

# World Premium Plus Points of Interest - United States

Product Guide

Data Model Version 3.2

Source Data Version 2016.08



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# Chapter 1: Coverage and Schema

## Introduction

World Premium Plus Points of Interest (WPPPOI) United States is an innovative addition to our data portfolio. The WPPPOI USA data product contains the location of, and details relating to, a diverse set of business locations, leisure hot spots and geographic features. The WPPPOI USA data utilizes Pitney Bowes' Spectrum Enterprise Geocoding solution with Master Location Data (MLD) geocoding data to position each Point of Interest (POI) as accurately as possible.

This product guide introduces users to the WPPPOI USA product, and provides information on WPPPOI installation, geographical coverage, and schema. The documentation also provides useful information to help users benefit from the data contained within the product and additional products available for use with the WPPPOI dataset. A Release Notes document is also provided with every release, listing POI counts and any known data issues

## Features

The WPPPOI dataset allows users to make informed decisions around risk analysis, consider access to services, retail or recreational facilities, and is ideal for location-based marketing and “find my nearest” searches.

- POI locations are geocoded using Pitney Bowes' comprehensive Global Geocoding services with Master Location Data (MLD).
- POIs are classified using both Pitney Bowes' MiCode and the Standard Industrial Classification (SIC) codes. These classifications are cross-referenced to provide POIs with a hierarchical relationships between themselves and others in their 'family'.
- A globally consistent taxonomy ensures ease of use across borders.
- Synchronized with the World Premium Plus POI Drivetime Zones dataset that is available separately as part of geo-enrichment of the World Premium Plus POI product line. More details are available for the Drivetime Zones dataset in [Appendix B: World Premium Plus Points of Interest Drivetime Zones](#).

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## Premium POI Facts

United States business POI data is acquired from our trusted partners and benefits from their extensive industry knowledge, reliable sources and quality processes to provide the most complete and up-to-date POI data available. Business data is collected from various government and autonomous sources such as Social Media, Payment/Trade Data, Government Registries, Company Financials, Yellow Pages, Bankruptcy Filings, News & Media, Search Engines and Directories, Direct Investigation, and Telephone Company Data.

The Pitney Bowes WPPPOI United States product covers the USA with >27 million business and non-business POIs. The WPPPOIs include over 1300 unique business categories to meet a broad range of user needs.

The global business landscape is dynamic in nature. The amount of data available and the frequency of change can be overwhelming to manage. Our partner incorporates an average of 5 million global updates per day into their source data to keep pace with an ever-changing business environment

For example, every minute:

- 271 businesses will move
- 1,274 business telephone numbers will change or be disconnected
- 1,411 businesses will have a lawsuit, lien or judgment filed against them
- 673 new businesses will open their doors
- 12 businesses will file bankruptcy
- 767 CEO or owner changes will occur

Every year:

- 2% of all addresses change
- 11% of telephone numbers will change
- 7% of CEOs will change

## Master Location Data

The Master Location Data (MLD) is the only multi-sourced geocoding dataset in the market. This point-level dataset includes virtually all mailable and non-mailable US addresses. With highly precise geocoding, and a unique nine-pass process, it selects and combines multiple point-level and street-level datasets to identify the most accurate location information with the most complete coverage for the USA.

### Benefits

- Highest match rates in the industry

- 
- Greater precision
  - Most complete dataset of US business locations
  - More accurate forward and reverse geocoding

A geocoder is assessed on the following three parameters:

1. **Match Rate:** The MLD has the most complete coverage of addresses and points for the US.
2. **Precision:** The MLD X9 location determination logic ensures highest precision coordinates.
3. **Speed:** The high throughput of the MLD dataset allows embedding into operational applications.

## Installation

For installation, the data is supplied as pipe delimited (|) text files (.TXT). To install the WPPPOI USA data product:

1. Download the WPPPOI USA data to a directory on your computer.
2. Unzip the data.
3. Once unzipped, the data can be loaded into a database or opened directly into MapInfo Professional or other applications.

## Coverage

WPPPOI USA v3.2 contains POIs for The United States of America. The following table provides details of each country group, including the ISO3 codes (three-character ISO country codes) for each country included.

Country	ISO3 Code	Countries Included
United States Of America	USA	United States Of America

## Spatial Referencing System

The WPPPOI USA product uses the spatial referencing system defined in the following table:

Projection	Coordinate System	Coordinate Units
Longitude/Latitude	Longitude/Latitude (WGS84) EPSG 4326	Decimal Degrees

## Table Structure

This section contains information about the table structure of the WPPPOI USA dataset.

