

World Premium Points of Interest - Consumer Edition

Version 5.0

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

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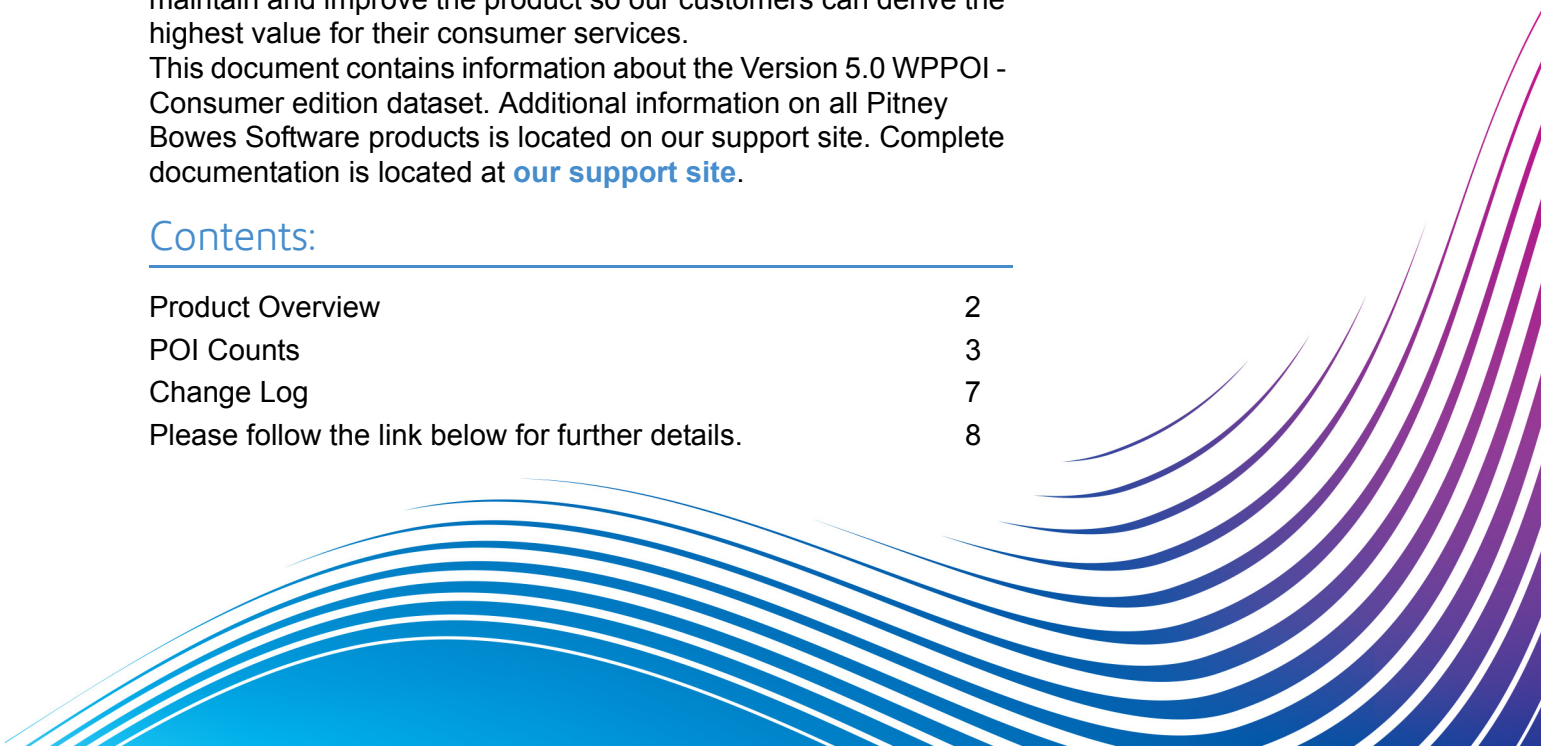
Release Notes

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 5.0 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.	8



