partnership with Tele Atlas allows Pitney Bowes Business Insight to offer premium data products to complement their top quality software applications.