

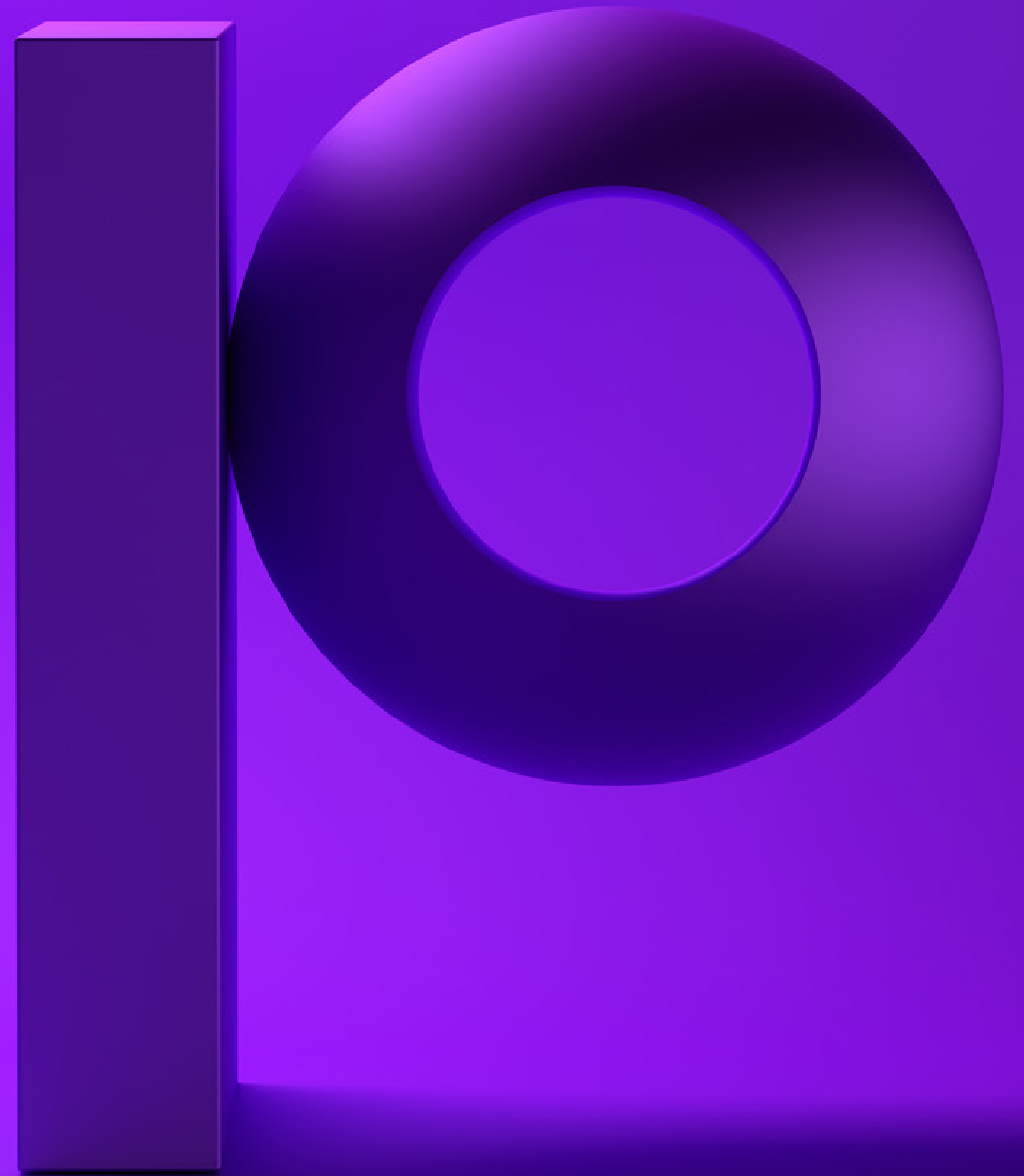
**precisely**

# Innovations in Geocoding

Go beyond points on  
a map to deliver more  
actionable insights across  
your organization.

**korem**

THE  
GEOSPATIAL  
EXPERT SHOP



# Location just got personal

## What can you learn from an address?

In the early days, Location Intelligence focused on distance, drivetimes and broad-stroke market conditions. Today, it's personal. Geo-enrichment adds context, providing demographic, psychographic, and market information that's linked to specific locations, customers, prospects, and assets.

With the right data and capabilities, you can use geo-enrichment to drive results across your entire organization. Respond faster, cut costs, engage customers or reduce risk. No problem is out of scope.

To achieve these results, spatial data needs to be precise. Yet it also needs to be meaningful, accessible, and useable. For years, organizations have relied on Precisely to provide the latest in geocoding solutions. Recent innovations now make it possible to generate incredible insights from location.

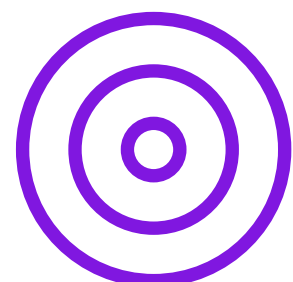
## Innovations in geocoding make you better in every way

<b>Faster</b>	Process hundreds of millions of records per hour
<b>More precise</b>	Improve match rates by up to 8% or more
<b>Accurate</b>	Ensure greater accuracy within 100 feet
<b>Richer</b>	Gain insight to specific details on properties and people
<b>Consistent</b>	Manage 250 countries and territories with a single dataset
<b>Functional</b>	Improve performance on reverse geocodes by 30% to 40%
<b>Accessible</b>	Embed Location Intelligence into every business process

# Locate success

Why now? The volume of spatial data has exploded due to the rise of smart phones, social media, and improved geocoding. Every organization needs better ways to harness this power.