Column Name	Description	Field Type & Length
Name	Primary / Registered name of the business	Nvarchar(150)
BrandName*	A Standardized name added for identifying unique brand names	Text
PB_ID	Pitney Bowes Software (PBS) Unique numeric identifier	Big Integer
Trade_Name**	Trading style name / Brand name used by the business	Nvarchar(150)
Franchise_Name***	Name of the business franchise	Nvarchar(75)
ISO3	Three character ISO code of the country	Nvarchar(3)
areaName4	Locality where the business is located	Nvarchar(100)
areaName3	City where the business is located	Nvarchar(100)
areaName2	District (or equivalent) where the business is located	Nvarchar(100)
areaName1	State (or equivalent) where the business is located	Nvarchar(100)
Stabb	Abbreviation for the State (or equivalent) where the business is located	Nvarchar(4)
Postcode	Postal code where the business is located	Nvarchar(25)
formattedAddress	Input address in a standardized addressing format as described by a set of attributes including House number, Street name, Streetname2, Areaname3 and Postcode	Nvarchar(200)
mainAddressLine	Address in a standardized addressing format including House number, Street name, and Streetname2	Nvarchar(150)
addressLastLine	Address in a standardized addressing format including Areaname3 and Postcode	Nvarchar(150)
Longitude	X value for the Point	Float
Latitude	Y value for the Point	Float
Country_access_code	International dialing code required to connect to the telephone or facsimile number	Nvarchar(8)
Tel_num	Primary voice telephone number for the business with no formatting or punctuation (this string contains all telecommunication number components [area code, exchange, number])	Nvarchar(35)
Faxnum	Primary facsimile number for the business with no formatting or punctuation (this string contains all telecommunication number components [area code, exchange, number])	Nvarchar(35)
Email	Email address of the business	Nvarchar(75)

Column Name	Description	Field Type & Length
Http	Uniform Resource Locator (URL) address of the business	Nvarchar(130)
Open_24h	Indicates whether the business is open 24 hours or not	Nvarchar(1)
Business_Line	Description of the operations (or activities) of the business, which relates to the primary four-digit 1987 US SIC code	Nvarchar(100)
SIC1	US 1987 SIC code which represents the primary operations of the business	Nvarchar(4)
SIC2	US 1987 SIC code for the secondary line of business operations as ranked by percent of sales / revenue	Nvarchar(4)
SIC8	SIC (8-digit) code identifying a line of operations for a business at the most specific level	Nvarchar(8)
SIC8_description	Description of the SIC8 code	Nvarchar(100)
MiCode	PBS POI classification by MiCode category, subcategory, and sub feature	Nvarchar(8)
Trade_Division	Level 1 POI category by business type	Nvarchar(150)
Group	Level 2 POI category by business type	Nvarchar(150)
Class	Level 3 POI category by business type	Nvarchar(150)
Sub_Class	Level 4 POI category by business type	Nvarchar(150)
Georesult	Results from geocoding indicates the success or failure of the geocoding operation as well as information about the quality of the match (Each character of the Georesult code indicates the level of precision of the address component. for more detail click <a href="#">here</a> )	Nvarchar(25)
Confidence_code	<p>PBS geocoded confidence value (Estimate of the correctness of the latitude and longitude assigned to a place)</p> <p>Possible values:</p> <p>High: The address portions match 90-100% to the database.</p> <p>Medium: The address portions match 78-89% to the database.</p> <p>Low: The address portions match 0-77% to the database.</p>	Nvarchar(25)
Employee_Here	Estimated number of employees at the current location	Nvarchar(15)



Column Name	Description	Field Type & Length
Employee_count	Estimated total number of employees in the business organization, including subsidiaries and branch locations	Nvarchar(15)
Year_Start	Year when current ownership or management assumed control of the business or the year established, if no control change has taken place (not provided for branch records)	Nvarchar(4)
Sales_Volume_local	Estimated total annual sales / revenue for a business in local currency (not available for branch locations)	Nvarchar(20)
Sales_Volume_US_Dollars	Total annual sales / revenue for this business, expressed in US dollars as a signed, decimal field	Nvarchar(20)
Currency_Code	Code value describing the type of currency in which the sales volume (local currency) is expressed.	Nvarchar(4)
Agent_Code	Code value identifying whether the business imports goods or services for re-manufacture or sale, exports products or services to a foreign country, and / or is an agent for goods  Possible values: A: Import / Export / Agent B: Imports and Exports C: Imports D: Imports and Agents E: Exports and Agents F: Agent (keeps no inventory, does not take title goods) G: Not available or none H: Exports	Nvarchar(1)
Legal_Status_Code	Code value describing the legal structure of the business	Nvarchar(3)
Status_Code	Code value describing the organizational status of the business  Possible values: 0: Single Location (no other entities report to it) 1: Headquarter / Parent (branches and / or subsidiaries report to it) 2: Branch (secondary location of a headquarter) 4: Division (separate operation)	Nvarchar(1)
Subsidiary_Indicator	Indicates whether a business is more than 50% owned by another organization  Possible values: 0: Not a subsidiary 3: Subsidiary	Nvarchar(1)
Parent_Business_Name	Primary name of the Parent / Headquarter company	Nvarchar(150)

