

# World Premium Points of Interest

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Product Guide



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# 1 – Introduction

## World Premium Points of Interest (WPPOI)

World Premium Points of Interest (WPPOI) is an innovative addition to our data portfolio. The WPPOI data product contains the location and details related 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'.

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- 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 **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.

## 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  |

## Dataset information and Use in MapInfo Professional

- The WPPOI dataset is delivered in a PIPE delimited text file format
- The WPPOI Character Set is UTF-8
- The WPPOI 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 WPPOI 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

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- 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

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      | PB standardized Brand Name used by the business                        | Text                |
| PB_ID          | Unique numeric identifier  | BigInt              |
| TRADE_NAME     | Trading style name / Brand Name used by a business                     | Nvarchar(150)       |
| FRANCHISE_NAME | Franchise Name   | Nvarchar(75)        |
| ISO3           | Three-character ISO code of the country                                | Nvarchar(3)         |
| AREANAME4      | Locality via Spectrum output   | Nvarchar(100)       |
| AREANAME3      | Name of the city where the business is physically located              | Nvarchar(100)       |
| AREANAME2      | District Name or Equivalent  | Nvarchar(100)       |
| AREANAME1      | State or Equivalent  | Nvarchar(100)       |
| STABB          | Abbreviation for the State or Equivalent where the business is located | Nvarchar(5)         |

|                  |  |               |
|------------------|--|---------------|
| POSTCODE         | Postal code where the business is physically located   | Nvarchar(25)  |
| FORMATTEDADDRESS | A formatted address is an input address in a uniformly standard format as described by a set of attributes including Housenumber, Streetname, Streetname2, Areaname3 and Postcode  | Nvarchar(200) |
| MAINADDRESSLINE  | Address in a uniformly standard format including Housenumber, Streetname, Streetname2,   | Nvarchar(150) |
| ADDRESSLASTLINE  | Address in a uniformly standard format including Areaname3 and Postcode  | Nvarchar(150) |
| LONGITUDE        | X value for Point  | Float         |
| LATITUDE         | Y value for Point  | Float         |
| GEORESULT        | Results from geocoding (if applicable) indicates the success or failure of the geocoding operation as well as conveys information about the quality of the match (Each character of the Georesult code indicates the level of precision of each address component matched)<br>To know more, click <a href="#">here</a> . | Nvarchar(25)  |



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|                     |  |               |
|---------------------|--|---------------|
| CONFIDENCE_CODE     | <p>PB geocoded confidence value (Estimate of the correctness of the latitude and longitude assigned to a place)</p> <p>Possible values are:</p> <p><b>High:</b> 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).</p> <p><b>Medium:</b> The address portions are geocoded to a medium precision, or the Point's source data is more than two years old.</p> <p><b>Low:</b> The address portions are geocoded to a low precision. Addresses have not been verified or a street address does not exist.</p> | Nvarchar(25)  |
| COUNTRY_ACCESS_CODE | International dialing code required to connect to the telephone or facsimile number, when dialing internationally  | Nvarchar(8)   |
| TEL_NUM             | Primary voice telephone number for the business with no formatting or punctuation<br>(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<br>(This string contains all telecommunication number components [area code, exchange, number].)   | Nvarchar(35)  |
| EMAIL               | Email address of the business  | Nvarchar(75)  |
| HTTP                | URL (Uniform Resource Locator) address of the business   | Nvarchar(250) |
| OPEN_24H            | Indicator of Twenty Four Hour Opening  | Nvarchar(1)   |
| BUSINESS_LINE       | Description of the operations or activities of the business, which relates to the primary four-digit 1987 US SIC   | Nvarchar(100) |
| SIC1                | US 1987 Standard Industrial Classification (SIC)code which represents the primary operations of the business   | Nvarchar(4)   |

