

World Premium Plus Points of Interest - USA & Canada

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Product Guide



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1 – Coverage and Schema

Introduction

World Premium Plus Points of Interest (WPPPOI) for United States and Canada is an innovative addition to our data portfolio. The WPPPOI data product contains the location of details relating to, a diverse set of business locations, leisure hot spots and geographic features. The WPPPOI 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 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

The United States and Canada 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 product covers the USA and Canada 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 and Canada.

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 data product:

1. Download the WPPPOI 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 v5.1 contains POIs for The United States of America and Canada. 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
Canada	CAN	Canada
United States Of America*	USA	United States Of America

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

Column Name	Description	Field Type & Length
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) To know more, click here. http://support.pb.com/help/spectrum/10.1/webhelp/en/EnterpriseGeocoding/GBR/GBR/index.html#EnterpriseGeocoding/IntlMatchCodes/ChapterIntro.html	Nvarchar(25)
CONFIDENCE_CODE	PB geocoded confidence value (Estimate of the correctness of the latitude and longitude assigned to a place) Possible values are: High: The address portions are 90-100% matched to the database. Medium: The address portions are 78-89% matched to the database. Low: The address portions are 0-77% matched to the database.	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 (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)

Column Name	Description	Field Type & Length
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.	Nvarchar(10)
MICODE	PBS 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

Column Name	Description	Field Type & Length
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)	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
CURRENCY_CODE	Code value describing the type of currency in which the sales volume (local currency) is expressed	Integer
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 are: 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 are: 0 Single Location - no other entities report to it 1 Headquarter/Parent - branches and/or subs report to it 2 Branch - secondary location to a Headquarter 4 Division - a separate operation	Nvarchar(1)

Column Name	Description	Field Type & Length
SUBSIDIARY_INDICATOR	Indicates whether a business is more than 50% owned by another organization Possible values are: 0 = not a subsidiary 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_ADDRESSES	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)

Column Name	Description	Field Type & Length
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 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_AREA_NAME3	Name of the city where the ultimate company is located	Nvarchar(100)
GLOBAL_ULTIMATE_AREA_NAME1	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.



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 MERCHANT 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.