Column Name	Description	Field Type & Length
Parent_address	Formatted address in a standardized format as described by Parent_Street_Address, Parent_Postcode, Parent_areaName3, Parent_areaName1 and Parent_Country	Nvarchar(200)
Parent_Street_Address	Physical street address of the Parent / Headquarter company	Nvarchar(100)
Parent_areaName3	City where the Parent / Headquarter is located	Nvarchar(100)
Parent_areaName1	Sate / province where the Parent / Headquarter is located	Nvarchar(100)
Parent_Country	Name of country where the Parent / Headquarter is located (in English)	Nvarchar(50)
Parent_Postcode	Postal code where the Parent / Headquarter is located	Nvarchar(25)
Domestic_Ultimate_Business_Name	Primary name of the domestic ultimate business (Domestic ultimate business is the highest business in the corporate family tree)	Nvarchar(150)
Domestic_Ultimate_address	Formatted address in a standardized format as described by Domestic_Ultimate_Street_Address, Domestic_Ultimate_Postcode, Domestic_Ultimate_areaName3 and Domestic_Ultimate_areaName1	Nvarchar(200)
Domestic_Ultimate_Street_Address	Physical street address of the domestic ultimate company	Nvarchar(100)
Domestic_Ultimate_areaName3	Name of the city where the domestic ultimate is located	Nvarchar(100)
Domestic_Ultimate_areaName1	State / province in which the domestic ultimate is located	Nvarchar(100)
Domestic_Ultimate_Postcode	Postal code for the city in which the domestic ultimate is located	Nvarchar(25)
Global_Ultimate_Indicator	Indicates whether the site record is the Global Ultimate within the corporate family tree	Nvarchar(1)
Global_Ultimate_Business_Name	Name of the ultimate company	Nvarchar(150)
Global_Ultimate_address	Formatted address in a standardized format as described by Global_Ultimate_Street_Address, Global_Ultimate_Postcode, Global_Ultimate_areaName3, Global_Ultimate_areaName1 and Global_Ultimate_Country	Nvarchar(200)
Global_Ultimate_Street_Address	Physical address of the ultimate company	Nvarchar(100)
Global_Ultimate_areaName3	Name of the city where the ultimate company is located	Nvarchar(100)
Global_Ultimate_areaName1	State / province in which the ultimate company is located	Nvarchar(100)
Global_Ultimate_Country	Name of the country where the ultimate company is located	Nvarchar(50)

Column Name	Description	Field Type & Length
Global_Ultimate_Postcode	Postal code of the ultimate company	Nvarchar(25)
Family_Members	Number of family members including the global ultimate, all subsidiaries and branches of the entire family tree worldwide	Nvarchar(5)
Hierarchy_Code	Number used with the status and subsidiary indicators to pinpoint the location of an establishment within a corporate hierarchy	Nvarchar(2)
Ticker_symbol	Abbreviation used to uniquely identify publicly traded shares (of the company) on a stock market (stock symbols may consist of letters, numbers or a combination of both)	Nvarchar(15)
Exchange_Name	Stock exchange where people trade the company's shares	Nvarchar(25)
CEO_Name	Chief Executive Officer's name (the full name of the individual who has the highest ranking authority at a specific location)	Nvarchar(100)
CEO_Title	Chief Executive Officer's Title (the formal title of the individual with the highest ranking authority at a specific location) (may be abbreviated in English)	Nvarchar(100)

\*The field type of BrandName column is text because it exceeds the varchar limit of 255 characters.

\*\*Trade Name is used by different subsidiaries of the business, but are distinguished by word(s) or phrase(s). The word(s) may represent a specific line of business. For example, different subsidiaries of the XYZ business may be XYZ Operations, XYZ Securities, and XYZ Logistics.

\*\*\*Franchise outlets operate with a business' subsidiary name, but are distinguished by word(s) or phrase(s). The word(s) may represent a suburb or a town, a year, a colour, an entity or some other word(s) relevant to the business. Names that are identical or nearly identical to an existing registered name are not allowed. For example, the XYZ Logistics subsidiary may have two Franchise outlets named XYZ Logistics New York, and XYZ Logistics 1999.

