

Envinsa[®]

LOCATION INTELLIGENCE PLATFORM

A scalable web services platform that enables organizations to realize the power of location intelligence



ENVINSA

- Does your organization need to know more about your customers or better manage your assets?
- Are you seeking ways to streamline operations and improve efficiencies?
- Do multiple groups or departments in your organization need access to critical data and location intelligence capabilities?
- Are you looking to build new revenue streams and deliver greater value to your customers?

Location intelligence enables you to answer a fundamental question: Where? Associating your organizational data with location is the foundation for making critical strategic and operational decisions that improve performance, competitiveness, efficiency, responsiveness and effectiveness. Our expertise and technology enables organizations to integrate the dimension of location into applications, deploy them across their enterprise, and helps you visualize everything in a new way.

In many organizations, critical information and location intelligence capabilities are isolated in multiple, unconnected silos which can make attempts to perform tasks, such as asset management and customer communications, problematic, with company-wide ramifications. Compatibility issues among various applications or operating systems only serve to complicate matters. Tack on budgetary challenges and you have a recipe for organization-wide chaos.

The result of all this?

Most often, it is higher costs from the inefficiency of maintaining multiple systems, lack of access to key capabilities and critical data, compromised data integrity from decentralized data storage and security issues from the lack of IT oversight.

Such considerations leave organizations with a host of obstacles in trying to get the best return on their technology investment.

They may rightly ask:

- How can I reuse software functionality across different applications without having to go through drawn-out software development cycles?
- How can I integrate different applications developed on different platforms into a seamless environment without expensive redevelopment?
- How can I ensure the continual use of our legacy applications that are core to our business?
- What is the best architecture for ensuring that our investment in technology is future-proof?
- Different applications use similar data from different sources, creating inconsistencies for users. How do I consolidate data and platform across the enterprise?

TO ALL THESE QUESTIONS, PITNEY BOWES MAPINFO OFFERS ONE SIMPLE ANSWER: ENVINSA.



WHAT IS ENVINSA?

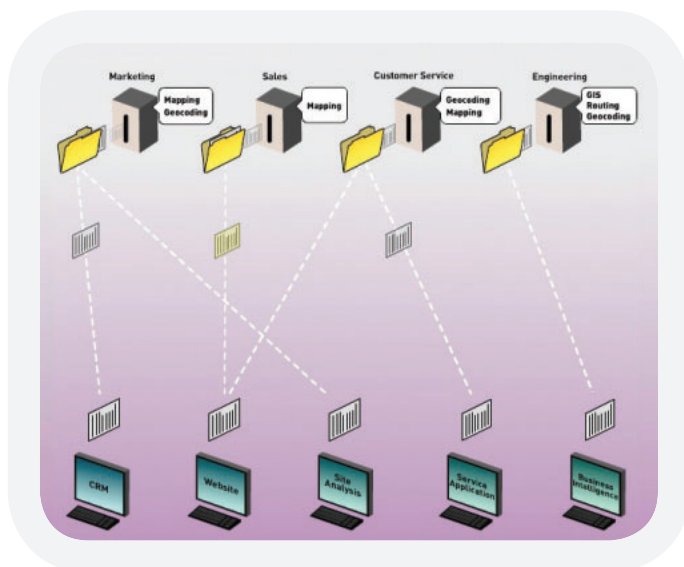
Envinsa is a suite of location capabilities that enables organizations to integrate location intelligence into existing data and applications.

It allows organizations to create and deliver new location-enabled applications made to order for specific business units. Centrally managed and based on web services technology, Envinsa delivers precise and reusable location intelligence capabilities in a scalable, high-performance package.