|                         |  |               |
|-------------------------|--|---------------|
| SIC2                    | US 1987 Standard Industrial Classification code for the second line of business operations as ranked by percent of sales / revenue   | Nvarchar(4)   |
| SIC8                    | A 8-digit Standard Industrial Classification code identifying a line of operations for a business at the most specific level.  | Nvarchar(8)   |
| SIC8_DESCRIPTION        | 8 Digit SIC description identifying a line of operations for a business at the most specific level.  | Nvarchar(100) |
| ALT_INDUSTRY_CODE       | The Alternative Industry code will contain an alternative classification system to SIC where available. In the USA this will represent a 6 digit NAICS code. Refer to <a href="#">Local Activity Code Description Table in Appendix G on page 34</a> for detailed information. | Nvarchar(10)  |
| MICODE                  | The Points Of Interest (POI) classification reserved set of MiCodes which was agreed to be the 1099**** Code space as the “Reserved Space”   | Nvarchar(8)   |
| TRADE_DIVISION          | Level1 POI category  | Nvarchar(150) |
| GROUP                   | Level2 POI category  | Nvarchar(150) |
| CLASS                   | Level3 POI category  | Nvarchar(150) |
| SUB_CLASS               | Level4 POI category  | Nvarchar(150) |
| EMPLOYEE_HERE           | Estimated Number of employees at current location  | Integer       |
| EMPLOYEE_COUNT          | Estimated Total number of employees in the business organization; it should include subsidiary and branch locations  | Integer       |
| YEAR_START              | Year when current ownership or management assumed control of the business<br>or the year established if no control change has taken place(not provided for branch records)   | Integer       |
| SALES_VOLUME_LOCAL      | Estimated Total annual sales/revenue for this business in local currency (Not available on branch locations)   | Bigint        |
| SALES_VOLUME_US_DOLLARS | Total annual sales/revenue for this business, expressed in US dollars as a signed, decimal field   | Bigint        |

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|                      |  |               |
|----------------------|--|---------------|
| CURRENCY_CODE        | Code value describing the type of currency in which the sales volume (local currency) is expressed. (To know more on this, click <a href="#">here</a> )  | 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<br>Possible values are:<br>A: import/export/agent<br>B: imports and exports<br>C: imports<br>D: imports and agents<br>E: exports and agents<br>F: agent: keeps no inventory, does not take title goods<br>G: not available or none<br>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.<br>Possible values are:<br>0 Single Location - no other entities report to it<br>1 Headquarter/Parent - branches and/or subs report to it<br>2 Branch - secondary location to a Headquarter<br>4 Division - a separate operation  | Nvarchar(1)   |
| SUBSIDIARY_INDICATOR | Indicates whether a business is more than 50% owned by another organization<br>Possible values are:<br>0 = not a subsidiary<br>3 = subsidiary.   | Nvarchar(1)   |
| PARENT_BUSINESS_NAME | Primary name of the Parent/Headquarter company   | Nvarchar(150) |

|                                  |  |               |
|----------------------------------|--|---------------|
| PARENT_ADDRESS                   | Formatted address in a standard 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                 | Sate/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   | Nvarchar(150) |
| DOMESTIC_ULTIMATE_ADDRESS        | Formatted address in a standard 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) |

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|                                |   |               |
|--------------------------------|---|---------------|
| GLOBAL_ULTIMATE_ADDRESS        | Formatted address in a standard 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 and 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                  | Ticker symbol   | Nvarchar(15)  |
| EXCHANGE_NAME                  | Ticker Symbol Exchange Name   | Nvarchar(25)  |

\*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:

- 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

## 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

B – Best practice to query 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 | 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   |