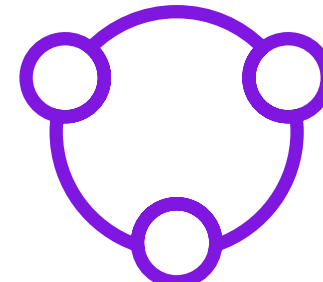
What does it take to reveal the business value hidden in every location?



01.  
Precise  
data



02.  
Unique  
Identifier



03.  
Comprehensive  
platform

## Increase the quality of your data and customer interactions

With the right location intelligence solutions, you'll discover insights from business data you won't find in spreadsheets, pie charts, or bar graphs.

- Identify profitable business opportunities
- Perform site selection with greater precision
- Enable more collaborative infrastructure management

## Reduce the time needed to resolve critical business issues

Using these insights, your business, and technology groups can make more informed decisions in deploying assets, maximizing technologies, and optimizing operations.

- Pinpoint risk and mitigate losses
- Reduce customer service costs and exception processing
- Create processing efficiencies for increased speed and accuracy
- Maintain vital consistent outcomes across your enterprise

# Geo-enrichment

## The power behind unique business insights

By combining precise geocoding and location-based data, you can use geo-enrichment to bring context to your data and your business. Today, organizations are using these tools across the enterprise to close deals, manage risk, improve service, and expand opportunities. In many industries, geo-enrichment is becoming a core value driver. For example:

- Insurers gain precision in underwriting, risk analyses, and claims determinations.
- Telecommunications providers optimize network performance, ensure accuracy of coverage, and assess network assets.
- Financial Services firms increase share of wallet by understanding when and where customers do their banking, gathering competitive information, and setting branch performance goals.

You'll also find specific applications in government, healthcare, retail, utilities, and a host of other sectors.

There are just so many examples where you can see reference to location that gives you the ability to compete more effectively in the marketplace.”

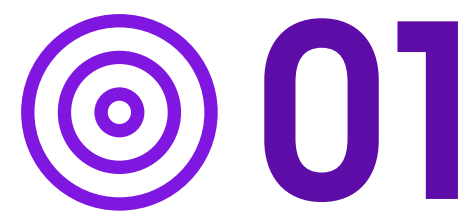
– Mark Smith, CEO and Chief Research Office, Ventana Research





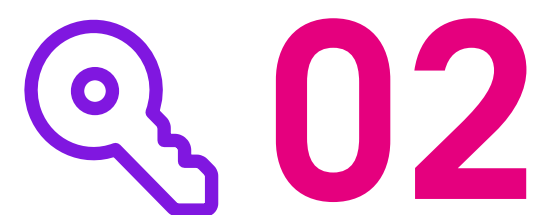
# Best practices: The three essentials for advanced spatial analytics

It takes more than maps to amplify the value of location.  
For spatial analytics to really help business managers, there are three areas that must be addressed:



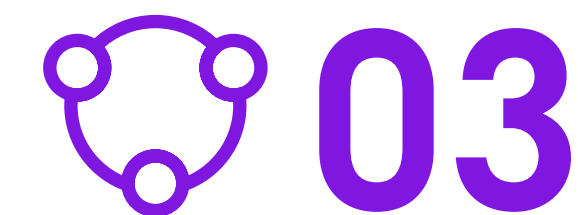
## Precise data

Not all datasets are created equal. Businesses that rely on geocoding for operations and marketing need the most accurate data available.



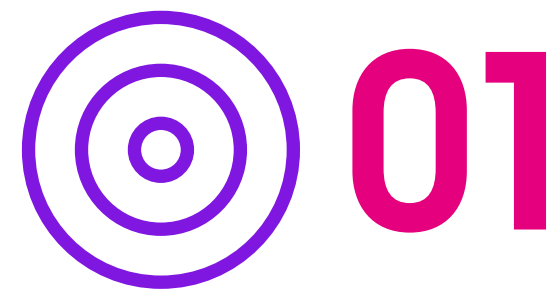
## Unique identifier

In order to apply insights across multiple platforms, departments, and systems, you need effective ways to link insights to specific locations. A unique identifier allows for additional datapoints to be added to any record, geo-enriching the information available.



## Comprehensive platform

Spatial analytics is no longer a GIS specialty. Effective organizations find ways to enable every person, process, and workflow. The right platform should be easy to implement and integrate, flexible to handle multiple delivery channels, and scalable to grow with your business.



## Precise data requires accuracy and context

Master Location Data is a rich, multi-sourced dataset that delivers industry-leading match rates and has the highest precision coordinates of any geocoding product available. Now you can infuse that data with the value-added information required for critical business decisions.

Locate profits. Your business can gain the insights into customers and prospects needed to increase the ROI of marketing and improve the effectiveness of your operations.

