

World Premium Plus Points of Interest - USA

Data Model Version 4.15
Source Data Version 2018.01

Product Guide



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1 – Coverage and Schema

Introduction

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

This product guide introduces users to the WPPPOI USA product, and provides information on WPPPOI 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 WPPPOI dataset. A Release Notes document is also provided with every release, listing POI counts and any known data issues.

Features

The WPPPOI 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.

- POI locations are geocoded using Pitney Bowes' comprehensive Global Geocoding services with Master Location Data (MLD).

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- POIs are classified using both Pitney Bowes' MiCode and the Standard Industrial Classification (SIC) codes. These classifications are cross-referenced to provide 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 Plus POI Drivetime Zones dataset that is available separately as part of geo-enrichment of the World Premium Plus POI product line. More details are available for the Drivetime Zones dataset in [World Premium Plus Points of Interest Drivetime Zones](#).

Premium POI Facts

United States business 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 WPPPOI United States product covers the USA with >27 million business and non-business POIs. The WPPPOIs 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

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 for the USA.

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.

Installation

For installation, the data is supplied as pipe delimited (|) text files (.TXT). To install the WPPPOI USA data product:

1. Download the WPPPOI USA 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

WPPPOI USA v4.15 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 |

*US un-incorporated territories like Guam, Puerto Rico, and Virgin Islands are included in the USA dataset. The following table provides details of the territories added to USA country bundle.

| Country Bundle | Country | ISO3 |
|--------------------------|----------------|------|
| United States of America | Guam | USA |
| United States of America | Puerto Rico | USA |
| United States of America | Virgin Islands | USA |

Spatial Referencing System

The WPPPOI 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 |

Dataset information and Use in MapInfo Professional

- The WPPPOI USA dataset is delivered in a PIPE delimited text file format
- The WPPPOI USA Character Set is UTF-8
- The WPPPOI USA dataset contains field names in the first row of the data file
- Some country datasets are very large, such as the USA, and will require a significant amount of memory to utilize them within [MapInfo](#). To better utilize this data in a MapInfo environment you should extract the state/province or category of information you want and use the extracted file within MapInfo.
- To use WPPPOI USA datasets in MapInfo

- Select 'Open' > 'Table'
- Select "Delimited ASCII (*.txt)" file type in the open dialog
- Select the POI text file you want to open
- In the "Delimited ASCII Information" dialog, select "Other" delimiter type and enter the Pipe character (|) as the delimiter
- Change the File Character Set to "Unicode UTF-8"
- Select the "Use first line for column titles" check box
- When the file is opened it will display in the MapInfo browser window. To display them on the map the TAB file set needs to be created.
- Select the 'Spatial' menu item
- Select the 'Create Points' item in the 'Create' section
- The pre-set configuration of the 'Create Points' dialog allows creation of points for each POI for display on the map. Longitude and Latitude fields are specifically important to the create points process and should be changed, so ensure the X Coordinates drop-down is set to 'longitude' and the Y Coordinates drop-down is set to 'latitude'. You can change configuration settings to meet your needs.

When the POI Points are created, the TAB file set is available and the POIs are ready for display on the map. Open a base map and add the POI TAB file as a layer on the map to display the POIs.

Table Structure

| 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(5) |
| 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) |
| Http | Uniform Resource Locator (URL) address of the business | Nvarchar(250) |

| Column Name | Description | Field Type & Length |
|------------------|---|---------------------|
| 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 information about the quality of the match (Each character of the Georesult code indicates the level of precision of the address component. for more detail click here). (T- code georesult descriptions are present in the Georesults 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) |

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

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

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



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 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

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 a user searches for WALMART retail then the following SQL query needs to be executed:

```
(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 | SUPERMARKET S, 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 |

| BrandName | trade_division | Group | class | sub_class | micode | Description |
|-----------|-------------------------------|-----------------------------------|--|--|----------|---|
| WALMART | DIVISION G. - RETAIL TRADE | GENERAL MERCHAND ISE STORES | DEPARTMENT STORES | DEPARTMENT STORES | 10752901 | DEPARTMENT STORES, DISCOUNT |
| 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/GROCE RS | 10010201 | SUPERMARKETS, GREATER THAN 100,000 SQUARE FEET (HYPERMARKET) |
| WALMART | DIVISION G. - RETAIL TRADE | FOOD STORES | GROCERY STORES | GROCERY STORES/GROCE RS | 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 | DEPARTMEN T STORES | DEPARTMENT STORES | 10010101 | DEPARTMENT STORES |
| WALMART | DIVISION G. - RETAIL TRADE | GENERAL MERCHANDISE STORES | DEPARTMEN T STORES | DEPARTMENT STORES | 10752901 | DEPARTMENT STORES, DISCOUNT |
| WALMART | DIVISION G. - RETAIL TRADE | MISCELLANEO US RETAIL | DRUG STORES AND PROPRIETAR Y STORES | DRUG STORES AND PROPRIETARY STORES/PHARMA CY | 10230030 | DRUG STORES AND PROPRIETARY STORES |
| WALMART | DIVISION G. - RETAIL TRADE | MISCELLANEO US RETAIL | RETAIL STORES, NOT ELSEWHERE CLASSIFIED | MISCELLANEOUS RETAIL STORES, NEC | 10808100 | ALARM AND SAFETY EQUIPMENT STORES |
| WALMART | DIVISION G. - RETAIL TRADE | MISCELLANEO US RETAIL | RETAIL STORES, NOT ELSEWHERE CLASSIFIED | OPTICAL GOODS STORES/OPTICIA NS | 10010372 | OPTICAL GOODS STORES |

C – T - Code Georeports 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 | Manually located, at a pre-determined point connected to a street network, i.e. a Mountain Pass or Ferry Terminal |
| 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 |

D – World Premium Plus Points of Interest Drivetime Zones

Overview

Drive Time Zones for World Premium Plus Points of Interest provide information about travel, time and 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 are Isochrones of varying minute value 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 is 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.
- Use different types of transportation networks to build boundaries.

Format Description

To create an easy linkage, the data is delivered in 6 pipe ‘|’ delimited text files, one for each time division. Each file contains an ID link to the WPPPOI records and the Isochrone polygon geometry in Well Known Text (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.