

World Premium Points of Interest

Version 5.2

Release Notes

The World Premium Points of Interest (WPPOI) is an innovative addition to our data portfolio. Pitney Bowes is committed to continually develop and build upon this state of the art Points of Interest product for our customers. We have an exhaustive roadmap to ensure that we bring the best product to the market so our customers can derive highest value for their business support. This document contains information about Version 5.2 dataset. Complete documentation is located at [our support site](#).

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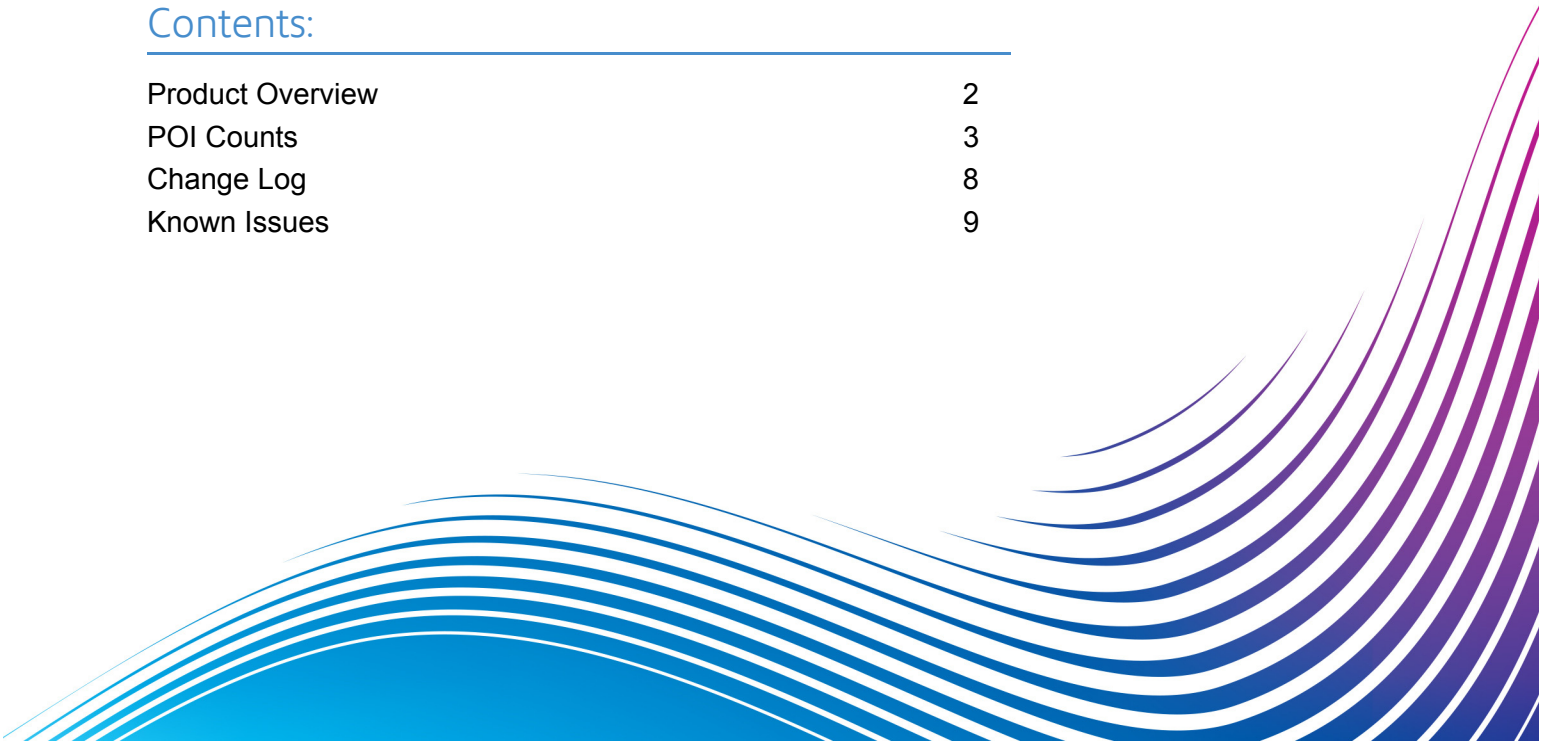
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UNITED STATES
www.pitneybowes.com/us

Technical Support:

www.pitneybowes.com/software-support

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Product Overview

The WPPOI data product provides the location of and details relating to a diverse set of business locations, 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 position for each Point of Interest available. The following are the features of the product:

- It provides access to the largest, globally georeferenced POI dataset.
- The POIs (available in the product) 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) codes.
Please 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 used (within the product) ensures ease of use and global consistency.

As a result, the dataset allows users to make informed decisions around risk analysis, access to services, retail or recreational facilities, location-based marketing and "find my nearest" searches.