Locate your competitive advantage. Arm your business with the tools to identify profitable opportunities, better use business assets, reduce exception processing, and integrate location information across all operations.

Tap into powerful data enrichment capabilities

- Property Attribute Data (205 variables on each property in the US)
- Extended Attribute GeoEnrichment data
- APN and Elevation GeoEnrichment data
- Industry-specific datasets, such as Property Fire Risk Data
- Plus hundreds of Precisely datasets

### Unequaled accuracy

Our new MLD Matching Algorithm finds matches, even in poor quality data. It achieves 8% on average more matches than using parsed inputs.

# Master Location Data delivers the most accurate data possible

Take advantage of unparalleled accuracy. Precisely geocodes at the property-point level including millions of non-postal addresses in smaller and gated communities.

- Geocodes for over 150 million records in the US
- A proprietary 9-pass process to create unequalled accuracy
- Includes USPS deliverable addresses, millions of non-postal street, multi-unit dwelling, and hidden addresses
- Continuous data improvement

## Precision matters

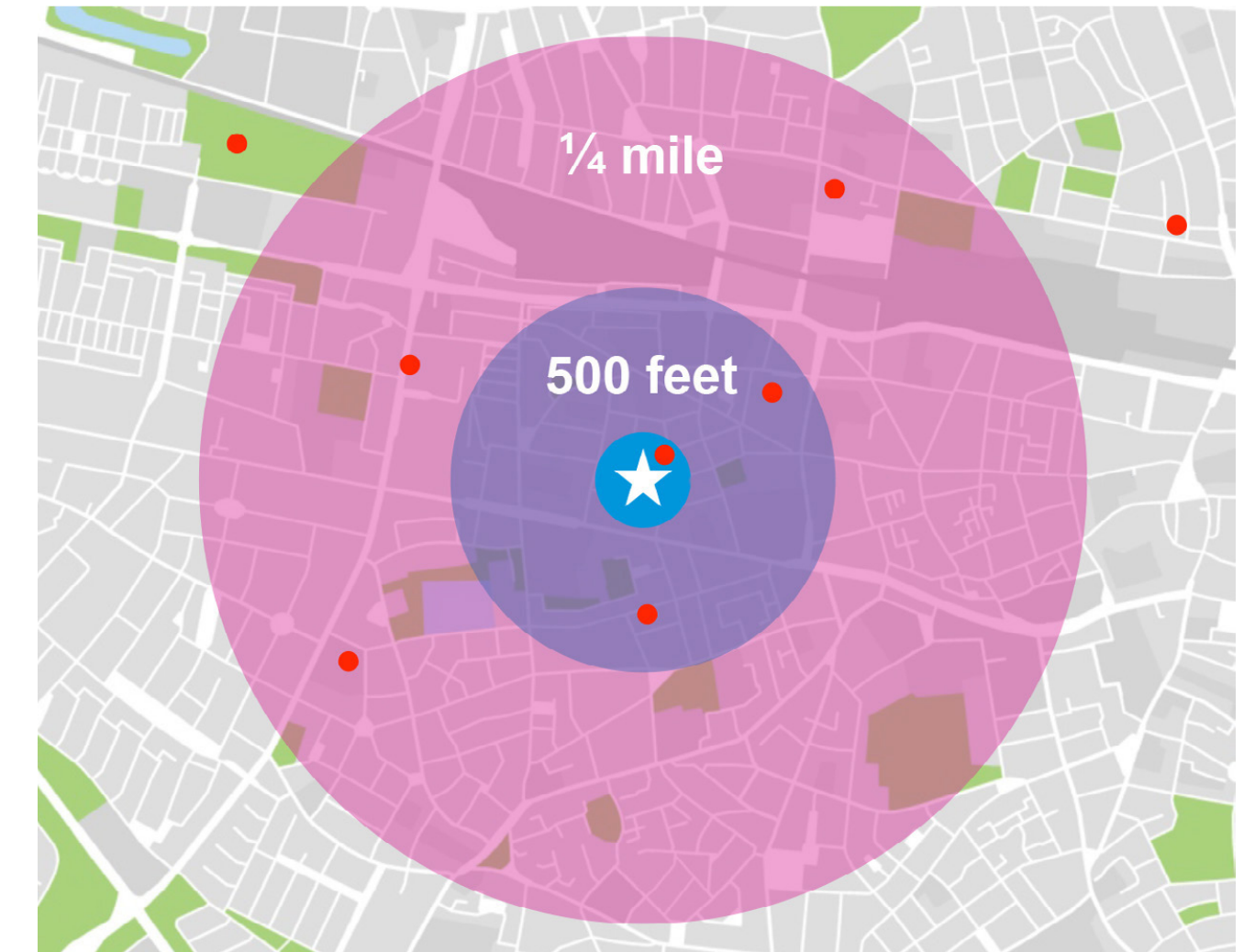
As a multi-sourced product, we compare and choose the most accurate location for 100 percent of the addresses.

The impact can be dramatic:

When compared to our most frequently sold geocoder, we saw 58% of addresses move 500 feet or more, and 14% move by a quarter of a mile or more.

## Choose the best format for your needs:

- MLD Geocoding dataset: Locked version that is binary encoded. Address in, coordinates out.
- MLD Address Fabric: Unlocked, open version of the dataset that can be inserted into Oracle or SQL server.