Appendix B – Best practice to query the data

| BrandName | trade_division                | Group                             | class  | sub_class  | micode   | Description                                 |
|-----------|-------------------------------|-----------------------------------|--|--|----------|---|
| WALMART   | DIVISION G. -<br>RETAIL TRADE | GENERAL<br>MERCHANT<br>ISE STORES | DEPARTMENT<br>STORES                             | DEPARTMENT<br>STORES                                     | 10752901 | DEPARTMENT<br>STORES,<br>DISCOUNT           |
| WALMART   | DIVISION G. -<br>RETAIL TRADE | MISCELLAN<br>EOUS<br>RETAIL       | DRUG STORES<br>AND<br>PROPRIETARY<br>STORES      | DRUG STORES<br>AND<br>PROPRIETARY<br>STORES/PHARMA<br>CY | 10230030 | DRUG STORES<br>AND<br>PROPRIETARY<br>STORES |
| WALMART   | DIVISION G. -<br>RETAIL TRADE | MISCELLAN<br>EOUS<br>RETAIL       | RETAIL<br>STORES, NOT<br>ELSEWHERE<br>CLASSIFIED | MISCELLANEOUS<br>RETAIL STORES,<br>NEC                   | 10808100 | ALARM AND<br>SAFETY<br>EQUIPMENT<br>STORES  |
| WALMART   | DIVISION G. -<br>RETAIL TRADE | MISCELLAN<br>EOUS<br>RETAIL       | RETAIL<br>STORES, NOT<br>ELSEWHERE<br>CLASSIFIED | OPTICAL GOODS<br>STORES/OPTICIA<br>NS                    | 10010372 | OPTICAL<br>GOODS<br>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\_divison 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

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   |

For more information on other Georeport Code descriptions, refer to the Georeport column mentioned in the [Table Structure](#) section of the Introduction chapter.

# D

## D – World Premium Points of Interest Drivetime Zones

### Overview

World Premium Points of Interest Drivetime Zones 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, where POI is set as a location. 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 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)<br>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.

E

E – Legal Status Code

## Legal Status Code

| Legal Status Code |   |
|-------------------|---|
| Code Value        | Definition                              |
| 003               | Corporation                             |
| 008               | Joint Venture                           |
| 009               | Master Limited Partnership              |
| 010               | General Partnership                     |
| 011               | Limited Partnership                     |
| 012               | Partnership Of Unknown Type             |
| 013               | Proprietorship                          |
| 014               | Limited Liability                       |
| 015               | Friendly Society                        |
| 030               | Trust                                   |
| 050               | Government Body                         |
| 070               | Crown Corporation                       |
| 080               | Institution                             |
| 090               | Estate                                  |
| 099               | Industry Cooperative                    |
| 100               | Cooperative                             |
| 101               | Non Profit Organization                 |
| 102               | Private Limited Company                 |
| 103               | Partnership Partially Limited By Shares |
| 104               | Temporary Association                   |
| 105               | Registered Proprietorship               |
| 106               | Limited Partnership With Shares         |
| 107               | Unregistered Proprietorship             |
| 108               | Community Of Goods                      |
| 109               | Reciprocal Guarantee Company            |
| 110               | Cooperative Society With Ltd Liability  |
| 111               | Civil Company                           |
| 112               | De Facto Partnership                    |
| 113               | Foundation                              |
| 114               | Association                             |
| 115               | Public Company                          |
| 116               | Civil Law Partnership                   |
| 117               | Incorporated By Act Of Parliament       |

