

World Premium Points of Interest

Product Guide

Data Model Version 3.2

Source Data Version 2016.10



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Chapter 1: Coverage and Schema

Introduction

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

This Product Guide provides information on the WPPOI dataset including 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 WPPOI dataset. 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 WPPOI dataset provides a wide array of features designed to help users improve their business services. Features include:

- POI locations are geocoded using Pitney Bowes' comprehensive Global Geocoding services.
- 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.
- Synchronized with the World Premium POI Drivetime Zones dataset that is available separately as part of geo-enrichment of the World Premium POI product line. More details are available for the Drivetime in [Appendix B: World Premium Points of Interest Drivetime Zones](#).

The WPPOI dataset allows users to make informed decisions around risk analysis, to 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 POI (WPPOI) product has global coverage, with >100 Million business and non-business POIs covering more than 100 countries, and growing. The WPPOIs 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

Installation

For installation, the data is supplied as pipe delimited (|) text files (.TXT). To install the WPPOI 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 Professional or other applications.

Coverage

WPPOI v3.2 (2016.11) contains POIs for 106 countries. Some countries are released together in a group. 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
Albania	ALB	Albania
Angola	AGO	Angola
Argentina	ARG	Argentina
Australia†	AUS	Australia
Austria	AUT	Austria
Bahrain	BHR	Bahrain
Belgium & Luxembourg	BEL	Belgium
	LUX	Luxembourg
Benin	BEN	Benin
Botswana	BWA	Botswana
Brazil	BRA	Brazil
Burkina Faso	BFA	Burkina Faso
Burundi	BDI	Burundi
Cameroon	CMR	Cameroon
Canada	CAN	Canada
Chile	CHL	Chile
Congo	COG	Congo
Croatia	HRV	Croatia
Cyprus	CYP	Cyprus
Czech Republic	CZE	Czech Republic
Denmark	DNK	Denmark
Egypt	EGY	Egypt
Estonia	EST	Estonia
Finland	FIN	Finland

Country	ISO3 Code	Countries Included
France	FRA	France
	GUF	French Guiana
	GLP	Guadeloupe
	MTQ	Martinique
	MYT	Mayotte
	MCO	Monaco
	REU	Reunion
Gabon	GAB	Gabon
Germany	DEU	Germany
Ghana	GHA	Ghana
Greece	GRC	Greece
Great Britain	GBR	Great Britain
Hong Kong	HKG	Hong Kong
Hungary	HUN	Hungary
Iceland	ISL	Iceland
India	IND	India
Indonesia	IDN	Indonesia
Iraq	IRQ	Iraq
Ireland	IRL	Ireland
Italy	ITA	Italy
	SMR	San Marino
	VAT	Vatican City
Japan	JPN	Japan
Kenya	KEN	Kenya
Kuwait	KWT	Kuwait
Latvia	LVA	Latvia
Lebanon	LBN	Lebanon
Lesotho	LSO	Lesotho
Lithuania	LTU	Lithuania
Macau	MAC	Macau
Malawi	MWI	Malawi
Malaysia	MYS	Malaysia
Mali	MLI	Mali
Malta	MLT	Malta
Mauritania	MRT	Mauritania
Mauritius	MUS	Mauritius
Mexico	MEX	Mexico

Country	ISO3 Code	Countries Included
Morocco	MAR	Morocco
Montenegro	MNE	Montenegro
Mozambique	MOZ	Mozambique
Namibia	NAM	Namibia
Netherlands	NLD	Netherlands
New Zealand	NZL	New Zealand
Niger	NER	Niger
Nigeria	NGA	Nigeria
Norway	NOR	Norway
Oman	OMN	Oman
Philippines	PHL	Philippines
Poland	POL	Poland
Portugal	PRT	Portugal
Qatar	QAT	Qatar
Romania	ROU	Romania
Russia	RUS	Russia
Rwanda	RWA	Rwanda
Saudi Arabia	SAU	Saudi Arabia
Senegal	SEN	Senegal
Singapore	SGP	Singapore
Slovakia	SVK	Slovakia
Slovenia	SVN	Slovenia
South Africa	ZAF	South Africa
Spain	AND	Andorra
	GIB	Gibraltar
	ESP	Spain
Swaziland	SWZ	Swaziland
Sweden	SWE	Sweden
Switzerland	LIE	Liechtenstein
	CHE	Switzerland
Taiwan	TWN	Taiwan
Tanzania	TZA	Tanzania
Thailand	THA	Thailand
Togo	TGO	Togo
Tunisia	TUN	Tunisia
Turkey	TUR	Turkey
Uganda	UGA	Uganda