## Unique identifier enables more actionable data

The US Property Attribute Data uses MLD with the PreciselyID to link to over 150 variables of information on each property in the US

## Unlock a wealth of rich attributable information.

With our recent innovations, you can add a unique, persistent identifier to each address and named location. This identifier, called a PreciselyID number, makes it easy to link your data with many Precisely and third party datasets. Such flexibility facilitates data geo-enrichment, sharing, and analysis for faster, more informed decision making. It also improves confidence levels and ensures the accuracy and stability of persistent location.

This PreciselyID identifier becomes the foundation for adding attributes from a broad range of third party or internal datasets.

For example:

- Business v. residence
- Physical house attributes
- Property value
- Property risk
- And more



**Address:** 21550 SW 92nd Pl.  
Miami FL 33189

**Point Latitude:** 28.312365

**Point Longitude:** -80.731393

**PreciselyID:** 1202278561289

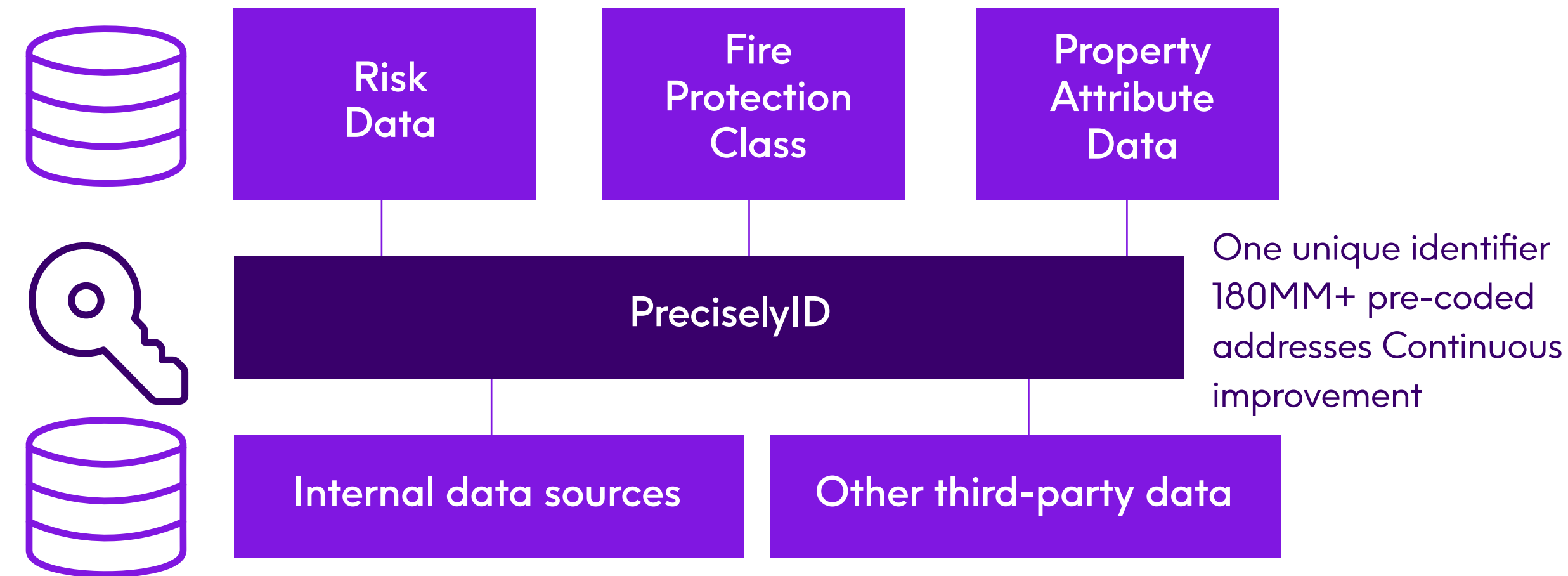
PreciselyID:	1202278561289
Owner:	John & Jane Doe
Land Value:	\$90,500
Built As:	1 1/2 Story Fin
Exterior:	Frame Masonry Veneer
Interior Finish:	Drywall
# of Baths:	5
# of Bdrms:	3
# of Stories:	2
Garage:	2 Car, Attached
Purchase Date:	May 23, 2002
Improvements Value:	\$330,000
Year Built:	2000
HVAC:	Central Air to Air
Built As SQ Ft:	2220
Roof Type:	Hip
Roof Cover:	Spanish Shingle
Over 150 More Attributes...	



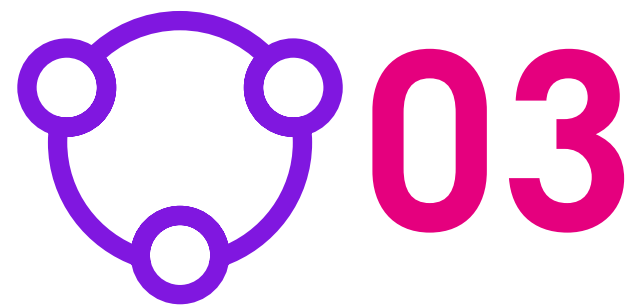
# PreciselyID enables companies to use data better in four ways

## PreciselyID enables companies to use data better in four ways

- **Ensures data integrity**  
The unique identifier will not change since PreciselyID is based on the property's physical location, regardless of changes in ZIP Code, ownership, county or city alignment, etc.
- **Becomes a stable identifier across company datasets**  
Ensure common understanding and consistency of information between MLD users – for example, between and insurer and reinsurer.
- **Accepts GeoEnrichment attributes**  
Businesses can add plug-and-play datasets via PreciselyID containing demographics, risk data, telco data, psychographics, property attributes, and more.
- **Links between systems**  
Exchange the PreciselyID instead of address details between ERP and CRM systems to avoid creating duplicates and reduce the need for regular cleanup projects. Organizations can also use the PreciselyID as the company's own property ID, rather than implement another numbering or ID system.