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	5,226
ALGERIA	ALGERIA	DZA	30,519
ANGOLA	ANGOLA	AGO	40,349
ARGENTINA	ARGENTINA	ARG	2,425,273
AUSTRALIA	AUSTRALIA	AUS	2,091,596
AUSTRIA	AUSTRIA	AUT	424,494
BAHRAIN	BAHRAIN	BHR	17,227
BELARUS	BELARUS	BLR	363
BELGIUM_ &_ LUXEMBOURG	BELGIUM	BEL	1,199,893
BELGIUM_ &_ LUXEMBOURG	LUXEMBOURG	LUX	78,568
BENIN	BENIN	BEN	6,213
BOL	BOL	BOL	20,516
BOSNIA_ &_ HERZEGOVINA	BOSNIA_ &_ HERZEGOVINA	BIH	19,553
BOTSWANA	BOTSWANA	BWA	11,821
BRAZIL	BRAZIL	BRA	13,040,963
BRUNEI	BRUNEI	BRN	7,413
BULGARIA	BULGARIA	BGR	60,189
BURKINA_ FASO	BURKINA_ FASO	BFA	12,203
BURUNDI	BURUNDI	BDI	2,047
CAMEROON	CAMEROON	CMR	19,844
CANADA	CANADA	CAN	1,597,799
CHILE	CHILE	CHL	204,883
CHINA	CHINA	CHN	3,267,702
COLOMBIA	COLOMBIA	COL	476,802
CONGO	CONGO	COG	6,121
COSTA_ RICA	COSTA_ RICA	CRI	38,562
CPV	CPV	CPV	368
CROATIA	CROATIA	HRV	63,357
CYPRUS	CYPRUS	CYP	69,556
CZECH_ REPUBLIC	CZECH_ REPUBLIC	CZE	760,017
DEMOCRATIC_ REPUBLIC_ OF_ CONGO	DEMOCRATIC_ REPUBLIC_ OF_ CONGO	COD	15,701
DENMARK	DENMARK	DNK	399,622
ECU	ECU	ECU	13,543
EGYPT	EGYPT	EGY	48,914
EL_ SALVADOR	EL_ SALVADOR	SLV	17,116

WPPOI - CSMR 5.0 Release Notes

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
ESTONIA	ESTONIA	EST	100,348
FINLAND	FINLAND	FIN	345,977
FRANCE	GUADELOUPE	GLP	21,624
FRANCE	FRENCH_GUIANA	GUF	5,635
FRANCE	SAINT-MARTIN	MAF	5
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	MONACO	MCO	1,925
FRANCE	REUNION	REU	33,254
FRANCE	MARTINIQUE	MTQ	19,139
FRANCE	FRANCE	FRA	4,021,531
GABON	GABON	GAB	5,166
GERMANY	GERMANY	DEU	4,104,952
GHANA	GHANA	GHA	23,648
GREAT_BRITAIN	GREAT_BRITAIN	GBR	2,648,148
GREECE	GREECE	GRC	471,741
GUATEMALA	GUATEMALA	GTM	28,709
HONDURAS	HONDURAS	HND	8,266
HONG_KONG	HONG_KONG	HKG	204,200
HUNGARY	HUNGARY	HUN	405,099
ICELAND	ICELAND	ISL	73,931
INDIA	INDIA	IND	6,226,341
INDONESIA	INDONESIA	IDN	166,363
IRAQ	IRAQ	IRQ	2,913
IRELAND	IRELAND	IRL	192,010
ITALY	VATICAN_CITY	VAT	23
ITALY	SAN_MARINO	SMR	2,265
ITALY	ITALY	ITA	4,150,704
JAPAN	JAPAN	JPN	2,577,337
JORDAN	JORDAN	JOR	49,410
KAZ	KAZ	KAZ	77,280
KENYA	KENYA	KEN	14,277
KOSOVO	KOSOVO	XKS	303
KUWAIT	KUWAIT	KWT	4,916
LATVIA	LATVIA	LVA	124,374
LEBANON	LEBANON	LBN	18,995
LESOTHO	LESOTHO	LSO	5,742
LITHUANIA	LITHUANIA	LTU	53,069

WPPOI - CSMR 5.0 Release Notes

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
MACAU	MACAU	MAC	5,735
MACEDONIA	MACEDONIA	MKD	34,403
MALAWI	MALAWI	MWI	18,447
MALAYSIA	MALAYSIA	MYS	303,531
MALI	MALI	MLI	15,465
MALTA	MALTA	MLT	53,704
MAURITANIA	MAURITANIA	MRT	2,840
MAURITIUS	MAURITIUS	MUS	5,180
MEXICO	MEXICO	MEX	3,869,654
MINOR_AMERICAS	CUBA	CUB	351
MINOR_AMERICAS	ANGUILLA	AIA	3
MINOR_AMERICAS	DOMINICAN_REPUBLIC	DOM	3,554
MINOR_AMERICAS	SAINT-MARTIN	MAF	5
MINOR_AMERICAS	SAINT_KITTS_AND_NEVIS	KNA	59
MINOR_AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR_AMERICAS	SAINT_VINCENT_AND_THE_GRENADINE S	VCT	6
MINOR_AMERICAS	ARUBA	ABW	3
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	8
MINOR_AMERICAS	BAHAMAS	BHS	950
MINOR_AMERICAS	TRINIDAD_AND_TOBAGO	TTO	34
MINOR_AMERICAS	DOMINICA	DMA	107
MINOR_AMERICAS	BARBADOS	BRB	100
MINOR_AMERICAS	JAMAICA	JAM	74
MOLDOVA	MOLDOVA	MDA	781
MONTENEGRO	MONTENEGRO	MNE	18,366
MOROCCO	MOROCCO	MAR	148,189
MOZAMBIQUE	MOZAMBIQUE	MOZ	18,003
NAMIBIA	NAMIBIA	NAM	38,172

