



MAPINFO

ADDRESS VALIDATION & LOCATION INTELLIGENCE FOR MEDIA AND COMMUNICATIONS

The patented address validation and geocoding system enabling ParcelPrecision™ technologies.



'Authoritative address validation is critical for ensuring the integrity of the IPND. Without it effective emergency service response is at risk. G-NAF is the authoritative reference for address validation in Australia.'

Hon Gary Nairn MP, Special Minister of State

BENEFITS

- ParcelPrecision™ capability using the Geocoded National Address File (G-NAF): As the authoritative physical address dictionary for Australia, G-NAF defines MapInfo's ParcelPrecision technology and provides database integrity confidence in both the address and its location.
- Align to the standard address validation of G-NAF ensures simple yet rigorous validation of the IPND. The IPND audit procedure is also performed against G-NAF.
- Patented address validation algorithm ensures maximum address matching of data at various hygiene levels. This is important when maximum, correct validation is needed for IPND users such as emergency services, or when the need is to verify DSL coverage for a prospect address.
- Integrate validation of more than just addresses into your business process. MapInfo can enable the matching/validation of various spatially related features, not just addresses. Examples may be asset ID, localities, or other points of interest.
- Full national coverage for both physical address validation and geocoding in Australia.

Overview

Location intelligence enables organisations to answer fundamental, yet complex questions faced by every Communications company: Where? It's a critical factor in strategic and operational decisions across many business units. Location enabling your business processes is the foundation for making crucial decisions that relate to location, streamlining processes, improving performance, reducing customer response times, ensuring database integrity and eventually profitability. Underpinning this requirement are MapInfo solutions and experience that provide the essential tools to enable location specific information.

MapInfo offers a suite of address validation options for the Australian and global markets that have been refined for each local market with the users needs in mind. Flexibility is also offered to leverage the use of address validation and geocoding as either an integrated element of the business process across the enterprise, or a post process performed in a batch style environment.

Importance of Address Validation

In 2004 the Australian Communications and Media Authority (ACMA) adopted G-NAF as the addressing standard to audit the integrity and reliability of the Integrated Public Number Database (IPND). IPND is an industry wide repository of all public telecommunications numbers which approved IPND users may access for approved purposes. Emergency Service Organisations (ESO's) heavily rely on the IPND for efficient delivery of emergency services. The criticality of a reliable IPND is

made more acute by the fact that most ESO's utilise the geocoded (latitude and Longitude) location for emergency vehicle dispatch.

MapInfo's address validation offerings enable a data provider to better fulfil statutory obligations by supporting law enforcement and national security agencies with a high quality IPND. MapInfo takes this further by ensuring attributes such as PostCode, gazetted locality, and state are also appended to any validated address.



MapInfo's Parcel Precision™ offers the most precise geocoding in Australia through the use of G-NAF

Address Validation incorporating ParcelPrecision™

MapInfo has offered address cleaning and geocoding solutions to the Media and Communications market, and indeed many markets in Australia for over 10 years. Verifying the existence of a physical address and locating it on the map is core to leveraging the benefits



FOR MORE INFORMATION ON
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of location intelligence. With the introduction of G-NAF in 2004 MapInfo took advantage of the new standard in address validation. G-NAF also offered other improvements. The spatial precision offered for address geocodes is much more refined – offering a location within a land parcel for more than 80% of the country. G-NAF provides the authoritative framework that enables Media and Communications companies to reliably validate physical addresses and locate them with a high degree of precision for enhanced analysis.

Parcel Precision™ combined with MapInfo's patented address validation algorithms provides the most comprehensive address validation and geocoding solution for Australia

Australia Post Address Matching

Australia Post has promoted bulk mailing discount schemes for a number of years and has a barcoding system that offers savings on bulk mail transactions. The Address Matching Approval System (AMAS) products are designed for the direct marketing.

AMAS has for many years been recognised as the preferred address validation channel. However, this is specifically for mailing address (where mail is delivered) and not physical address (where someone resides). Where customers have a specific need for mailing address validation, MapInfo offers integration with AMAS certified solutions to complement MapInfo's physical address validation. This integrated solution helps businesses reduce mailing costs and improve database integrity through a total address validation solution.

Open Standards

MapInfo's enterprise address validation and geocoding technology take advantage of essential IT industry and geospatial standards to ensure interoperability with existing systems and future direction. MapInfo is committed to delivering platform independent solutions that can be integrated with existing business applications, such as CRM systems, financial reporting systems, HR systems and service delivery reporting systems. In essence, MapInfo is dedicated to providing software that enables flexible, open, robust and scalable solutions that deliver address validation and geocoding into core business applications.

Addressing the Need

MapInfo ensures that the user's business requirement is the focus of all development activities. Even though G-NAF is the core reference to MapInfo's address validation capability, additional content is added to fulfil the needs of the customer. In the process of producing our address validation dictionary we also append, through spatial processes, various boundary attributes to each G-NAF address. Such as PostCodes, States, and Local Government Areas.

MapInfo provides a total solution to address validation and geocoding needs for Media and Communications companies in Australia, and around the World. Through the innovative use of G-NAF for simplified address validation across the organisation, MapInfo helps customers overcome challenges related to address validation and geocoding. This then paves the way for customers, and other stakeholders to benefit from clean, reliable, and spatially referenced customer data.