

# World PPOI- Consumer Edition

**Version 3.2 (2016.09)**

## Release Notes

The World Premium Points of Interest - Consumer Edition (WPPOI-CSMR) contains the rich set of consumer focused Points of Interest available in the Pitney Bowes' World Premium Points of Interest dataset. Pitney Bowes is committed to ongoing enhancements to this industry leading database to serve our customers' needs. Our roadmap is designed to continually maintain and improve the product so our customers can derive the highest value for their consumer services.

This document contains information about the Version 3.2 (2016.09) WPPOI - Consumer edition dataset. Additional information on all Pitney Bowes Software products is located on our support site.

Complete documentation is located at [our support site](#)

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## Product Overview

The World Premium Points of Interest – Consumer Edition (WPPOI - CSMR) dataset provides information on the location of, and details relating to, a diverse set of consumer focused businesses, 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 location available for each Point of Interest.

Some of the features of the WPPOI - CSMR product are:

- Focused selection of POIs that concentrate on businesses, landmarks, and services relevant to consumers.
- Drawn from the largest, globally geo-referenced POI dataset.
- The POIs 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) culdoscopies 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 ensures ease of use and global consistency.

The dataset, enables users to make informed decisions around access to services, retail or recreational facilities, ideal for location based marketing and “find my nearest” searches.

## POI Counts

Country	Countries Included	ISO3	POI Counts
Albania	Albania	ALB	1,577
Angola	Angola	AGO	603
Argentina	Argentina	ARG	2,487,500
Australia	Australia	AUS	559,072
Austria	Austria	AUT	416,389
Bahrain	Bahrain	BHR	10,042
Belgium & Luxembourg	Belgium	BEL	1,151,907
	Luxembourg	LUX	90,225
Benin	Benin	BEN	1,229
Botswana	Botswana	BWA	4,274
Brazil	Brazil	BRA	6,370,952
Burkina Faso	Burkina Faso	BFA	984
Burundi	Burundi	BDI	820
Cameroon	Cameroon	CMR	4,764
Canada	Canada	CAN	1,140,351
Chile	Chile	CHL	112,681
Congo	Congo	COG	1,817
Croatia	Croatia	HRV	69,633
Cyprus	Cyprus	CYP	164,650
Czech Republic	Czech Republic	CZE	611,773
Denmark	Denmark	DNK	439,065
Egypt	Egypt	EGY	41,562
Estonia	Estonia	EST	94,102

Country	Countries Included	ISO3	POI Counts
Finland	Finland	FIN	313,765
France	France	FRA	3,231,123
	French Guiana	GUF	7,655
	Guadeloupe	GLP	13,916
	Martinique	MTQ	14,321
	Mayotte	MYT	527
	Monaco	MCO	1,718
	Reunion	REU	31,927
Gabon	Gabon	GAB	1,033
Germany	Germany	DEU	2,860,690
Ghana	Ghana	GHA	6,668
Great Britain	Great Britain	GBR	2,857,581
Greece	Greece	GRC	423,037
Hong Kong	Hong Kong	HKG	175,470
Hungary	Hungary	HUN	250,593
Iceland	Iceland	ISL	69,252
India	India	IND	6,873,120
Indonesia	Indonesia	IDN	160,987
Iraq	Iraq	IRQ	1,276
Ireland	Ireland	IRL	178,986
Italy	Italy	ITA	3,620,298
	San Marino	SMR	1,487
	Vatican	VAT	2
Japan	Japan	JPN	2,390,131
Kenya	Kenya	KEN	13,476
Kuwait	Kuwait	KWT	4,704
Latvia	Latvia	LVA	153,239
Lebanon	Lebanon	LBN	11,669
Lesotho	Lesotho	LSO	367
Lithuania	Lithuania	LTU	60,471
Macau	Macau	MAC	5,652
Malawi	Malawi	MWI	2,797
Malaysia	Malaysia	MYS	54,251
Mali	Mali	MLI	1,118
Malta	Malta	MLT	38,391
Mauritania	Mauritania	MRT	709
Mauritius	Mauritius	MUS	4,643
Mexico	Mexico	MEX	610,423
Montenegro	Montenegro	MNE	19,789
Morocco	Morocco	MAR	204,919
Mozambique	Mozambique	MOZ	1,274
Namibia	Namibia	NAM	6,772
Netherlands	Netherlands	NLD	716,679
New Zealand	New Zealand	NZL	225,878

Country	Countries Included	ISO3	POI Counts
Niger	Niger	NER	558
Nigeria	Nigeria	NGA	17,833
Norway	Norway	NOR	466,206
Oman	Oman	OMN	3,879
Philippines	Philippines	PHL	229,682
Poland	Poland	POL	1,201,458
Portugal	Portugal	PRT	440,472
Qatar	Qatar	QAT	3,375
Russia	Russia	RUS	1,327,836
Rwanda	Rwanda	RWA	1,434
Saudi Arabia	Saudi Arabia	SAU	92,665
Senegal	Senegal	SEN	3,128
Singapore	Singapore	SGP	115,792
Slovakia	Slovakia	SVK	184,547
Slovenia	Slovenia	SVN	80,283
South Africa	South Africa	ZAF	466,116
Spain	Gibraltar	GIB	19
	Andorra	AND	1,241
	Spain	ESP	2,585,319
Swaziland	Swaziland	SWZ	901
Sweden	Sweden	SWE	890,352
Switzerland	Liechtenstein	LIE	1,829
	Switzerland	CHE	316,909
Taiwan	Taiwan	TWN	140,685
Tanzania	Tanzania	TZA	1,762
Thailand	Thailand	THA	413,316
Togo	Togo	TGO	1,146
Tunisia	Tunisia	TUN	119,497
Turkey	Turkey	TUR	693,768
Uganda	Uganda	UGA	2,435
Ukraine	Ukraine	UKR	511,616
United Arab Emirates	United Arab Emirates	ARE	21,979
Unites States Of America	Unites States Of America	USA	15,274,086
Uruguay	Uruguay	URY	3,112
Yemen	Yemen	YEM	408
Zambia	Zambia	ZMB	1,358
Zimbabwe	Zimbabwe	ZWE	818
<b>Cumulative</b>			<b>45,855,294</b>

**\*Notes for Australia:**

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 standarized. 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 hierarchal administrative region, whereas, Stabb field is the highest available administrative region.