WPPOI - CSMR 5.0 Release Notes

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
NETHERLANDS	CURAÇAO	CUW	2
NETHERLANDS	NETHERLANDS	NLD	815,932
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	BES	5
NETHERLANDS	SINT_MARTEN	SXM	2
NEW_ZEALAND	NEW_ZEALAND	NZL	336,735
NICARAGUA	NICARAGUA	NIC	10,407
NIGER	NIGER	NER	19,745
NIGERIA	NIGERIA	NGA	31,268
NORWAY	NORWAY	NOR	545,114
OMAN	OMAN	OMN	4,629
PANAMA	PANAMA	PAN	8,917
PERU	PERU	PER	166,808
PHILIPPINES	PHILIPPINES	PHL	568,776
POLAND	POLAND	POL	3,270,767
PORTUGAL	PORTUGAL	PRT	490,811
PRY	PRY	PRY	5,231
QATAR	QATAR	QAT	32,925
ROMANIA	ROMANIA	ROU	673,565
RUSSIA	RUSSIA	RUS	1,544,179
RWANDA	RWANDA	RWA	11,483
SAUDI_ARABIA	SAUDI_ARABIA	SAU	99,835
SENEGAL	SENEGAL	SEN	11,484
SERBIA	SERBIA	SRB	48,594
SINGAPORE	SINGAPORE	SGP	201,280
SLOVAKIA	SLOVAKIA	SVK	216,234
SLOVENIA	SLOVENIA	SVN	82,596
SOUTH_AFRICA	SOUTH_AFRICA	ZAF	689,139
SPAIN	SPAIN	ESP	3,452,332
SPAIN	GIBRALTAR	GIB	287
SPAIN	ANDORRA	AND	4,222
SPM	SPM	SPM	7
SWAZILAND	SWAZILAND	SWZ	3,115
SWEDEN	SWEDEN	SWE	891,351
SWITZERLAND	LIECHTENSTEIN	LIE	2,526
SWITZERLAND	SWITZERLAND	CHE	335,431
SYC	SYC	SYC	246
TAIWAN	TAIWAN	TWN	413,698

WPPOI - CSMR 5.0 Release Notes

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
TANZANIA	TANZANIA	TZA	21,252
THAILAND	THAILAND	THA	1,068,026
TOGO	TOGO	TGO	5,007
TUNISIA	TUNISIA	TUN	68,585
TURKEY	TURKEY	TUR	1,392,266
UGANDA	UGANDA	UGA	7,238
UKRAINE	UKRAINE	UKR	407,871
UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	ARE	211,435
UNITED_STATES_OF_AMERICA	UNITED_STATES_OF_AMERICA	USA	16,742,947
URUGUAY	URUGUAY	URY	3,560
VENEZUELA	VENEZUELA	VEN	86,928
VIETNAM	VIETNAM	VNM	631,471
YEMEN	YEMEN	YEM	3,218
ZAMBIA	ZAMBIA	ZMB	10,238
ZIMBABWE	ZIMBABWE	ZWE	12,898
Cumulative			92,884,748

**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

- Updated the Headers in schema to upper case
- A new column ALT_INDUSTRY_CODE has been added, after the SIC8_DESCRIPTION column in the schema
- Removed few columns such as, CEO_NAME and CEO_TITLE from the schema
- Position for GEORESULT and CONFIDENCE_CODE columns has been changed. Both these columns are moved after LATITUDE column in the schema.

WPPOI - CSMR 5.0 Release Notes

- Changed the datatype for EMPLOYEE_HERE, EMPLOYEE_COUNT, YEAR_START and CURRENCY_CODE to Integer.
- Changed the datatype for SALES_VOLUME_LOCAL and SALES_VOLUME_US_DOLLARS to BigInteger
- 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.
- Latitude and Longitude values may occasionally change slightly due to geocoding enhancements.
- POI counts have been increased for Finland (FIN), Malaysia (MYS), Philippines (PHL), Qatar (QAT) and Thailand (THA).
- 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	208
Bahrain	11
Canada	280
Czech Republic	14
Germany	19
Great Britain	544
Greece	13
Kuwait	16
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	20
Switzerland	21
United Arab Emirates	26
United States Of America	2094

For detail view click [here](#).

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.
- 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.