

World Premium Points of Interest - Consumer Edition

Version 4.14

UNITED STATES
www.pitneybowes.com/us
Technical Support:
<http://www.pitneybowes.com/us/support.html>

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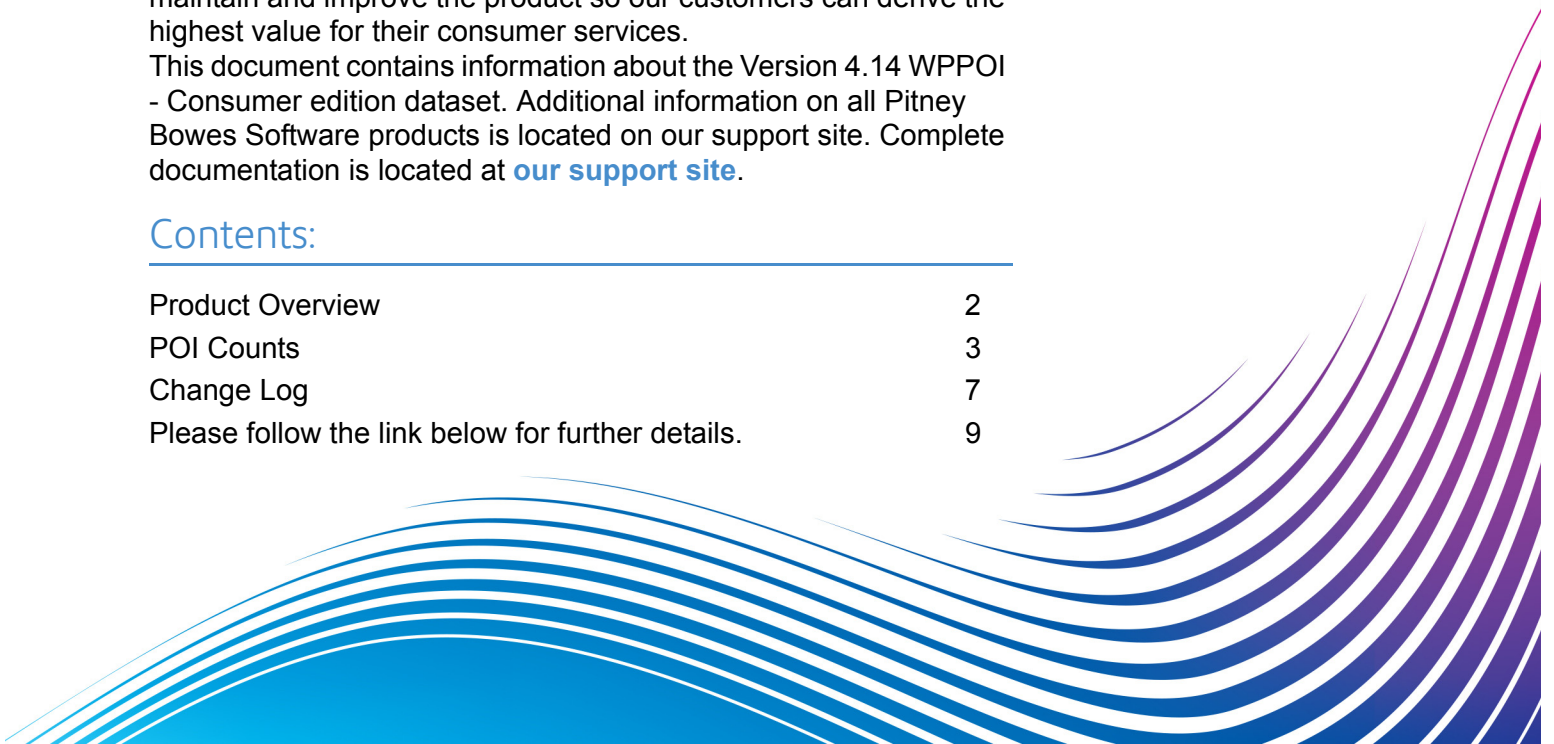
Release Notes

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 4.14 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](#).