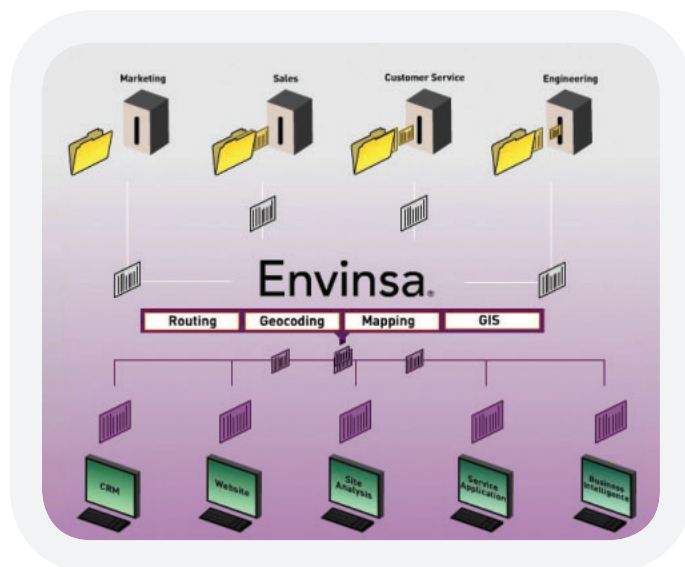
Using a set of distributed Web Services, geographic data and management utilities, Envinsa adds location analysis and geographic visualization capabilities to analytical and operational applications. Common uses

include dealer locators, “find-the-nearest” applications, contingency planning, asset management, risk management, customer support and marketing analysis.

The beauty of Envinsa is that it enables companies with a Service Oriented Architecture (SOA) to free their data from isolated silos, leveraging it as they never have before and making it available across the organization. Importantly, companies can do this regardless of data formats or applications and without having to divest their existing IT infrastructure.



Isolated location capabilities are duplicated throughout your organization, making a poor foundation for the quality of decision making.



Envinsa unifies the power of location intelligence to integrate it seamlessly into your organization, helping it make better informed decisions.



INDUSTRY APPLICATIONS

ENVINSA HAS MUCH TO OFFER ORGANIZATIONS IN BOTH THE PUBLIC SECTOR AND THE PRIVATE SECTOR.

Government

A federal government agency in Australia uses Envinsa to add a visual component to previously underused crime incident data. By adopting Envinsa, they are able to view incidents—by location or person’s name—via a simple and intuitive map-based interface. As a result, incident response times have improved dramatically and the agency is able to provide a single interface through which its employees access, leverage and share data.

Insurance

Accurate risk assessment has long been a challenge for insurance firms. An insurance company needed access to location-specific risk data while calculating premiums with a mission-critical IBM mainframe application. The company is using Envinsa to leverage the legacy IBM application, accessing spatial data without expensive redevelopment.

Telecommunications

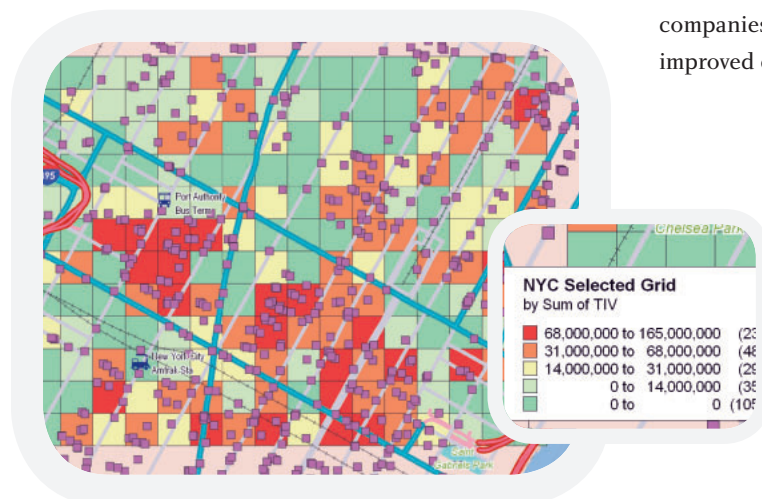
A cable company uses Envinsa to better target customers, offering them just the right product mix. The result? They boosted their direct marketing response rates by 10% and reduced churn by a staggering 50%.

Finance

A large financial institution had been maintaining two separate sets of data collected via the company’s call center and its website. This was a clumsy and costly pursuit. They used Envinsa to consolidate all their data into a single platform, ensuring integrity regardless of the interface.

Retail

One retailer is using Envinsa to help deploy their cross-selling strategy. They link purchasers with postal codes, creating customized brochures and discounts tied to seasonal holiday or purchases typically made with other companies. The strategy is paying off in the form of improved customer retention and loyalty.