POI Counts

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
ALBANIA	ALBANIA	ALB	7,076
ALGERIA	ALGERIA	DZA	34,781
ANGOLA	ANGOLA	AGO	43,897
ARGENTINA	ARGENTINA	ARG	3,340,256
AUSTRALIA	AUSTRALIA	AUS	3,173,947
AUSTRIA	AUSTRIA	AUT	944,934
BAHRAIN	BAHRAIN	BHR	70,519
BELARUS	BELARUS	BLR	363
BELGIUM_&_LUXEMBOURG	BELGIUM	BEL	1,845,281
BELGIUM_&_LUXEMBOURG	LUXEMBOURG	LUX	137,114
BENIN	BENIN	BEN	7,567
BOLIVIA	BOLIVIA	BOL	25,094
BOSNIA_&_HERZEGOVINA	BOSNIA_&_HERZEGOVINA	BIH	32,451
BOTSWANA	BOTSWANA	BWA	14,114
BRAZIL	BRAZIL	BRA	19,004,574
BRUNEI	BRUNEI	BRN	9,283
BULGARIA	BULGARIA	BGR	86,957
BURKINA_FASO	BURKINA_FASO	BFA	13,600
BURUNDI	BURUNDI	BDI	2,710
CAMEROON	CAMEROON	CMR	27,646
CANADA	CANADA	CAN	2,339,974
CAPE_VERDE	CAPE_VERDE	CPV	370
CHILE	CHILE	CHL	354,841
CHINA	CHINA	CHN	11,301,954
COLOMBIA	COLOMBIA	COL	529,090
CONGO	CONGO	COG	7,107
COSTA_RICA	COSTA_RICA	CRI	52,493
CROATIA	CROATIA	HRV	143,472
CYPRUS	CYPRUS	CYP	206,566
CZECH_REPUBLIC	CZECH_REPUBLIC	CZE	1,631,335

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DEMOCRATIC_REPUBLIC_OF_CONGO	DEMOCRATIC_REPUBLIC_OF_CONGO	COD	16,091
DENMARK	DENMARK	DNK	598,397
ECUADOR	ECUADOR	ECU	15,367
EGYPT	EGYPT	EGY	108,191
EL_SALVADOR	EL_SALVADOR	SLV	25,625
ESTONIA	ESTONIA	EST	199,604
FINLAND	FINLAND	FIN	756,318
FRANCE	GUADELOUPE	GLP	42,739
FRANCE	FRENCH_GUIANA	GUF	13,345
FRANCE	MAYOTTE	MYT	1,278
FRANCE	SAINT-MARTIN	MAF	4
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	MONACO	MCO	2,299
FRANCE	REUNION	REU	56,682
FRANCE	MARTINIQUE	MTQ	41,365
FRANCE	FRANCE	FRA	6,325,881
GABON	GABON	GAB	6,212
GERMANY	GERMANY	DEU	5,577,930
GHANA	GHANA	GHA	45,246
GREAT_BRITAIN	GREAT_BRITAIN	GBR	4,301,805
GREECE	GREECE	GRC	913,575
GUATEMALA	GUATEMALA	GTM	35,141
HONDURAS	HONDURAS	HND	9,641
HONG_KONG	HONG_KONG	HKG	468,629
HUNGARY	HUNGARY	HUN	837,281
ICELAND	ICELAND	ISL	101,871
INDIA	INDIA	IND	7,800,255
INDONESIA	INDONESIA	IDN	267,676
IRAQ	IRAQ	IRQ	8,211
IRELAND	IRELAND	IRL	442,775
ITALY	VATICAN_CITY	VAT	24
ITALY	SAN_MARINO	SMR	4,004
ITALY	ITALY	ITA	7,340,193

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JAPAN	JAPAN	JPN	4,684,007
JORDAN	JORDAN	JOR	115,552
KAZAKHSTAN	KAZAKHSTAN	KAZ	98,379
KENYA	KENYA	KEN	219,515
KOSOVO	KOSOVO	XKS	303
KUWAIT	KUWAIT	KWT	31,078
LATVIA	LATVIA	LVA	195,149
LEBANON	LEBANON	LBN	97,795
LESOTHO	LESOTHO	LSO	5,929
LITHUANIA	LITHUANIA	LTU	99,756
MACAU	MACAU	MAC	11,592
MACEDONIA	MACEDONIA	MKD	42,787
MALAWI	MALAWI	MWI	22,220
MALAYSIA	MALAYSIA	MYS	674,592
MALI	MALI	MLI	16,614
MALTA	MALTA	MLT	62,143
MAURITANIA	MAURITANIA	MRT	3,666
MAURITIUS	MAURITIUS	MUS	133,425
MEXICO	MEXICO	MEX	4,986,594
MINOR_AMERICAS	CUBA	CUB	351
MINOR_AMERICAS	ANGUILLA	AIA	3
MINOR_AMERICAS	DOMINICAN_REPUBLIC	DOM	4,236
MINOR_AMERICAS	SAINT-MARTIN	MAF	5
MINOR_AMERICAS	SAINT_KITTS_AND_NEVIS	KNA	71
MINOR_AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR_AMERICAS	SAINT_VINCENT_AND_THE_GRENADINES	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

