

# World PPOI

Version 3.2 (2016.09)

## 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 (2016.09) 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	971,827
Austria	Austria	AUT	613,868
Bahrain	Bahrain	BHR	19,533
Belgium & Luxembourg	Belgium	BEL	1,757,108
	Luxembourg	LUX	134,883
Benin	Benin	BEN	2,396
Botswana	Botswana	BWA	5,671
Brazil	Brazil	BRA	9,712,922
Burkina Faso	Burkina Faso	BFA	2,266
Burundi	Burundi	BDI	1,450
Cameroon	Cameroon	CMR	12,218
Canada	Canada	CAN	1,753,584
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	1,327,271
Denmark	Denmark	DNK	659,957
Egypt	Egypt	EGY	99,102
Estonia	Estonia	EST	182,768
Finland	Finland	FIN	529,842

Country	Countries Included	ISO3	POI Counts
France	France	FRA	4,954,668
	French Guiana	GUF	13,038
	Guadeloupe	GLP	36,990
	Martinique	MTQ	41,043
	Mayotte	MYT	528
	Monaco	MCO	3,845
	Reunion	REU	51,475
Gabon	Gabon	GAB	2,008
Germany	Germany	DEU	4,731,998
Ghana	Ghana	GHA	27,495
Great Britain	Great Britain	GBR	4,662,539
Greece	Greece	GRC	606,075
Hong Kong	Hong Kong	HKG	376,416
Hungary	Hungary	HUN	518,066
Iceland	Iceland	ISL	94,322
India	India	IND	9,996,517
Indonesia	Indonesia	IDN	250,888
Iraq	Iraq	IRQ	5,560
Ireland	Ireland	IRL	297,623
Italy	Italy	ITA	6,669,797
	San Marino	SMR	3,247
	Vatican	VAT	2
Japan	Japan	JPN	4,339,391
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	1,085,028
Montenegro	Montenegro	MNE	41,739
Morocco	Morocco	MAR	527,608
Mozambique	Mozambique	MOZ	3,802
Namibia	Namibia	NAM	8,368
Netherlands	Netherlands	NLD	1,587,103
New Zealand	New Zealand	NZL	271,526
Niger	Niger	NER	1,373

Country	Countries Included	ISO3	POI Counts
Nigeria	Nigeria	NGA	46,232
Norway	Norway	NOR	739,049
Oman	Oman	OMN	6,471
Philippines	Philippines	PHL	320,577
Poland	Poland	POL	2,198,809
Portugal	Portugal	PRT	731,469
Qatar	Qatar	QAT	5,788
Russia	Russia	RUS	3,312,072
Rwanda	Rwanda	RWA	2,753
Saudi Arabia	Saudi Arabia	SAU	108,993
Senegal	Senegal	SEN	5,711
Singapore	Singapore	SGP	310,031
Slovakia	Slovakia	SVK	391,041
Slovenia	Slovenia	SVN	174,120
South Africa	South Africa	ZAF	659,691
Spain	Gibraltar	GIB	19
	Andorra	AND	2,260
	Spain	ESP	3,795,262
Swaziland	Swaziland	SWZ	1,291
Sweden	Sweden	SWE	1,510,292
Switzerland	Liechtenstein	LIE	7,117
	Switzerland	CHE	596,399
Taiwan	Taiwan	TWN	389,338
Tanzania	Tanzania	TZA	4,622
Thailand	Thailand	THA	762,449
Togo	Togo	TGO	2,216
Tunisia	Tunisia	TUN	127,942
Turkey	Turkey	TUR	1,206,792
Uganda	Uganda	UGA	5,408
Ukraine	Ukraine	UKR	872,596
United Arab Emirates	United Arab Emirates	ARE	89,204
Unites States Of America	Unites States Of America	USA	24,848,855
Uruguay	Uruguay	URY	8,016
Yemen	Yemen	YEM	1,561
Zambia	Zambia	ZMB	3,458
Zimbabwe	Zimbabwe	ZWE	1,786
<b>Cumulative</b>			<b>107,110,477</b>

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

- All USA POI records that were geocoded to a ZIP+2 or ZIP Code centroid level have not been included.
- The georesult for TomTom records has been updated as T1. **Definition of T1:** *Source POI has been digitized / manually edited or Geocoded to achieve highest level of positional accuracy.*
- Length of STABB column has been changed to 5.
- Standardized mainAddressLine and formattedAddress.
- For USA, STABB column has been appended to addressLastLine and formattedAddress.
- STABB column has been updated/standardized in Austria, Australia, Spain, Netherlands, Mexico, Brazil, Germany and Hong Kong.
- Brandname standardization coverage has been extended to Canada and 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.
- There are few mismatches in areaName1 and Stabb field as areaName1 is not necessarily the highest hierarchical administrative region, whereas, Stabb field is the highest available administrative region.