## A comprehensive platform meets the needs of many

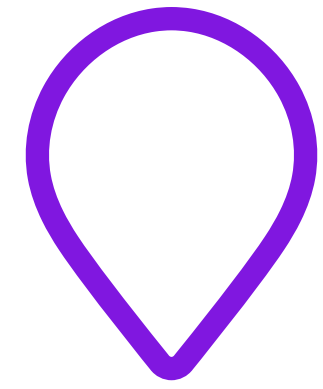
Insights only add value when they are put to use. With the right platform, you can inform executives, empower business users, automate processes, and facilitate self-service. Look for solutions that are:

- **Versatile:** One that can be used in many ways by many users.
- **Easy to integrate:** Should work well with third party systems and in-house platforms and workflows.
- **Scalable:** Your solution must be able to grow with your business.
- **Accessible:** Flexibility is key. The right solution will be accessible through many vehicles. With open architecture solutions, companies can access information via BI platforms, the web, mobile apps, APIs, or desktop systems.

“By integrating our existing BI system with Precisely Location Intelligence software, we can plan marketing campaigns that are smarter and better targeted.”

– Sami Uddin Ahmad, Manager Business Intelligence Planning and Analytics, Telenor Pakistan





# Insurance: Profit from a precise perspective

Property and Casualty Insurers rely on these recent innovations to enhance underwriting and claims.

- Support quotes, actuarial modeling and risk aggregation analysis.
  - Each US address pre-coded with property attributes from the county tax rolls; also includes Fire Protection Class
  - Pre-coded with wildfire, flood, hail, wind, mudslide, earthquake, distance from coast data
- Streamline claims processing.
- Uncover pockets of marketing opportunity, whether for new client acquisition or cross-selling.