|            |  |
|------------|--|
| <b>118</b> | Local Government Body                  |
| <b>119</b> | Private Unlimited Company              |
| <b>120</b> | Foreign Company                        |
| <b>121</b> | Private Company Limited By Guarantee   |
| <b>122</b> | Civil Partnership                      |
| <b>125</b> | Public Limited Company                 |
| <b>126</b> | Registered Partnership                 |
| <b>127</b> | Society                                |
| <b>128</b> | Government Owned Company               |
| <b>129</b> | Government Institute                   |
| <b>130</b> | Public Institute                       |
| <b>131</b> | Plant                                  |
| <b>132</b> | Hotel                                  |
| <b>133</b> | Division                               |
| <b>140</b> | Joint Shipping Company                 |
| <b>142</b> | Limited Liability Corporation          |
| <b>143</b> | Branch                                 |
| <b>144</b> | Concern Address                        |
| <b>145</b> | Insurance Company                      |
| <b>146</b> | Private Foundation                     |
| <b>147</b> | County Institution                     |
| <b>148</b> | Municipal Institution                  |
| <b>149</b> | Vestry                                 |
| <b>150</b> | Public Undertaking                     |
| <b>151</b> | Faeroese Company                       |
| <b>152</b> | Greenland Limited                      |
| <b>153</b> | Greenland Private Limited              |
| <b>154</b> | Sole Proprietorship                    |
| <b>155</b> | Sole Proprietorship Or Partnership     |
| <b>160</b> | Unregistered Partnership               |
| <b>161</b> | Civil Association                      |
| <b>162</b> | Association In Participation           |
| <b>163</b> | Mutual Insurance Association           |
| <b>164</b> | Stock Company With Variable Capital    |
| <b>166</b> | Cooperative Production Society         |
| <b>167</b> | Joint Stock Company                    |
| <b>168</b> | Ltd Responsibility Cooperative Society |
| <b>169</b> | National Credit Society                |

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|            |  |
|------------|--|
| <b>170</b> | Offene Erwerbsgesellschaft               |
| <b>171</b> | Ltd Liability Company With Variable Cap  |
| <b>180</b> | Kommandit Erwerbsgesellschaft            |
| <b>185</b> | Public Credit Institution                |
| <b>186</b> | Working Group                            |
| <b>190</b> | Union                                    |
| <b>200</b> | Personal Partnership                     |
| <b>210</b> | Real Estate Partnership                  |
| <b>220</b> | Agricultural Collective Interest Company |
| <b>230</b> | Defacto Business Organization            |
| <b>240</b> | Government/Municipal Establishment       |
| <b>250</b> | Housing Company                          |
| <b>260</b> | Voluntary Association                    |
| <b>270</b> | Mortgage Association                     |
| <b>280</b> | Cooperative Society                      |
| <b>290</b> | Cooperative Bank                         |
| <b>300</b> | Savings Bank                             |
| <b>301</b> | Small Individual Business                |
| <b>310</b> | Economic Association                     |
| <b>320</b> | Insurance Limited Company                |
| <b>330</b> | Government Authority                     |
| <b>340</b> | Group                                    |
| <b>350</b> | Housing Cooperative Society              |
| <b>360</b> | Mutual Assistance Business Organization  |
| <b>370</b> | Provident Business Organization          |
| <b>380</b> | Limited Company                          |
| <b>390</b> | Simple Partnership                       |
| <b>400</b> | Mixed Company                            |
| <b>410</b> | Commercial Collective Company            |
| <b>420</b> | Commercial Company                       |
| <b>430</b> | Representative Office                    |
| <b>440</b> | Bank                                     |
| <b>450</b> | Industry And Equity Company              |
| <b>451</b> | Trading Society                          |
| <b>452</b> | Government Institution                   |
| <b>460</b> | Open Stock Corporation                   |
| <b>470</b> | Trusteeship                              |
| <b>480</b> | Private Business                         |