Country	ISO3 Code	Countries Included
Ukraine	UKR	Ukraine
United Arab Emirates	ARE	United Arab Emirates
Uruguay	URY	Uruguay
United States of America	USA	United States of America
Vietnam	VNM	Vietnam
Yemen	YEM	Yemen
Zambia	ZMB	Zambia
Zimbabwe	ZWE	Zimbabwe

Spatial Referencing System

The World Premium POI 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 World Premium POI 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
Trade_Name**	Trading style name / Brand name used by the business	Nvarchar(150)
PB_ID	Pitney Bowes Software (PBS) Unique numeric identifier	Big Integer
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(5)

Column Name	Description	Field Type & Length
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 Post code	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 Post code	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)
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)

Column Name	Description	Field Type & Length
Sub_Class	Level 4 POI category by business type	Nvarchar(150)
Georeult	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 Georeult code indicates the level of precision of the address component. To know more, click here .) (T-code georeults description are present in the Georeults Description)	Nvarchar(25)
Confidence_code	PBS geocoded confidence value (Estimate of the correctness of the latitude and longitude assigned to a place) Possible values: High: The address portions match 90-100% to the database. Medium: The address portions match 78-89% to the database. Low: The address portions match 0-77% to the database.	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)
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)

Column Name	Description	Field Type & Length
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)
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	State / 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)

Column Name	Description	Field Type & Length
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)
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.

†**Notes for Australia:**

- The PBS Points of Interest are classified using **High**, **Medium** and **Low** values:

High: The address portions are geocoded to a high precision using physical street addresses, or are placed manually from field capture or other current sources (such as a website or aerial imagery).

Medium: The address portions are geocoded to a medium precision, or the Point's source data is more than two years old.

Low: The address portions are geocoded to a low precision. Addresses have not been verified or a street address does not exist.

- Australia World Premium Points of interest is built to ensure we include businesses with one or more employees to ensure Pitney Bowes delivers the businesses that contribute 85% of Australia's economic output.

We understand 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. We are actively reviewing these businesses and will include those that we can positively identify as being "in business". However, we believe focusing on businesses with at least one employee will provide our clients the business points that most effectively meet their needs.

A

Appendix A: POI MiCode List

MiCode

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:

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

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

B

Appendix B: Best practice for querying the data

In order to extract the exact POIs of a particular brand, one should query the brandname column and use the following hierarchy of categories to focus down to the desired type of POI:-

- Trade_division
- Group
- Class
- Sub_class
- Micode

Due to the complexity of the dataset it is advisable to avoid using only one category to search on. For example, if users are looking for WALMART retail:

```
(select brandname, trade_division, "Group", class, sub_class, micode
from USA
where brandname = 'WALMART')
```

BrandName	trade_division	Group	class	sub_class	micode	Description
WALMART	DIVISION E. - TRANSPORTATION AND PUBLIC UTILITIES	MOTOR FREIGHT TRANSPORTATION	PUBLIC WAREHOUSING AND STORAGE	GENERAL WAREHOUSING AND STORAGE/PORT/ WAREHOUSE FACILITY	10241400	GENERAL WAREHOUSING AND STORAGE
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	GROCERY STORES	GROCERY STORES/GROCER S	10010201	SUPERMARKETS, GREATER THAN 100,000 SQUARE FEET (HYPERMARKET)
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	GROCERY STORES	GROCERY STORES/GROCER S	10010357	GROCERY STORES
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	RETAIL BAKERIES	RETAIL BAKERIES	10010352	RETAIL BAKERIES
WALMART	DIVISION G. - RETAIL TRADE	GENERAL MERCHANDISE STORES	DEPARTMENT STORES	DEPARTMENT STORES	10010101	DEPARTMENT STORES
WALMART	DIVISION G. - RETAIL TRADE	GENERAL MERCHANDISE STORES	DEPARTMENT STORES	DEPARTMENT STORES	10752901	DEPARTMENT STORES, DISCOUNT