Contents:

Product Overview	2
POI Counts	3
Change Log	7
Please follow the link below for further details.	9



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 feature 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 BUNDLES	COUNTRIES	ISO3	POI COUNTS
ALBANIA	ALBANIA	ALB	4,615
ALGERIA	ALGERIA	DZA	33,733
ANGOLA	ANGOLA	AGO	39,948
ARGENTINA	ARGENTINA	ARG	2,848,746
AUSTRALIA	AUSTRALIA	AUS	1,976,538
AUSTRIA	AUSTRIA	AUT	422,707
BAHRAIN	BAHRAIN	BHR	14,311
BELARUS	BELARUS	BLR	299
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,201,417
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	85,515
BENIN	BENIN	BEN	6,205
BOL	BOL	BOL	36
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	7,304
BOTSWANA	BOTSWANA	BWA	12,032
BRAZIL	BRAZIL	BRA	9,173,213
BRUNEI	BRUNEI	BRN	6,698
BULGARIA	BULGARIA	BGR	9,397
BURKINA FASO	BURKINA FASO	BFA	12,217
BURUNDI	BURUNDI	BDI	2,048
CAMEROON	CAMEROON	CMR	19,848
CANADA	CANADA	CAN	1,610,861
CHILE	CHILE	CHL	204,672
CHINA	CHINA	CHN	3,437,234
COLOMBIA	COLOMBIA	COL	401,649
CONGO	CONGO	COG	6,109
COSTA RICA	COSTA RICA	CRI	38,583
CPV	CPV	CPV	368
CROATIA	CROATIA	HRV	69,402
CYPRUS	CYPRUS	CYP	45,387
CZECH REPUBLIC	CZECH REPUBLIC	CZE	752,500
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO	COD	15,701
DENMARK	DENMARK	DNK	404,478
ECU	ECU	ECU	113
EGYPT	EGYPT	EGY	46,588

WPPOI - CSMR 4.14 Release Notes

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
EL SALVADOR	EL SALVADOR	SLV	17,116
ESTONIA	ESTONIA	EST	99,616
FINLAND	FINLAND	FIN	324663
FRANCE	GUADELOUPE	GLP	21958
FRANCE	FRENCH GUIANA	GUF	5641
FRANCE	MONACO	MCO	145
FRANCE	REUNION	REU	28628
FRANCE	MARTINIQUE	MTQ	19156
FRANCE	FRANCE	FRA	4051604
GABON	GABON	GAB	5175
GERMANY	GERMANY	DEU	3576197
GHANA	GHANA	GHA	23629
GREAT BRITAIN	GREAT BRITAIN	GBR	2531094
GREECE	GREECE	GRC	438043
GUATEMALA	GUATEMALA	GTM	28708
HONDURAS	HONDURAS	HND	8280
HONG KONG	HONG KONG	HKG	183592
HUNGARY	HUNGARY	HUN	378857
ICELAND	ICELAND	ISL	70342
INDIA	INDIA	IND	6226341
INDONESIA	INDONESIA	IDN	164659
IRAQ	IRAQ	IRQ	2888
IRELAND	IRELAND	IRL	197582
ITALY	VATICAN CITY	VAT	23
ITALY	SAN MARINO	SMR	2099
ITALY	ITALY	ITA	4290620
JAPAN	JAPAN	JPN	2550300
JORDAN	JORDAN	JOR	34279
KAZ	KAZ	KAZ	77217
KENYA	KENYA	KEN	14300
KOSOVO	KOSOVO	XKS	297
KUWAIT	KUWAIT	KWT	4906
LATVIA	LATVIA	LVA	124417
LEBANON	LEBANON	LBN	13437
LESOTHO	LESOTHO	LSO	5743
LITHUANIA	LITHUANIA	LTU	52956
MACAU	MACAU	MAC	5727