|            |                                       |
|------------|---------------------------------------|
| <b>490</b> | Decentralized Public Organization     |
| <b>500</b> | Stock Company                         |
| <b>502</b> | Tenant Owner'S Society                |
| <b>510</b> | Civil Society                         |
| <b>520</b> | Society For Capitalization Of Savings |
| <b>530</b> | Limited Cooperative Company           |
| <b>540</b> | Mutual Insurance Society              |
| <b>550</b> | Simple Limited Partnership            |
| <b>560</b> | Named Collective Company              |
| <b>570</b> | Non Profit Association                |
| <b>580</b> | Corporation With Variable Capital     |
| <b>590</b> | Joint Corporation                     |
| <b>600</b> | Consortium                            |
| <b>610</b> | Personal Firm                         |
| <b>620</b> | Corporation With Authorized Capital   |
| <b>630</b> | Corporation With Open Capital         |
| <b>640</b> | Bank For Capitalization Of Savings    |
| <b>650</b> | Closed Stock Corporation              |
| <b>660</b> | Commercial And Industrial Corporation |
| <b>670</b> | Commercial Corporation                |
| <b>680</b> | Industrial Corporation                |
| <b>690</b> | Financial Institution                 |
| <b>700</b> | Contract Mining Company               |
| <b>710</b> | Contracting Company                   |
| <b>720</b> | Non Profit International Organization |
| <b>730</b> | International Organization            |
| <b>740</b> | Ltd Co Auth Capital-Regd Co Open Cap  |
| <b>750</b> | Organization                          |
| <b>755</b> | Unlimited Company                     |
| <b>760</b> | Farmer'S Association                  |
| <b>770</b> | Economic Assoc/Tenant Owners' Society |
| <b>780</b> | Mining Company                        |
| <b>790</b> | Shipping Company                      |
| <b>800</b> | Simple Company                        |
| <b>810</b> | Private Firm                          |
| <b>820</b> | Family Foundation                     |
| <b>830</b> | County                                |
| <b>840</b> | County Association                    |

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|            |  |
|------------|--|
| <b>850</b> | County Council                           |
| <b>860</b> | Regional Social Insurance Office         |
| <b>870</b> | Unit Within The Swedish Church           |
| <b>880</b> | Public Corporation/Institution           |
| <b>881</b> | Statutory Body                           |
| <b>890</b> | Mortgage/Security Association            |
| <b>891</b> | Government Agency                        |
| <b>892</b> | Mutual Company                           |
| <b>893</b> | Special Corporation                      |
| <b>894</b> | Central Bank For Agriculture & Forestry  |
| <b>895</b> | Austrian Legal Entity                    |
| <b>896</b> | Establishment                            |
| <b>900</b> | Supporting Association                   |
| <b>905</b> | Administration                           |
| <b>910</b> | Unemployment Office                      |
| <b>915</b> | Liaison Office                           |
| <b>920</b> | Foreign Legal Person                     |
| <b>925</b> | Cooperative Union With Guaranteed Liab   |
| <b>930</b> | Swedish Legal Person                     |
| <b>935</b> | Cooperative Union With Limited Liability |
| <b>940</b> | Unlimited Partnership                    |
| <b>945</b> | Cooperative Society With Unlimited Liab  |
| <b>950</b> | Foreign Branch                           |
| <b>955</b> | Cooperative Society With Guaranteed Liab |
| <b>960</b> | Incorporated Foundation                  |
| <b>965</b> | Business Not Formally Registered         |
| <b>970</b> | Incorporated Non Profit Association      |
| <b>971</b> | State Owned Enterprise                   |
| <b>972</b> | Free Trd. Zone Entp. Proc. Prvd. Smpl.   |
| <b>973</b> | Limited Holding Company                  |
| <b>974</b> | Govt. Dept. Or Non-Profit Organization   |
| <b>975</b> | Government Department                    |
| <b>976</b> | Collectively Owned Enterprise            |
| <b>977</b> | Domestic And Foreign Joint Venture       |
| <b>978</b> | Domestic And Foreign Cooperative Venture |
| <b>980</b> | Educational Foundation                   |
| <b>985</b> | Unlimited Company Ltd. Liab. Shareholder |
| <b>990</b> | Medical Corporation                      |

Appendix E – Legal Status Code

|            |                                   |
|------------|-----------------------------------|
| <b>991</b> | Private Limited Liability Company |
| <b>992</b> | Public Limited Liability Company  |
| <b>993</b> | Exempt Limited Liability Company  |
| <b>994</b> | Deemed Public Limited Company     |
| <b>995</b> | Private Company Limited By Shares |
| <b>999</b> | Securities Fund                   |



## F – GeoEnrichment Lookup Table

### GeoEnrichment Lookup Table

GeoEnrichment Lookup table is a table that allows you to create a link between the POI dataset and any of the GeoEnrichment dataset such as, Property Attributes Data, Risk, Demographics, etc. **PBKEY** present in this lookup table is considered to be a master key that creates the join between the different datasets.