Envinsa shows the Total Insured Value of the carrier’s policies in the context of a risk accumulation grid.

OPERATIONAL CAPABILITIES

FROM ADDRESS VALIDATION TO SUPPLY CHAIN MANAGEMENT, ENVINSA'S CAPABILITIES ARE VAST.

Address Validation

Because of incorrect customer data at a telecommunications company, technicians were often sent to the wrong address, increasing frustration both for the provider and its customers. The company is now using Envinsa to clean addresses as they are entered in the system.

Dispatch and Logistics

A large taxicab and courier company needed to improve the efficiency of its manual approach to booking and dispatch. Because the company chose Envinsa to bring a location component to its fleet management, dispatchers can now access critical information on the location of vehicles, reducing drive-times and boosting productivity.

Customer Relationship Management

By applying location to their critical customer touchpoints, many Pitney Bowes MapInfo customers have reported significant improvements in customer relationships. These touchpoints—e.g., the Web, call centers, voice recognitions systems and even wireless networks—provide fast information to the people who need it the most.

Call Centers

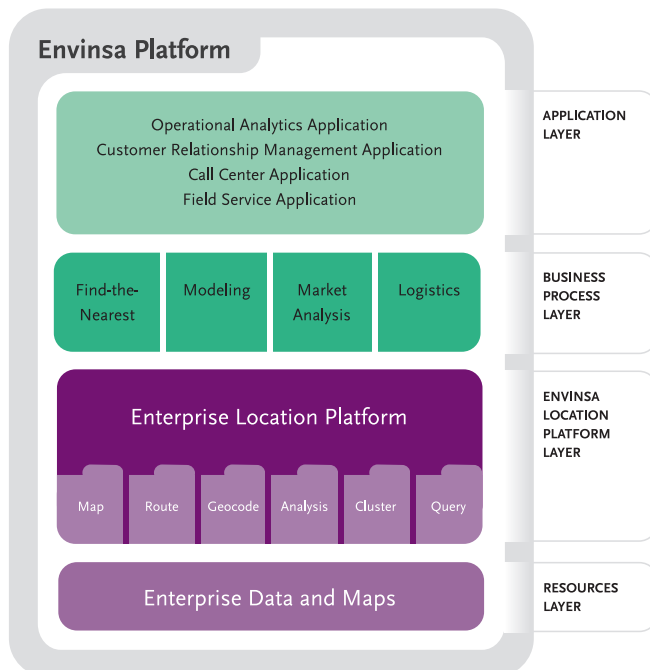
A 24-hour urgent care call center for a hospital group matches patients with physicians in various locations according to time of day, severity, and patient load. In case of a localized disaster, the group uses Envinsa to schedule less critical patients farther away from the disaster site while rushing emergency patients to see doctors close by.

Field Services

A large company with 10,000 field engineers uses Envinsa to better connect field services and customers. By providing dynamic work orders base on proximity, company technicians are able to get more done in less time. The resulting cost savings exceeds \$5 million per year.

Supply chain management

A national retailer uses Envinsa to get a better real-time handle on its many shipments all over the world. The company uses RFID (Radio Frequency Information Device) tags on its pallets. As a result, it can track shipments from loading dock to delivery point via a central database that logged the location of the wireless device.



The Envinsa platform works within your business processes using your enterprise data to provide location intelligence capabilities to your applications.

KEY FEATURES

Location Intelligence Features

The APIs support a number of key location functions:

- Geocoding/Address Validation: City/state/province, ZIP/postal code, complete address, airport, place name, landmark, intersection, custom dictionary
- Find location: Locate a landmark or point of interest within a specific area
- Find nearest: Find the nearest points within a certain distance of an address/location
- Routing: Between two points, find shortest time, fastest time, text and map output
- Mapping: Generate a map of a point, series of points, or route; zoom and pan
- Profile: Profile Management Service utilizes an LDAP server to maintain user, enterprise, data and map profiles and manage access controls
- Position acquisition: Request a mobile terminal's position from a mobile positioning center
- Reverse geocoding: Given a latitude/longitude, return an estimated "real world" position or intersection
- Position refinement: Given a general location (e.g., cell tower), enable interactive self-positioning
- Route Matrix Return: Route matrix points without directions
- Drive Time Calculate: Figure drive time/distance from a point or series of points
- Thematic Mapping Shade: Generate a color-coded map based on values from data
- Buffering: Create buffers and query data that falls within those buffers

Scalable architecture

The Envinisa architecture supports mission-critical applications by ensuring high availability and eliminating any single point of failure. If a service goes offline, requests are automatically forwarded to an online instance on the network so mission-critical applications can continue unaffected.

