

World PPOI

Version 3.2 (2016.08)

Release Notes

The World Premium Points of Interest (WPPOI) is an innovative addition to our data portfolio. Pitney Bowes is committed to continually develop and build upon this state of the art Points of Interest product for our customers. We have an exhaustive roadmap to ensure that we bring the best product to the market so our customers can derive highest value for their business support. This document contains information about Version 3.2 (2016.08) dataset. Complete documentation is located at [our support site](#).

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UNITED STATES
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Product Overview

The WPPOI data product provides the location of and details relating to a diverse set of business locations, leisure hot spots and geographic features. The locational accuracy of this data has been further enhanced using Pitney Bowes Premium Spectrum Enterprise Geocoding solution to provide the most accurate position for each Point of Interest available. The following are the features of the product:

- It provides access to the largest, globally georeferenced POI dataset.
- The POIs (available in the product) are geocoded using Pitney Bowes comprehensive Global Geocoding capabilities.
- The POIs are classified using both the Pitney Bowes MiCode (providing a consumer-friendly classification across products) and the Standard Industrial Classification (SIC) codes. Please note that both these classifications are cross-referenced. The individual POI in the dataset have hierarchical relationships between themselves and others in their 'family'.
- The taxonomy used (within the product) ensures ease of use and global consistency.

As a result, the dataset allows users to make informed decisions around risk analysis, access to services, retail or recreational facilities, location-based marketing and "find my nearest" searches.

POI Counts

Country	Countries Included	ISO3	POI Counts
Albania	Albania	ALB	3,237
Angola	Angola	AGO	3,399
Argentina	Argentina	ARG	3,629,177
Australia	Australia	AUS	955,910
Austria	Austria	AUT	612,041
Bahrain	Bahrain	BHR	19,533
Belgium & Luxembourg	Belgium	BEL	1,742,813
	Luxembourg	LUX	134,334
Benin	Benin	BEN	2,396
Botswana	Botswana	BWA	5,671
Brazil	Brazil	BRA	9,711,970
Burkina Faso	Burkina Faso	BFA	2,266
Burundi	Burundi	BDI	1,450
Cameroon	Cameroon	CMR	12,218
Canada	Canada	CAN	1,752,776
Chile	Chile	CHL	171,987
Congo	Congo	COG	2,732
Croatia	Croatia	HRV	165,640
Cyprus	Cyprus	CYP	196,748
Czech Republic	Czech Republic	CZE	1,307,066
Denmark	Denmark	DNK	657,210
Egypt	Egypt	EGY	99,102
Estonia	Estonia	EST	182,768
Finland	Finland	FIN	529,082

Country	Countries Included	ISO3	POI Counts
France	France	FRA	4,927,184
	French Guiana	GUF	12,962
	Guadeloupe	GLP	36,732
	Martinique	MTQ	40,783
	Mayotte	MYT	528
	Monaco	MCO	3,834
	Reunion	REU	51,200
Gabon	Gabon	GAB	2,008
Germany	Germany	DEU	4,709,654
Ghana	Ghana	GHA	27,495
Great Britain	Great Britain	GBR	4,829,781
Greece	Greece	GRC	577,118
Hong Kong	Hong Kong	HKG	364,913
Hungary	Hungary	HUN	515,421
Iceland	Iceland	ISL	94,322
India	India	IND	9,767,980
Indonesia	Indonesia	IDN	250,888
Iraq	Iraq	IRQ	5,560
Ireland	Ireland	IRL	295,587
Italy	Italy	ITA	6,624,250
	San Marino	SMR	3,238
	Vatican	VAT	2
Japan	Japan	JPN	4,314,218
Kenya	Kenya	KEN	58,314
Kuwait	Kuwait	KWT	9,229
Latvia	Latvia	LVA	203,101
Lebanon	Lebanon	LBN	37,980
Lesotho	Lesotho	LSO	498
Lithuania	Lithuania	LTU	106,266
Macau	Macau	MAC	11,308
Malawi	Malawi	MWI	6,274
Malaysia	Malaysia	MYS	116,205
Mali	Mali	MLI	2,157
Malta	Malta	MLT	43,443
Mauritania	Mauritania	MRT	1,500
Mauritius	Mauritius	MUS	94,848
Mexico	Mexico	MEX	1,083,926
Montenegro	Montenegro	MNE	41,739
Morocco	Morocco	MAR	118,489
Mozambique	Mozambique	MOZ	3,802
Namibia	Namibia	NAM	8,368
Netherlands	Netherlands	NLD	1,582,967
New Zealand	New Zealand	NZL	222,680
Niger	Niger	NER	1,373