WPPOI - CSMR 4.14 Release Notes

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
MACEDONIA	MACEDONIA	MKD	26865
MALAWI	MALAWI	MWI	18411
MALAYSIA	MALAYSIA	MYS	61788
MALI	MALI	MLI	15463
MALTA	MALTA	MLT	53316
MAURITANIA	MAURITANIA	MRT	2838
MAURITIUS	MAURITIUS	MUS	4863
MEXICO	MEXICO	MEX	3820440
MINOR AMERICAS	CUBA	CUB	351
MINOR AMERICAS	ANGUILLA	AIA	3
MINOR AMERICAS	DOMINICAN REPUBLIC	DOM	3450
MINOR AMERICAS	SAINT-MARTIN	MAF	4
FRANCE	SAINT-MARTIN	MAF	4
MINOR AMERICAS	SAINT KITTS AND NEVIS	KNA	59
MINOR AMERICAS	SAINT-BARTHÉLEMY	BLM	2
FRANCE	SAINT-BARTHÉLEMY	BLM	2
MINOR AMERICAS	SAINT VINCENT AND THE GRENADINES	VCT	6
MINOR AMERICAS	ARUBA	ABW	2
MINOR AMERICAS	BERMUDA	BMU	238
MINOR AMERICAS	MONTserrat	MSR	3
MINOR AMERICAS	ANTIGUA AND BARBUDA	ATG	4
MINOR AMERICAS	CAYMAN ISLANDS	CYM	40
MINOR AMERICAS	SAINT LUCIA	LCA	12
MINOR AMERICAS	BRITISH VIRGIN ISLANDS	VGB	11
MINOR AMERICAS	TURKS AND CAICOS ISLANDS	TCA	12
MINOR AMERICAS	GRENADA	GRD	129
MINOR AMERICAS	HAITI	HTI	7
MINOR AMERICAS	BAHAMAS	BHS	913
MINOR AMERICAS	TRINIDAD AND TOBAGO	TTO	33
MINOR AMERICAS	DOMINICA	DMA	107
MINOR AMERICAS	BARBADOS	BRB	100
MINOR AMERICAS	JAMAICA	JAM	74
MOLDOVA	MOLDOVA	MDA	779
MONTENEGRO	MONTENEGRO	MNE	18323
MOROCCO	MOROCCO	MAR	147605
MOZAMBIQUE	MOZAMBIQUE	MOZ	18084

WPPOI - CSMR 4.14 Release Notes

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
NAMIBIA	NAMIBIA	NAM	38292
NETHERLANDS	CURAÇAO	CUW	1
NETHERLANDS	NETHERLANDS	NLD	836449
NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	SINT MARTEN	SXM	2
NEW ZEALAND	NEW ZEALAND	NZL	391053
NICARAGUA	NICARAGUA	NIC	10407
NIGER	NIGER	NER	19737
NIGERIA	NIGERIA	NGA	21224
NORWAY	NORWAY	NOR	552046
OMAN	OMAN	OMN	4616
PANAMA	PANAMA	PAN	8918
PERU	PERU	PER	137894
PHILIPPINES	PHILIPPINES	PHL	360194
POLAND	POLAND	POL	3148554
PORTUGAL	PORTUGAL	PRT	423392
PRY	PRY	PRY	902
QATAR	QATAR	QAT	3694
ROMANIA	ROMANIA	ROU	741286
RUSSIA	RUSSIA	RUS	1350301
RWANDA	RWANDA	RWA	11473
SAUDI ARABIA	SAUDI ARABIA	SAU	94513
SENEGAL	SENEGAL	SEN	11479
SERBIA	SERBIA	SRB	48579
SINGAPORE	SINGAPORE	SGP	115133
SLOVAKIA	SLOVAKIA	SVK	205863
SLOVENIA	SLOVENIA	SVN	82000
SOUTH AFRICA	SOUTH AFRICA	ZAF	676285
SPAIN	SPAIN	ESP	3416842
SPAIN	GIBRALTAR	GIB	276
SPAIN	ANDORRA	AND	4086
SPM	SPM	SPM	7
SWAZILAND	SWAZILAND	SWZ	3116
SWEDEN	SWEDEN	SWE	907875
SWITZERLAND	LIECHTENSTEIN	LIE	2142
SWITZERLAND	SWITZERLAND	CHE	327169