Security

Envinisa allows for user authentication, encryption and decryption of information exchanged between a client application and an Envinisa service to ensure the integrity of the information supplied to client applications.

Interoperability

Envinisa provides an open architecture that supports interoperability between existing software products in an enterprise. This includes Open Geospatial Consortium, Inc.[™] (OGC), Open Location Services (Open LS), Web Map and Web Feature Service (WMS and WFS), Web Services[™] (SOAP, WSDL, UDDI), Open Mobile Alliance[™] (OMA), Simple Network Management Protocol (SNMP) and Java Community Standards.

"Plug-n-play" data packages

In order to deliver consistent analysis and presentation, Envinisa data packages provide a common base set of geographic information for many major countries. Users can centrally manage data or distribute it within each geography. Updates can be managed from a single point, ensuring both currency and compatibility.

Transaction logging and reporting functionality

By generating transaction reports for each service, Envinisa allows organizations to track departmental and individual usage and facilitate internal and external billing for service usage.

API Guides

Envinisa includes a standard set of application programming interfaces (APIs) that perform the most common tasks used across a variety of location-based and location-enhanced applications.

BUSINESS BENEFITS

ENVINSA HELPS ORGANIZATIONS BY MAKING LOCATION INTELLIGENCE CAPABILITIES EASILY ACCESSIBLE THROUGHOUT AN ORGANIZATION BY:

- Helping to create brand new value propositions for customers by offering new services
- Enabling employees to make better, fact-based decisions
- Reducing operational costs

Envinsa provides additional business benefits...

Seamlessly integrating with existing business processes:

Envinsa enables organizations to incorporate location into existing applications and workflows, making it seamless and non-disruptive, which can enable more effective and accurate customer communications.

Meeting diverse location needs with a single solution:

Customers often have multiple uses, some as simple as geocoding new addresses on the fly to identify service coverage and some as complex as managing product distribution to multiple geographies.

Satisfying the requirements of user bases of all sizes:

Envinsa is designed to scale. Users can start small and then grow according to need. It can also support massive numbers of users, from millions of Web visitors to large-volume call centers.

Employing application-ready capabilities not available in other solutions:

Envinsa provides a host of capabilities not found in other offerings, including Web Services interfaces, security, system monitoring and management and data management.

TECHNICAL BENEFITS

Envinsa provides a single, consistent platform that enables fast integration of location capabilities across any organization via a Service Oriented Architecture. Using Java™ 2 Platform (Enterprise Edition) and web services, Envinsa delivers its capabilities in a robust, highly scalable platform. From the ground up, it is designed to be integrated into and managed inside a standard IT environment. It is flexible enough to support hundreds of location-enhanced applications, yet concise enough to provide its capabilities in neatly packaged APIs, greatly reducing development time.

WHAT CAN ENVINSA DO FOR IT ADMINISTRATORS?

It can help them eliminate duplicate applications and data stores by centrally supporting multiple location needs. It can help ensure the security of sensitive and critical processes via packaged authentication, security, and encryption capabilities. And it can provide a robust, highly scalable service-oriented architecture deployed on J2EE with monitoring software.

WHAT CAN ENVINSA DO FOR DEVELOPERS?

It can help them expedite deployment of applications to standard platforms such as the Web, wireless, PDA, voice and portlets. It can help them employ a wide variety of capabilities using a single API in any development environment (e.g., Java, .Net, WS). And it can help them integrate capabilities into existing applications without having to introduce new stand-alone applications to users.



Envinsa adds critical visualization to a call center applications, enabling the staff to provide more accurate response times to clients.

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