BrandName	trade_division	Group	class	sub_class	micode	Description
WALMART	DIVISION G. - RETAIL TRADE	MISCELLAN EOUS RETAIL	DRUG STORES AND PROPRIETARY STORES	DRUG STORES AND PROPRIETARY STORES/PHARMA CY	10230030	DRUG STORES AND PROPRIETARY STORES
WALMART	DIVISION G. - RETAIL TRADE	MISCELLAN EOUS RETAIL	RETAIL STORES, NOT ELSEWHERE CLASSIFIED	MISCELLANEOUS RETAIL STORES, NEC	10808100	ALARM AND SAFETY EQUIPMENT STORES
WALMART	DIVISION G. - RETAIL TRADE	MISCELLAN EOUS RETAIL	RETAIL STORES, NOT ELSEWHERE CLASSIFIED	OPTICAL GOODS STORES/OPTICIA NS	10010372	OPTICAL GOODS STORES

The best practice for users looking for Walmart Retail Stores is to apply filters on brandname and category to restrict the search i.e. the following query:-

(Select brandname, trade_division, "Group", class, sub_class, micode from USA

where brandname = 'WALMART' and (trade_division like '%RETAIL TRADE%')

BrandName	trade_division	Group	class	sub_class	micode	Description
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	GROCERY STORES	GROCERY STORES/GROCERIES	10010201	SUPERMARKETS, GREATER THAN 100,000 SQUARE FEET (HYPERMARKET)
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	GROCERY STORES	GROCERY STORES/GROCERIES	10010357	GROCERY STORES
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	RETAIL BAKERIES	RETAIL BAKERIES	10010352	RETAIL BAKERIES
WALMART	DIVISION G. - RETAIL TRADE	GENERAL MERCHANDISE STORES	DEPARTMENT STORES	DEPARTMENT STORES	10010101	DEPARTMENT STORES
WALMART	DIVISION G. - RETAIL TRADE	GENERAL MERCHANDISE STORES	DEPARTMENT STORES	DEPARTMENT STORES	10752901	DEPARTMENT STORES, DISCOUNT
WALMART	DIVISION G. - RETAIL TRADE	MISCELLANEOUS RETAIL	DRUG STORES AND PROPRIETARY STORES	DRUG STORES AND PROPRIETARY STORES/PHARMACY	10230030	DRUG STORES AND PROPRIETARY STORES
WALMART	DIVISION G. - RETAIL TRADE	MISCELLANEOUS RETAIL	RETAIL STORES, NOT ELSEWHERE CLASSIFIED	MISCELLANEOUS RETAIL STORES, NEC	10808100	ALARM AND SAFETY EQUIPMENT STORES
WALMART	DIVISION G. - RETAIL TRADE	MISCELLANEOUS RETAIL	RETAIL STORES, NOT ELSEWHERE CLASSIFIED	OPTICAL GOODS STORES/OPTICIANS	10010372	OPTICAL GOODS STORES

C

Appendix C:T- Code Georeults Description

Georeults Description

Geocode Type	Georeult	Description
Centroid	T0	Polygon centroid i.e. a Park
Manually Located	T1	Manually located, connected to the street network, one or more street network entrance points
	T2	Manually located, no associated street network entrance points, i.e. Mountain Peak or Beach
	T3	-
Forward Geocoded	T11	Address point location Exact House number and street name match
	T12	Address point location Numeric portion of house number match and street name match. The correct side of the street is not guaranteed
	T13	Interpolated location, house number range match and street name match
	T14	Interpolated location, street name match and nearby house number
	T15	Street Intersection
Reverse Geocoded	T16	Original Location, address matched to the closest street with matching street name and house number range
	T17	Original Location, address matched to the closest street end point with matching street name and house number range
	T18	Original Location, address matched to the closest street with matching street name
Forward Geocoded	T19	Grouped Street Centroid Location, Street Name match
Reverse Geocoded	T20	Original location, Address taken from nearest street segment
Forward Geocoded	T22	City Centroid
	T99	No Level Available

Appendix D:World Premium Points of Interest Drivetime Zones

Overview

World Premium Points of Interest Drivetime Zones 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 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
- Uses different types of transportation networks to build boundaries

Format Description

To create an easy linkage, the data is delivered to customers in the form of 6 pipe '|' delimited text files, one for each time division. Each file will contain an ID link to the POI table and the Isochrone polygon geometry in 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.