Country	Countries Included	ISO3	POI Counts
Nigeria	Nigeria	NGA	46,232
Norway	Norway	NOR	733,708
Oman	Oman	OMN	6,471
Philippines	Philippines	PHL	320,577
Poland	Poland	POL	2,198,809
Portugal	Portugal	PRT	724,369
Qatar	Qatar	QAT	5,788
Russia	Russia	RUS	3,279,328
Rwanda	Rwanda	RWA	2,753
Saudi Arabia	Saudi Arabia	SAU	108,993
Senegal	Senegal	SEN	5,711
Singapore	Singapore	SGP	307,992
Slovakia	Slovakia	SVK	372,215
Slovenia	Slovenia	SVN	172,899
South Africa	South Africa	ZAF	655,866
Spain	Gibraltar	GIB	19
	Andorra	AND	2,260
	Spain	ESP	3,795,262
Swaziland	Swaziland	SWZ	1,291
Sweden	Sweden	SWE	1,501,577
Switzerland	Liechtenstein	LIE	7,014
	Switzerland	CHE	592,662
Taiwan	Taiwan	TWN	378,365
Tanzania	Tanzania	TZA	4,622
Thailand	Thailand	THA	762,449
Togo	Togo	TGO	2,216
Tunisia	Tunisia	TUN	15,452
Turkey	Turkey	TUR	1,206,091
Uganda	Uganda	UGA	5,408
Ukraine	Ukraine	UKR	869,867
United Arab Emirates	United Arab Emirates	ARE	89,204
Unites States Of America	Unites States Of America	USA	27,196,722
Uruguay	Uruguay	URY	8,016
Yemen	Yemen	YEM	1,561
Zambia	Zambia	ZMB	3,458
Zimbabwe	Zimbabwe	ZWE	1,786
Cumulative			108,498,664

Pitney Bowes understands that Australia has a significant volume of businesses that are self-employed, single operator, SOHO style businesses which are difficult to both monitor and ensure they are in business. Pitney Bowes is actively reviewing these businesses and will include those that we can positively identify as being "in business". However, we believe focusing on businesses with employees that will provide our clients the most significant points of interest for their use cases, applications and business success. Australia World Premium Points of interests is built to ensure we include businesses that employ 1 or more people, this ensures that Pitney Bowes provides a product that covers a business universe which contributes 85% of Australia's economic output.

Change Log

- Brandname standardized (name added for identifying unique brand names), already available in USA has been extended to GBR for few brands. The column type is described as 'Text' (Text in PostgreSQL and Varchar Max in SQL Server), as the maximum length exceeds the varchar limit of 255 characters.
- Park POI enhanced with extended coverage. Now including extra park centroid locations - **67k plus** new parks added globally.
- Standardized STABB (State Abbreviation) Column for USA and Canada.
- The georesult for PBS data in Australia has been updated as T1.
- Standardized the processing in PBS data which affects ~19% of PB_ID's in Australia.

Known Issues

There are some known issues with the source data. We will strive to address these issues in subsequent releases in a timely fashion. Please contact Technical Support with any questions you may have.

This section covers known issues and behaviors that require further explanation:

- Some invalid values exist in the TradeName and Postcode column including instances where the TradeName is populated as single characters and the Postcode column has some values as 'zeroes'.
- Some invalid values exist in Name, areaName1, areaname2 and areaName3 columns.
- Some character data was lost (Diacritics) from the Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3 columns.
- Some duplicates may be encountered in the dataset.
- A few cases of text truncation exist for Name, TradeName, Business_Line, areaName3, formattedAddress, mainAddressLine, Http, Email and areaName2 columns.
- A few values where Employee_Here (number of employees at the current location) count mismatches the Employee_count (total number of employees).
- A few values having inconsistent Status_Code and Subsidiary_Indicator mapping.
- The columns of Email, Http, Ticker_symbol, and Exchange_Name are mostly empty, except a few countries.
- The SIC8 (code) descriptions are undergoing updates. As a result, some values may not have any or updated description(s) and may have been removed.
- The administrative layers of countries are now standardized. As a result, some areaname4 values may now be blank. There are a few values where different variations of the same name are encountered in the areaName1 column.