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
SYC	SYC	SYC	246
TAIWAN	TAIWAN	TWN	138,294
TANZANIA	TANZANIA	TZA	21,355
THAILAND	THAILAND	THA	451,843
TOGO	TOGO	TGO	5,000
TUNISIA	TUNISIA	TUN	68,579
TURKEY	TURKEY	TUR	1,324,653
UGANDA	UGANDA	UGA	7,227
UKRAINE	UKRAINE	UKR	393,334
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	209,150
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	16,877,186
URUGUAY	URUGUAY	URY	3,462
VENEZUELA	VENEZUELA	VEN	84,898
VIETNAM	VIETNAM	VNM	624,464
YEMEN	YEMEN	YEM	2,592
ZAMBIA	ZAMBIA	ZMB	10,233
ZIMBABWE	ZIMBABWE	ZWE	12,207
Cumulative			86,875,576

**New countries added in this release.*

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

- Quality enhancements for multiple brands and new brandnames have also been added in USA. Click [here](#) for more details.
- Few brands have been updated with the new names. Click [here](#) for more details.
- False positives brandnames have been untagged.

WPPOI - CSMR 4.14 Release Notes

- Latitude and Longitude values may occasionally change slightly due to geocoding enhancements.
- POI counts have been increased for Australia (AUS), France (FRA), Norway (NOR), and Spain (ESP)
- Applied few changes in the address components for few records
- Removed few junk characters from the data like, (\, <, >, %, ^, ||).
- Improved the Brand Name standardization in the data and it has been standardized for respective countries:

Country	Brandname Counts
Argentina	8
Australia	209
Bahrain	11
Canada	224
Czech Republic	14
Germany	19
Great Britain	501
Greece	13
Kuwait	16
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	22
Switzerland	21
United Arab Emirates	26
United States Of America	2120

For detail view click [here](#).

Note: We would like to inform you about upcoming changes that will be implemented with *Version 5.0* of the *World Premium Points of Interest* and *World Premium Plus Points of Interest* products. These are scheduled for release in April 2018.

Please follow the link below for further details.

<http://www.pbinsight.com/support/product-documentation/details/world-premium-points-of-interest-data>

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:

- Non-Standardized attributes for few records in the countries such as, United Arab Emirates (ARE), Argentina (ARG), Bahrain (BHR), Canada (CAN), Switzerland (CHE), Czech Republic (CZE), Germany (DEU), Spain (ESP), Greece (GRC), Kuwait (KWT), Netherland (NLD), Oman (OMN), Poland (POL), Qatar (QAT), Romania (ROU), Russia (RUS), Saudi Arab (SAU) and Slovakia (SVK).
- Non Standardized formattedAddress, mainAddressLine and addressLastLine for few records in Australia.
- Some invalid values exist in the Name, areaName1, areaName2 and areaName, TradeName and Postcode column including instances where the Postcode column has values as 'zeroes'.
- Some diacritics are missing from the Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3 columns.
- Some duplicates may be encountered in the dataset.
- There are a few instances of text truncation exist for the Name, TradeName, Business_Line, areaName3, formattedAddress, mainAddressLine, Http, Email and areaName2 columns.
- There are a few instances where the Employee_Here (number of employees at the current location) count mismatches the Employee_count (total number of employees).
- There are a few instances that have inconsistent Status_Code and Subsidiary_Indicator mapping.
- The Email, Http, Ticker_symbol, and Exchange_Name columns are not populated for many 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 layer names of countries are not standardized. As a result, some areaname4 values may be blank. There are a few instances where different variations of the same name are encountered in the areaName1 column.

WPPOI - CSMR 4.14 Release Notes

- 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.
- Mainaddressline and formattedaddress are not standardized in few records.
- There are a few instances where House number / Street Name is appearing twice in mainaddressline.
- There are a few instances where the areaname3 is populated with the name of a different admin level.
- Two ISO3 (BLM, MAF) are included in both country bundles, France(FRA) and Minor Americas(MAM).
- Encounter some corrupted characters in following 15 countries; Argentina, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Netherlands, Norway, Poland, Portugal, Spain, Sweden, and Switzerland. This issue would be fixed by next release.
- Brandname standardisation is work in progress, so this may encounter some minor discrepancies.