Korem | THE GEOSPATIAL EXPERT SHOP

Geocoding Solutions Comparison

Benchmarking analysis by Korem

For Company X

Project overview

Background

Business Needs and Requirements

- Accuracy
- Live/real-time, batch
- Volume
- Where (web portal, ad-hoc requests)
- Frequency
- Other (Storage, display, enrichment, etc.)

Vendors Compared

Vendor A	Vendor B	Vendor C
Enterprise platform that provides best-in-class accuracy and the ability to customize your own geocoding services.	Trade-off between price and accuracy.	Budget friendly option, lower accuracy and confidence.

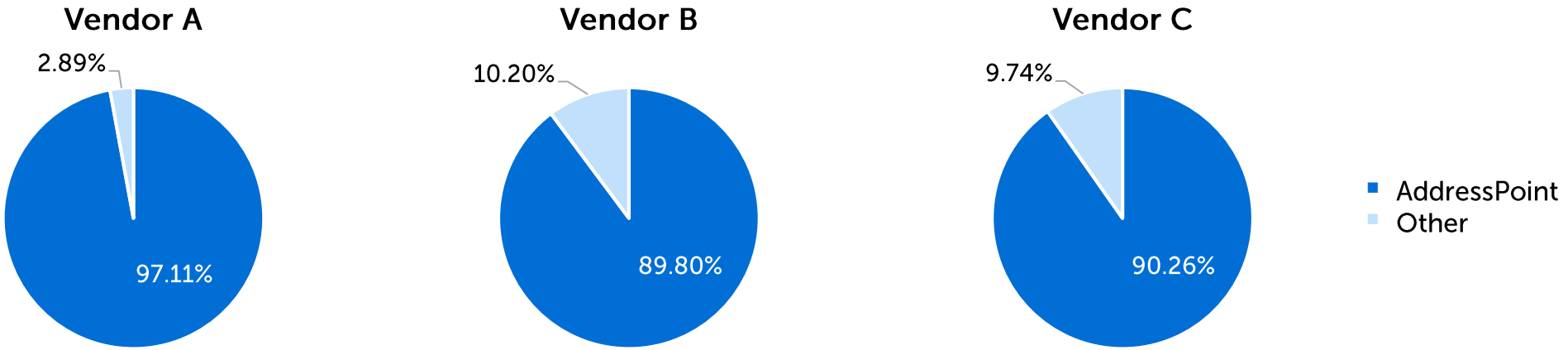
Chosen Criteria

- Match rate
- Location Accuracy
- Confidence and traceability
- Parsing and fuzzy matching capabilities
- Performance
- Terms and conditions
- Deployment and integration
- Enrichment possibilities
- Postal certifications
- Price