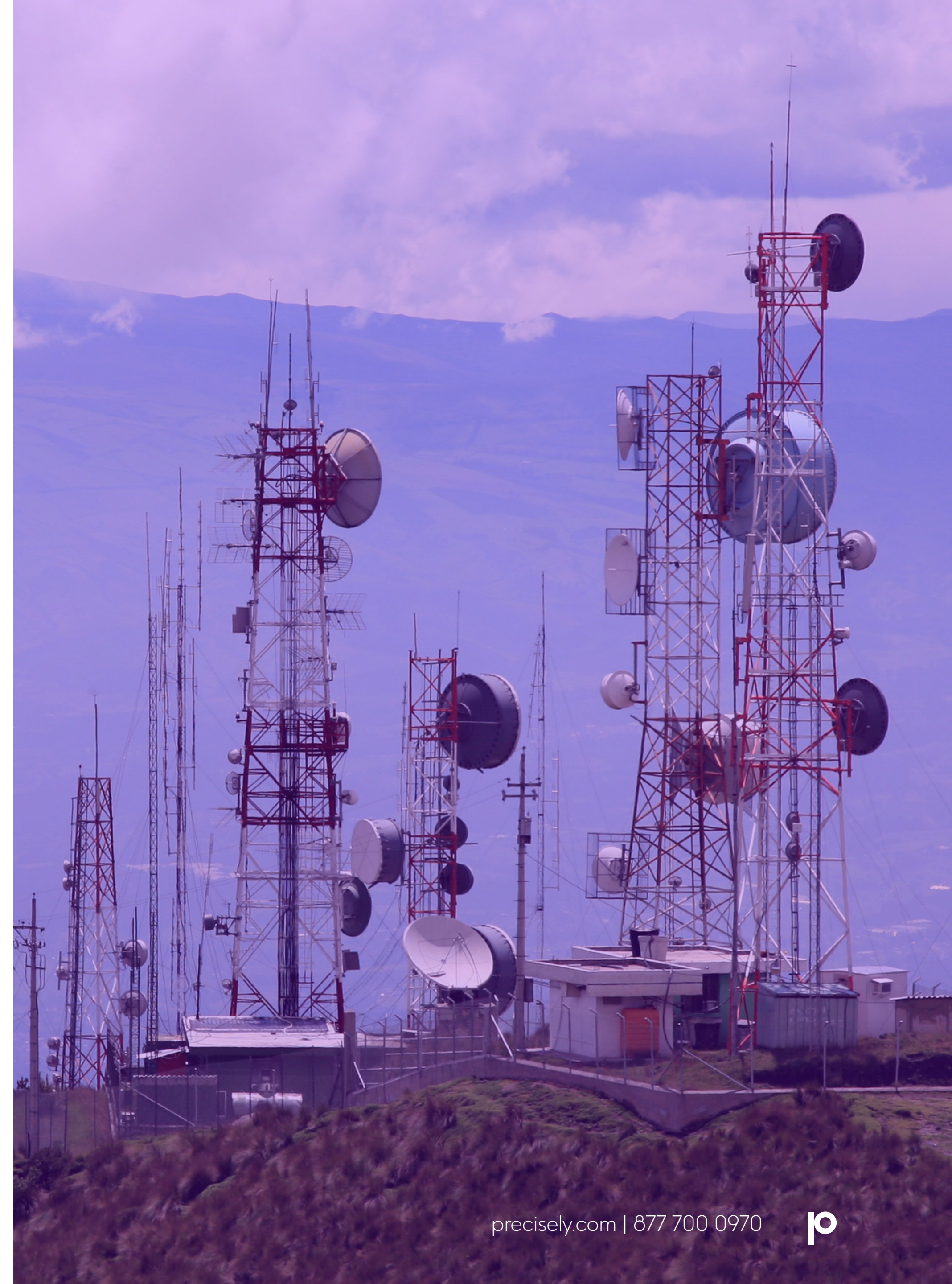
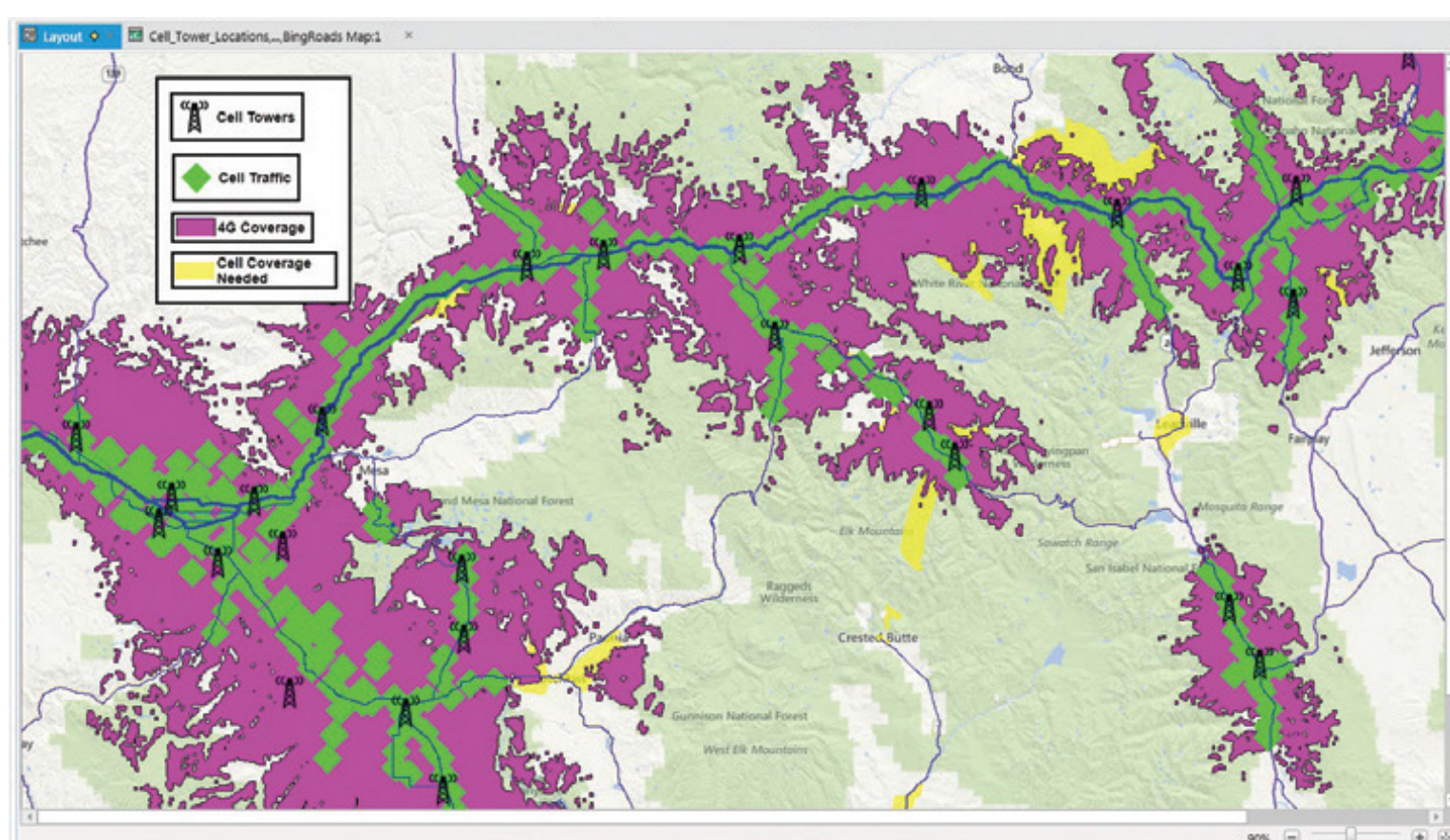




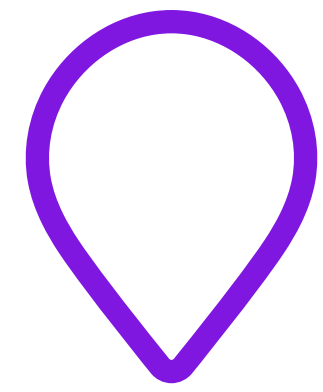
# Telecommunications: Capitalize on your coverage

Telecommunications providers rely on these innovations accurate analysis of assets, coverage areas, and homes passed.