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MINOR_AMERICAS	TURKS_AND_CAICOS_ISLANDS	TCA	12
MINOR_AMERICAS	GRENADA	GRD	132
MINOR_AMERICAS	HAITI	HTI	8
MINOR_AMERICAS	BAHAMAS	BHS	1,021
MINOR_AMERICAS	TRINIDAD_AND_TOBAGO	TTO	34
MINOR_AMERICAS	DOMINICA	DMA	120
MINOR_AMERICAS	BARBADOS	BRB	100
MINOR_AMERICAS	JAMAICA	JAM	75
MOLDOVA	MOLDOVA	MDA	20,884
MONTENEGRO	MONTENEGRO	MNE	35,231
MOROCCO	MOROCCO	MAR	490,876
MOZAMBIQUE	MOZAMBIQUE	MOZ	20,968
NAMIBIA	NAMIBIA	NAM	40,493
NETHERLANDS	CURAÇAO	CUW	3
NETHERLANDS	NETHERLANDS	NLD	1,909,450
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	BES	5
NETHERLANDS	SINT_MARTEN	SXM	2
NEW_ZEALAND	NEW_ZEALAND	NZL	552,288
NICARAGUA	NICARAGUA	NIC	11,930
NIGER	NIGER	NER	20,656
NIGERIA	NIGERIA	NGA	63,131
NORWAY	NORWAY	NOR	948,563
OMAN	OMAN	OMN	20,423
PANAMA	PANAMA	PAN	11,809
PARAGUAY	PARAGUAY	PRY	5,651
PERU	PERU	PER	174,215
PHILIPPINES	PHILIPPINES	PHL	841,541
POLAND	POLAND	POL	5,516,797
PORTUGAL	PORTUGAL	PRT	1,033,807
QATAR	QATAR	QAT	52,533
ROMANIA	ROMANIA	ROU	1,171,272
RUSSIA	RUSSIA	RUS	4,527,173
RWANDA	RWANDA	RWA	13,091

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SAINT_PIERRE_AND_MIQUELON	SAINT_PIERRE_AND_MIQUELON	SPM	7
SAUDI_ARABIA	SAUDI_ARABIA	SAU	495,167
SENEGAL	SENEGAL	SEN	14,403
SERBIA	SERBIA	SRB	51,654
SEYCHELLES	SEYCHELLES	SYC	246
SINGAPORE	SINGAPORE	SGP	485,871
SLOVAKIA	SLOVAKIA	SVK	552,193
SLOVENIA	SLOVENIA	SVN	178,715
SOUTH_AFRICA	SOUTH_AFRICA	ZAF	1,324,984
SPAIN	SPAIN	ESP	5,009,120
SPAIN	GIBRALTAR	GIB	480
SPAIN	ANDORRA	AND	6,012
SWAZILAND	SWAZILAND	SWZ	3,599
SWEDEN	SWEDEN	SWE	1,539,935
SWITZERLAND	LIECHTENSTEIN	LIE	13,121
SWITZERLAND	SWITZERLAND	CHE	915,045
TAIWAN	TAIWAN	TWN	1,007,751
TANZANIA	TANZANIA	TZA	24,726
THAILAND	THAILAND	THA	1,763,964
TOGO	TOGO	TGO	6,229
TUNISIA	TUNISIA	TUN	144,165
TURKEY	TURKEY	TUR	2,289,202
UGANDA	UGANDA	UGA	10,859
UKRAINE	UKRAINE	UKR	1,008,398
UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	ARE	513,162
UNITED_STATES_OF_AMERICA	UNITED_STATES_OF_AMERICA	USA	25,841,485
URUGUAY	URUGUAY	URY	8,904
VENEZUELA	VENEZUELA	VEN	100,575
VIETNAM	VIETNAM	VNM	758,554
YEMEN	YEMEN	YEM	4,536
ZAMBIA	ZAMBIA	ZMB	12,789
ZIMBABWE	ZIMBABWE	ZWE	14,085
Cumulative			154,843,334

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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.
- Latitude and Longitude values may occasionally change slightly due to geocoding enhancements.
- POI counts have been increased for Jordan (JOR), Kuwait (KWT), Lebanon (LBN), Russia (RUS), Saudi Arabia (SAU) and Ukraine (UKR).
- 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	307
Bahrain	11
Canada	289
Czech Republic	14
Germany	19
Great Britain	562
Greece	13
Kuwait	16
Netherlands	22
Oman	5
Poland	10
Qatar	22

Country	Brandname Counts
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	22
Switzerland	21
United Arab Emirates	26
United States Of America	2138

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 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).
- 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'.
- Non Standardized formattedAddress, mainAddressLine and addressLastLine for few records in Australia.
- Some diacritic loss in Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3, CEO name, Domestic Ultimate Address, Global Ultimate Address and Parent Address columns.
- There are a few instances of text truncation exist for the Name, TradeName, Business Line, areaName3, formattedAddress, mainAddressLine, Http, Email, Postcode 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.

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- 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 of France(FRA) and Minor Americas(MAM).
- Brandname standardization is work in progress, so there maybe some minor discrepancies.