

World Premium Plus Points of Interest - Consumer Edition

United States Of America

Product Guide

Data Model Version 3.2

Source Data Version 2016.08



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Chapter 1: Coverage and Schema

Introduction

The World Premium Plus Points of Interest – Consumer Edition (WPPPOI-C) for the United States is a unique addition to the World Points of Interest data portfolio to meet the needs of consumer services in the USA. The WPPPOI-C USA dataset contains a rich set of consumer focused Points of Interest including location along with details relating to consumer focused business locations, leisure hot spots and geographic features. The WPPPOI-C USA dataset also includes Pitney Bowes Spectrum Enterprise Geocoding with Master Location Data (MLD) geocoded locations to position each POI as accurately as possible.

This Product Guide provides information on the WPPPOI-C USA dataset including installation, geographical coverage, and schema. The documentation also provides useful information to help users benefit from the data contained within the product. A Release Notes document is provided separately with every release, listing POI counts for each country, as well as any known data issues.

Features

The WPPPOI-C USA dataset provides a wide array of features designed to help users improve their consumer-oriented services. Features include:

- Focused selection of POIs that concentrate on landmarks and services relevant to consumers
- Developed from the largest global geo-referenced POI dataset
- 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 providing POIs with a hierarchical relationships between themselves and others in their 'family'.
- A globally consistent taxonomy ensures ease of use across borders.

The WPPPOI-C USA 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

Premium POI Facts

Global 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 World Premium Plus POI – Consumer Edition (WPPPOI-C) USA dataset has >10 Million business and non-business POIs in the United States. The WPPPOI-C USA dataset includes 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.

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.

Based on the above observations, the decision to use the MLD Geocoding dataset was taken.

Installation

The WPPPOI-C dataset is delivered as pipe delimited (|) text files (.TXT).

To install the WPPPOI-C data product

1. Download the 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 Pro.

Coverage

WPPPOI-C 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-C 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-C 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 conveys information about the quality of the match (Each character of the Georesult code indicates the level of precision of the address component. To know more, click here .) | 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) |
| Employee_count | Estimated total number of employees in the business organization, including subsidiaries and branch locations | Nvarchar(15) |

| Column Name | Description | Field Type & Length |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| 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) |
| 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) |

| Column Name | Description | Field Type & Length |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| 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 standarized 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) |
| 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) |

| Column Name | Description | Field Type & Length |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| 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 of the MiCodes (as examples to understand the concept) and the corresponding type of features:

| Trade Division | Group | Class | Sub Class | SIC8 Code | MiCode |
|---------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------|----------------------------------------|------------------|---------------|
| 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 |

| Trade Division | Group | Class | Sub Class | SIC8 Code | MiCode |
|------------------------------|----------------|--------------------|------------------|------------------|---------------|
| Division N. - Label Features | Label Features | Geographic Feature | Oasis | 00000000 | 10111111 |

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