- Optimize network performance.
- Deploy next-generation wireless technology.
- Assess network assets versus subscriber locations since MLD includes:
  - Property attributes: multi-family unit dwellings, business or residences, roof construction, size of property, etc.
  - Homes Passed data: existing customers, non-customers near cable lines, fiber optic lines, and central offices.
  - Demographics: propensity to buy internet, cable, phone service, home protection, etc.



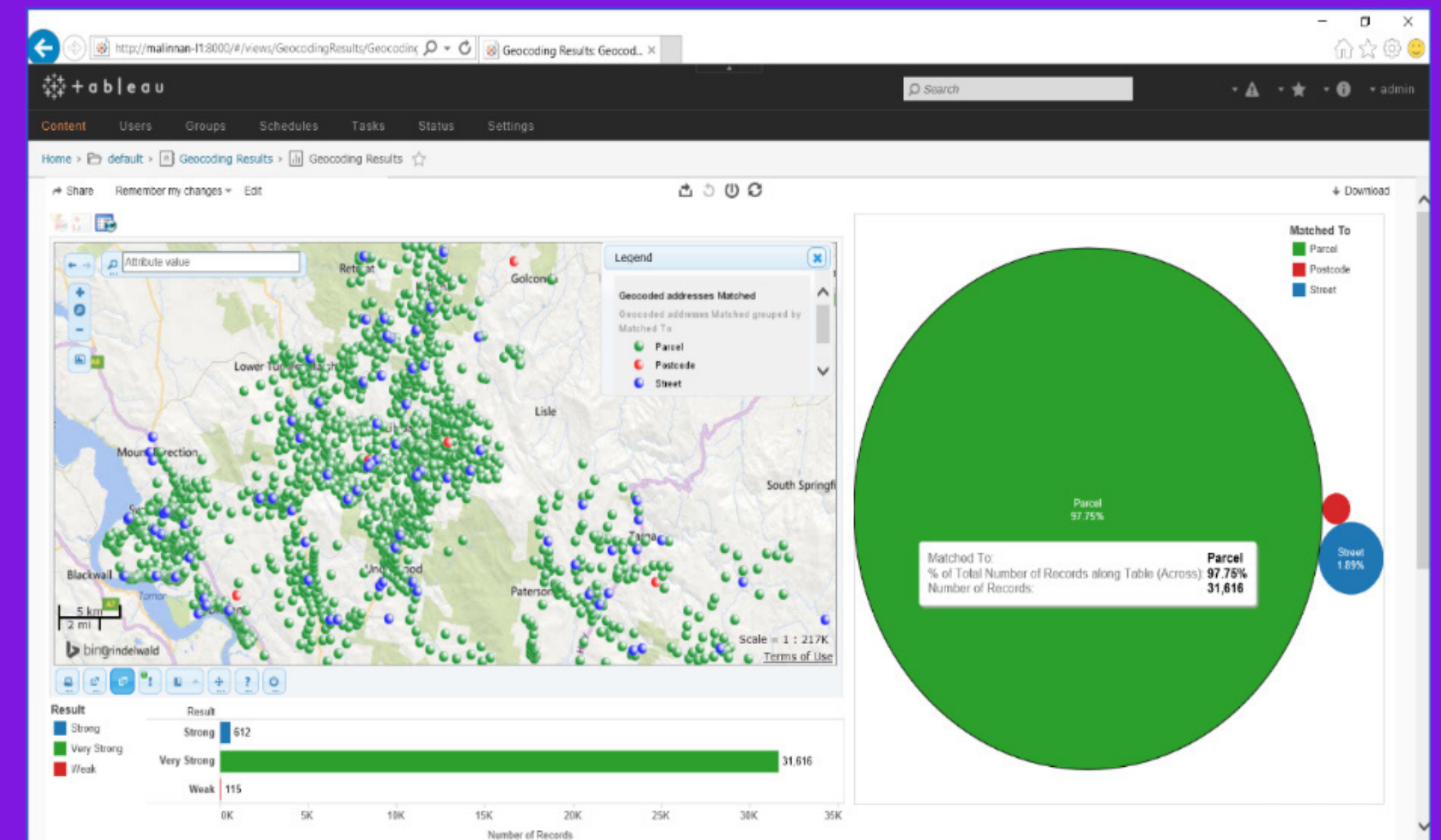
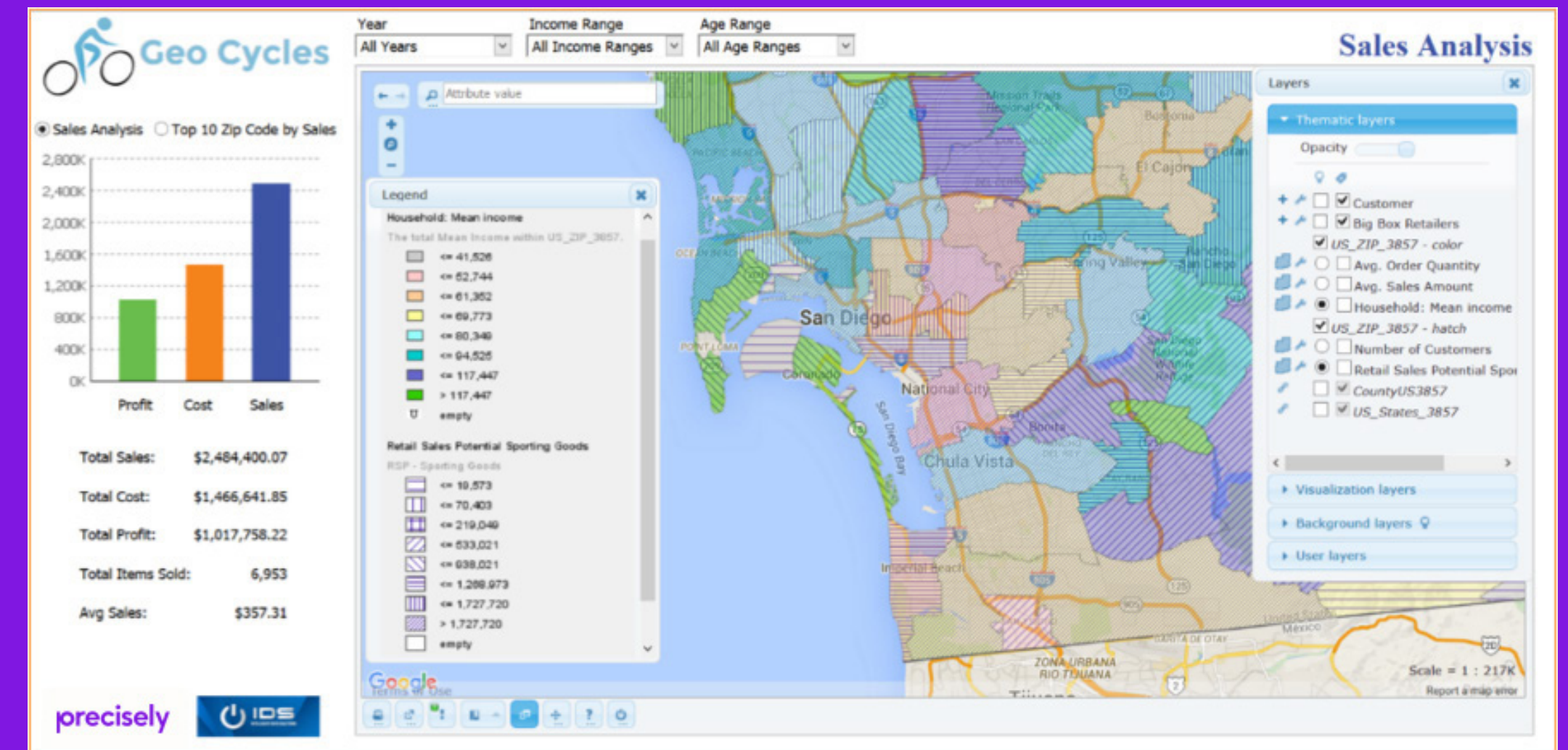