Results

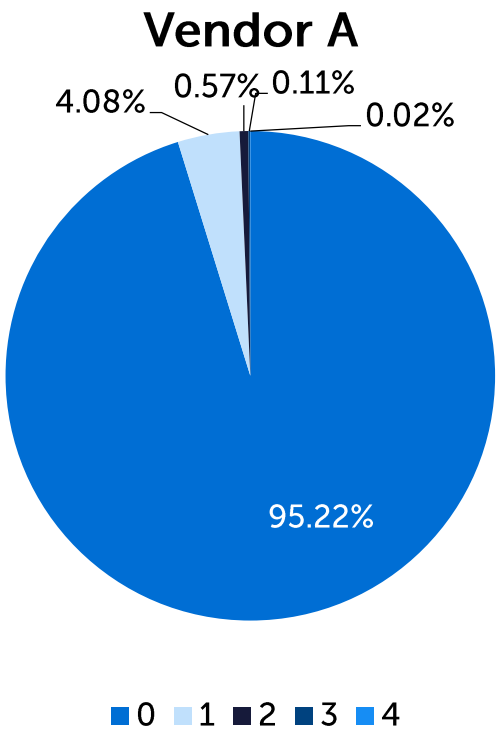
Benchmarking analysis

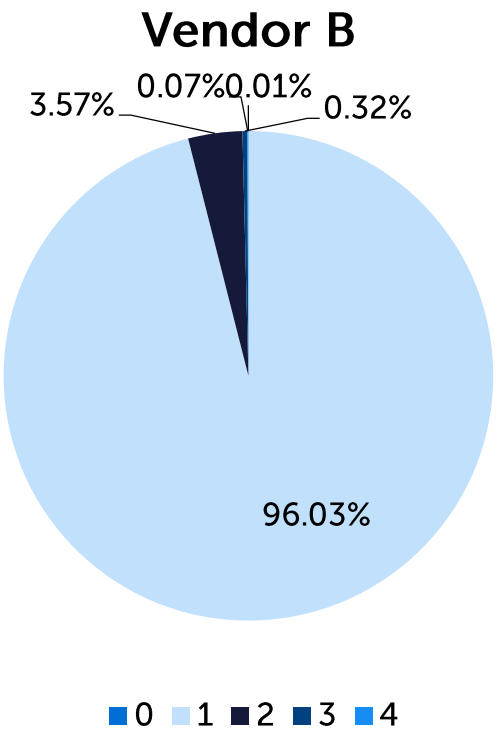
Accuracy

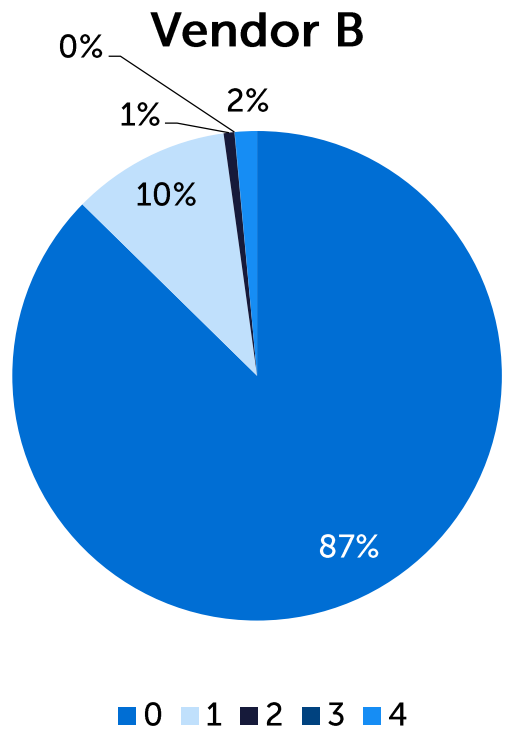


Location Precision	Vendor A	Vendor B	Vendor C
AddressPoint	97.11%	89.80%	90.26%
Street Interpolated	0.33%	7.09%	8.04%
Postal Centroid	1.45%	1.18%	1.58%
Geographic Centroid	1.07%	1.10%	0.05%
No Coordinates	0.04%	0.82%	0.07%

Confidence—Number of Unmatched Components







Geocoder Capabilities

	Vendor A		Vendor B		Vendor C
Considerations	SaaS	On Premise	SaaS	On Premise	SaaS
Fuzzy matching	●	●	●●	●●	●●
Address Parsing	●●	●●	●	●	●
Match code and traceability	●●	●●	●	●	●
Geographic coverage (US & Canada)	●●	●●	●●	●●	●●
Location accuracy	●●	●●	●	●	●
Source data	●●	●●			
Postal data integration	●●		●	●	●
• Postal address parsing/ normalization	●●	●●	●	●	●
• CASS/SERP qualification	●●	●●	●	●	●
• DPV	●●	●●	●	●	●
• Postal Address	●●	●●	●	●	●

Deployment and Integration

	Vendor A		Vendor B		Vendor C
Considerations	SaaS	On Premise	SaaS	On Premise	SaaS
Deployment mode	🟢	🟢🟢	🟢	🟢	🟢
API/Web Services					
• REST XML/JSON	🟢	🟢🟢	🟢	🟢	🟢
• Microbatches	🟢	🟢🟢	🔴	🔴	🔴
Live processing	🟢	🟢	🟢	🟢	🟢
Batch processing	🟢	🟢🟢	🟢	🟢	🔴
External DB integration	🔴	🟡	🔴	🔴	🔴
Performance					
• Response time/latency	🟢 50-100ms	🟢🟢 5-25ms	🟡 50-160ms	🟢 < 160ms	🟡 50-175ms
• Throughput	🟢 700/sec.	🟢🟢 1600/sec.	🟢 60/sec.	🟢 50/sec.	🟢 50/sec.

General Considerations

	Vendor A		Vendor B		Vendor C
Considerations	SaaS	On Premise	SaaS	On Premise	SaaS
Terms and conditions	🟢		🟡		🔴
• Location storing	Allowed	Allowed	Until end of contract	Until end of contract	Not available
• Third-party basemaps	Allowed	Allowed	Optional	Optional	Not available
• Pricing model	Transactional	**Unlimited**	Transactional	Transactional	Transactional
Data update frequency	Ongoing	Monthly	Ongoing	Quarterly	Ongoing
Data enrichment	🔴🔴	🟢🔴	🟢🟢	🟢	🟢🔴
• Permanent address ID	🟢🟢	🟢🟢	🔴	🔴	🔴
• Geoenrichment	🟢🟢	🟢🟢	🟡	🟡	🟡
Parametrization/Extensibility	🟢	🟢🟢	🔴	🔴	🔴
Fast complete	🟡	🟡	🟢	🟢	🟢🟢

Pricing Scenarios

	Vendor A	Vendor B	Vendor C
Considerations	SaaS	SaaS	SaaS
Pricing model	On Prem – Unlimited transactions	Transactional	Transactional
Price per 1,000	N.A.	10$	0.5$
Volume discount	N.A.	Yes – 100K requests/month	N.A.

*Offer pricing estimate based on cost per thousand

Recommendations

Your geocoding solution

Summary

- SaaS Deployment
- Vendor A: best accuracy, but higher price point
- Vendor B: trade off between price and accuracy
- Vendor C: budget-friendly option, but low accuracy

What Korem Recommends

Based on your primary need of accuracy,
you should consider Vendor A

korem | THE GEOSPATIAL EXPERT SHOP

Ready to get your own geocoding report?

GET STARTED