The following is the GeoEnrichment Lookup table for reference:

| <b>Column Name</b> | <b>Description</b>   | <b>Field Type &amp; Length</b> |
|--------------------|--|--------------------------------|
| PB_ID              | Unique identifier  | Integer                        |
| FIPS               | The two-digit FIPS state code of the state in which the address is located.  | Varchar (2)                    |
| POINTCODE          | Point ID of the matched record when matched to point-level data.   | Varchar (9)                    |
| PBKEY              | An address identifier that is returned when an address match is made using the Master Location Dataset.  | Varchar (15)                   |
| APN                | The assessor's parcel number of the property. The assessor's parcel number is an ID number assigned to a property by the local property tax authority. | Varchar (45)                   |

# G

## G – Local Activity Code Description Table

### Local Activity Code Description Table

This table defines the list of NACE codes (Nomenclature of Economic Activities) and their description for that particular country.

| Country Bundle       | Country        | ISO3 | Activity Description                           |
|----------------------|----------------|------|--|
| BELGIUM & LUXEMBOURG | BELGIUM        | BEL  | BELGIUM NACE CODE 2008                         |
| BELGIUM & LUXEMBOURG | LUXEMBOURG     | LUX  | BELGIUM NACE CODE 2008                         |
| CZECH REPUBLIC       | CZECH REPUBLIC | CZE  | NACE REVISION 2                                |
| GERMANY              | GERMANY        | DEU  | NACE REVISION 1                                |
| DENMARK              | DENMARK        | DNK  | DANISH AUTHORITY NACE REVISION 2               |
| SPAIN                | SPAIN          | ESP  | NACE REVISION 1                                |
| FINLAND              | FINLAND        | FIN  | FINNISH NACE REV2 CODE                         |
| FRANCE               | FRANCE         | FRA  | NAF2 (NOMENCLATURE D'ACTIVITE FRANCAISE ver 2) |
| FRANCE               | FRENCH GUIANA  | GUF  | NAF2 (NOMENCLATURE D'ACTIVITE FRANCAISE ver 2) |
| FRANCE               | GADELOUPE      | GLP  | NAF2 (NOMENCLATURE D'ACTIVITE FRANCAISE ver 2) |
| FRANCE               | MARTINIQUE     | MTQ  | NAF2 (NOMENCLATURE D'ACTIVITE FRANCAISE ver 2) |
| FRANCE               | MONACO         | MCO  | NAF2 (NOMENCLATURE D'ACTIVITE FRANCAISE ver 2) |
| FRANCE               | REUNION        | REU  | NAF2 (NOMENCLATURE D'ACTIVITE FRANCAISE ver 2) |
| FAROE ISLANDS        | FAROE ISLANDS  | FRO  | DANISH AUTHORITY NACE REVISION 2               |
| UNITED KINGDOM       | UNITED KINGDOM | GBR  | UK STANDARD INDUSTRY CODE 2007                 |
| HUNGARY              | HUNGARY        | HUN  | NACE REVISION 2                                |
| IRELAND              | IRELAND        | IRL  | NACE REVISION 2                                |
| NETHERLANDS          | NETHERLANDS    | NLD  | NETHERLANDS SBI 2008                           |
| NORWAY               | NORWAY         | NOR  | NORWEGIAN NACE CODE REV2                       |
| SLOVAKIA             | SLOVAKIA       | SLV  | NACE REVISION 2                                |
| SWEDEN               | SWEDEN         | SWE  | SWEDISH AUTHORITY NACE REVISION 2              |

To gain more knowledge on NACE codes and there respective description refer to pdf available on this [link](#).