# Connect with customers and communities

Today, leaders in nearly every industry are using more accurate, meaningful, accessible location insights to extend value across their organizations.

- **Financial Services:** Increase share of wallet by setting branch and marketing goals, optimizing retail networks, gathering competitive information, and mitigating lending risk.
- **State and Local Government:** Support economic development with spatial analysis, allocate and manage government assets, and services and analyze crime by day, time, location, and type.
- **Retail:** Create powerful sales experiences by choosing the right locations and arming franchisees with more precise customer information and geo-targeting to drive traffic in real time.
- **Geosciences:** Extract deeper insights by quantifying the potential of new reserves, maximizing well production, and protecting pipelines with continuous data readings.
- **Utilities:** Manage assets and relationships across geographies to comply with tax rules, restore service after catastrophes, and integrate sensor data from smart meters.





# Locate success with Precisely and Korem



Embed precision, insight, and automation into every business process. By having the right partner for your geocoding needs, your business can reach customers, uncover opportunities, reduce expenses, analyze risk, and realize potential in untapped markets.

Precisely has the data, intelligence and platforms to accelerate your success and Korem transforms your project into value. To find out how Korem can help put your business on the map, call 1-800-440-1MAP or visit our [geocoding webpage](#).

**Market leaders rely on Precisely products and Korem know-how.  
You should too.**

Precisely is the global leader in data integrity, providing accuracy and consistency in data for 12,000 customers in more than 100 countries, including 90 percent of the Fortune 100. Precisely's data integration, data quality, location intelligence, and data enrichment products power better business decisions to create better outcomes. Learn more at [www.precisely.com](http://www.precisely.com).

Korem is one of Precisely's largest global partner and is now directly managing Precisely location intelligence, customer information management and data business in Canada. Every day, some of the largest companies in North America rely on Korem to make informed decisions and enhance their efficiency. Through our unique one-stop-shop experience, we drive the successful adoption of geospatial technology, while managing risk. As a value-added reseller, Korem offers the most comprehensive and diversified geospatial solutions portfolio, including Precisely, HERE, Google, Alteryx, Carto, Core Logic, Tableau, Environics Analytics, Safe Software, Lightbox, Building Footprint USA and ReportAll. Learn more at [www.korem.com](http://www.korem.com).