# A

## Appendix A: POI MiCode List

### MiCodes

MiCodes are Pitney Bowes proprietary codes which provide a unique feature classification system. Each MiCode identifies specific types of feature available within a Pitney Bowes product. To facilitate the searching for, and identification of specific features within Pitney Bowes datasets, each feature follows a classification taxonomy, namely Trade Division, Group, Class, Sub Class and SIC8 Description.

The following table lists some examples of MiCodes and their corresponding class attributes:

<b>Trade Division</b>	<b>Group</b>	<b>Class</b>	<b>Sub Class</b>	<b>SIC8 Code</b>	<b>MiCode</b>
Division A. - Agriculture, Forestry, and Fishing	Agricultural Production - Crops	Cash Grains	Wheat	1110000	10050111
Division B. - Mining	Metal Mining	Iron Ores	Iron ores	10110000	10041011
Division C. - Construction	Construction - General Contractors and Operative Builders	General Building Contractors - Residential Buildings	Single-family housing construction	15210000	10071521
Division D. - Manufacturing	Food and Kindred Products	Meat Products	Meat packing plants	20110000	10062011
Division E. - Transportation and Public Utilities	Local and Suburban Transit and Interurban Highway Transportation	Bus Charter Service	School Buses	41510000	10030726
Division F. - Wholesale Trade	Wholesale Trade - Durable Goods	Motor Vehicles and Motor Vehicle Parts and Supplies	Automobiles and other motor vehicles	50120000	10035012
Division G. - Retail Trade	Building Materials, Hardware, Garden Supplies and Mobile Homes	Hardware Stores	Hardware stores	52510000	10010304
Division H. - Finance, Insurance, and Real Estate	Depository Institutions	Central Reserve Depository Institutions	Federal reserve banks	60110000	10036011
Division I. - Services	Personal Services	Laundry, Cleaning, and Garment Services	Power laundries, family and commercial	72119900	10861900
Division J. - Public Administration	Executive, Legislative and General Government, except Finance	Executive Offices	Executive offices	91110101	10994101
Division K. - Non classifiable establishments	Non classifiable Establishments	Non classifiable Establishments	Non classifiable establishments	99990000	10249999
Division L. - Tourism	Tourism	Important Tourist Attraction	Tourist Building	00000000	10110200
Division M. - Sports	Sports	Swimming Pool	Swimming Pool	00000000	10120310

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<b>Trade Division</b>	<b>Group</b>	<b>Class</b>	<b>Sub Class</b>	<b>SIC8 Code</b>	<b>MiCode</b>
Division N. - Label Features	Label Features	Geographic Feature	Oasis	00000000	10111111

To view the full MiCode-to-SIC lookup table, please click [here](#)

# World Premium Plus Points of Interest Drivetime Zones

## Overview

Drive Time Zones for World Premium Plus Points of Interest provide information about travel time distance from each point of interest location. They are designed to help create a unique understanding of each POI to enhance user location history analysis and identify brand affinity, behavioral, demographic, and geographic characteristics.

We create a geo-fence of a pre-determined time of travel for each business location, in this case the location is a POI. Drivetime Zones include isochrones of 1, 3, 5, 10, 15, 20 and 30 minute travel times. The time and distances calculate how long and how far you can drive a standard car on a routable network.

To create the Drivetime Zones we use the Enterprise Routing Module components from Pitney Bowes Spectrum Platform. This includes the routing software components and routing data is enhanced with TomTom Speed Profiles data.

Each Drivetime Zone has an individual ID relating to each POI ID, this ensures that the right POI is identified when a geo-fence alert is activated. The POI ID is persistent across releases, only changing when it's removed or replaced

## Product Features

Drivetime Zones provide access to the largest, points of interest drive time geo-fence (AKA Isochrones) dataset providing a flexible and sophisticated geo-targeting capability based on a hierarchy

- The Drivetime Zones offer road network travel time distances rather than the usual standard straight line distances.
- The datasets allow users to make informed decisions around risk analysis, access to services, retail or recreational facilities, location-based marketing and “find my nearest” searches.
- Refined boundaries based on Urban and Rural POI's, POI's in Mall's, business centers and high POI density areas.
- Use different types of transportation networks to build boundaries.

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## Format Description

To create an easy linkage, the data is delivered in 6 pipe '|' delimited text files, one for each time division. Each file contains an ID link to the WPPPOI records and the Isochrone polygon geometry in Well Known Text (WKT) format.

File Structure:

Column Name	Description	Field Type & Length
PB_ID	Pitney Bowes Software (PBS) Unique numeric identifier	Big Integer
ISOCHRONE	WKT Geometry	Text

WKT or Well Known Text is a textual format to describe vector geometry. A WKT geometry string can be loaded and converted to a native geometry by many common RDBMS database systems.