



**Location Intelligence**

Enterprise Location Intelligence

# Spectrum Spatial Analyst™

The advanced web and mobile mapping solution

## Product overview

A truly enterprise ready application, Spectrum Spatial Analyst offers a feature-rich, out-of-the-box web mapping application that provides easy access to information and insights within a spatial context. It also provides access to a wide range of open standard web services, which support true data interoperability and system integration. Users can publish data from spatial data repositories and applications, such as MapInfo Pro™, and make them available for viewing or further spatial analysis in a mobile-ready browser-based application. With Spectrum Spatial Analyst users can visualize, analyze and understand business and spatial data.

Spectrum Spatial Analyst is a fully developed business application that is ready for immediate use, does not require custom development or lengthy training and as a result, generates rapid return on investment (ROI). The application supports industry and IT best practices which enables easy integration within any technology infrastructure, while being compatible with modern and legacy technologies.

## Product description

Spectrum Spatial Analyst empowers analysts and executives to glean spatial insights whether they are in the office or on the road via their favorite browser or mobile device. Greater access to spatial insights enables organizations to achieve efficiencies and cost savings while better serving customers and key stakeholders.

- Engage with employees and citizens
- Carry out risk analysis and aggregation
- Plan and monitor assets and services
- Improve customer service and communication
- Perform market analysis

## Spatial insight for everyone

### **Offer citizen-centric services to inform more effectively.**

Share insights derived from business and spatial information in a fast, effective and flexible manner. This provides better access to information which facilitates better decisions.

### **Spatially-enable business systems.**

Centrally manage and deploy Location Intelligence that can be embedded into frontline systems of engagement. This enables call centers to explore citizen, property and asset information via location-based search.

### **Rapid return on investment.**

Spectrum Spatial Analyst installs in minutes and requires minimal training. Plus, your investment is future proofed as additional value generating capabilities can be quickly enabled.

## Open and easily deployed

### Unmatched flexibility and interoperability.

Organizations operate a heterogeneous IT environment. Solutions like Spectrum Spatial Analyst™ are built on a service orientated architecture and support OGC and web service standards (SOAP and REST) to ensure the highest level of interoperability and facilitate easy integration within your IT environment.

### Better data, better results.

The Achilles heel of any analytical process is accurate, relevant data. Without it, your analysis is meaningless. Spectrum Spatial Analyst enables you to access your business and spatial data, validate and improve its quality and easily augment your analysis through the inclusion of value-added data sets (e.g. demographics, geodemographics, etc.) provided by Pitney Bowes or other providers.

### Facilitate business improvements.

Historically Geographic Information Systems (GIS) have been accessible to a select few, however insights drawn from the fusion of business and spatial

information benefits all. Spectrum Spatial Analyst enables citizens, customers and non-technical employees to interact with and gain insights from spatial information.

### One size does not fit all, but a single solution does.

Whether your organization is a small local authority or a multi-national business, Spectrum Spatial Analyst, built upon our industry leading Location Intelligence platform, affordably and efficiently scales to support your business requirements.

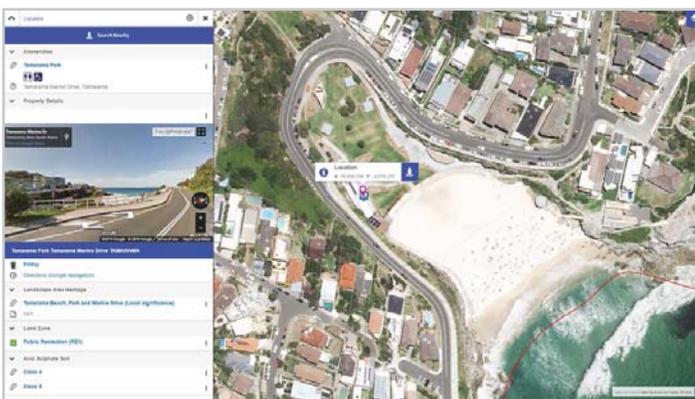
### Reduce the total cost of ownership for IT spend with a solution that grows with you.

Spectrum Spatial Analyst is built on a modular Service Oriented Architecture that enables rapid introduction of additional capabilities, allowing the solution to grow with your organization's needs and lowers your total cost of ownership.

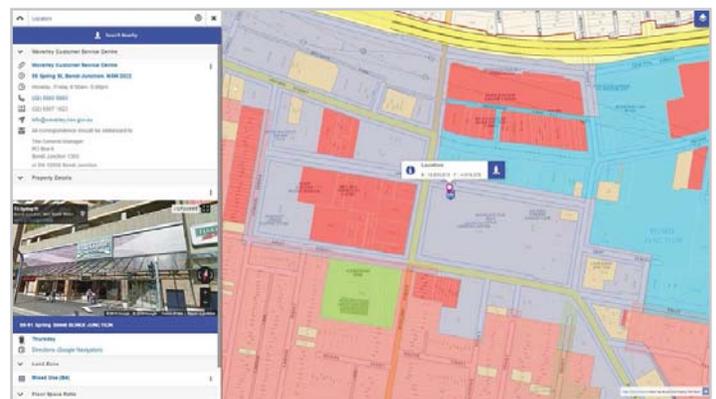
## Product updates

### New features in V8

- Data binding: Analyst admins can join business data with spatial objects displayed within the interface. This provides end users with a wide array of insights by linking relevant business data with its spatial representation.
- Application linking: This enables a bi-directional connection between Spectrum Spatial Analyst and a third-party application, this improves ease of use and worker productivity. Support is also given to third party APIs, such as YouTube and Google Street View.
- Summarizing data: Analyst lets users rapidly summarize data within or across one or more annotations that they have drawn within the application.
- Information from MRR/Grid maps: End users can quickly gain added context from the information contained within our powerful multi-resolution raster (MRR) grid file format.
- Thematic mapping and editing: Secure editing functionality (draw, edit, move and delete points, lines, circles polygons, rectangles and text) and create rich end user thematic maps.



Information displayed to the end user can be customized and can include images, hyperlinks, videos, charts and integration with third party APIs such as YouTube and Google StreetView.



The intuitive interface of Spectrum Spatial Analyst means that end user training is not required. Users have instant, customized information at their fingertips.

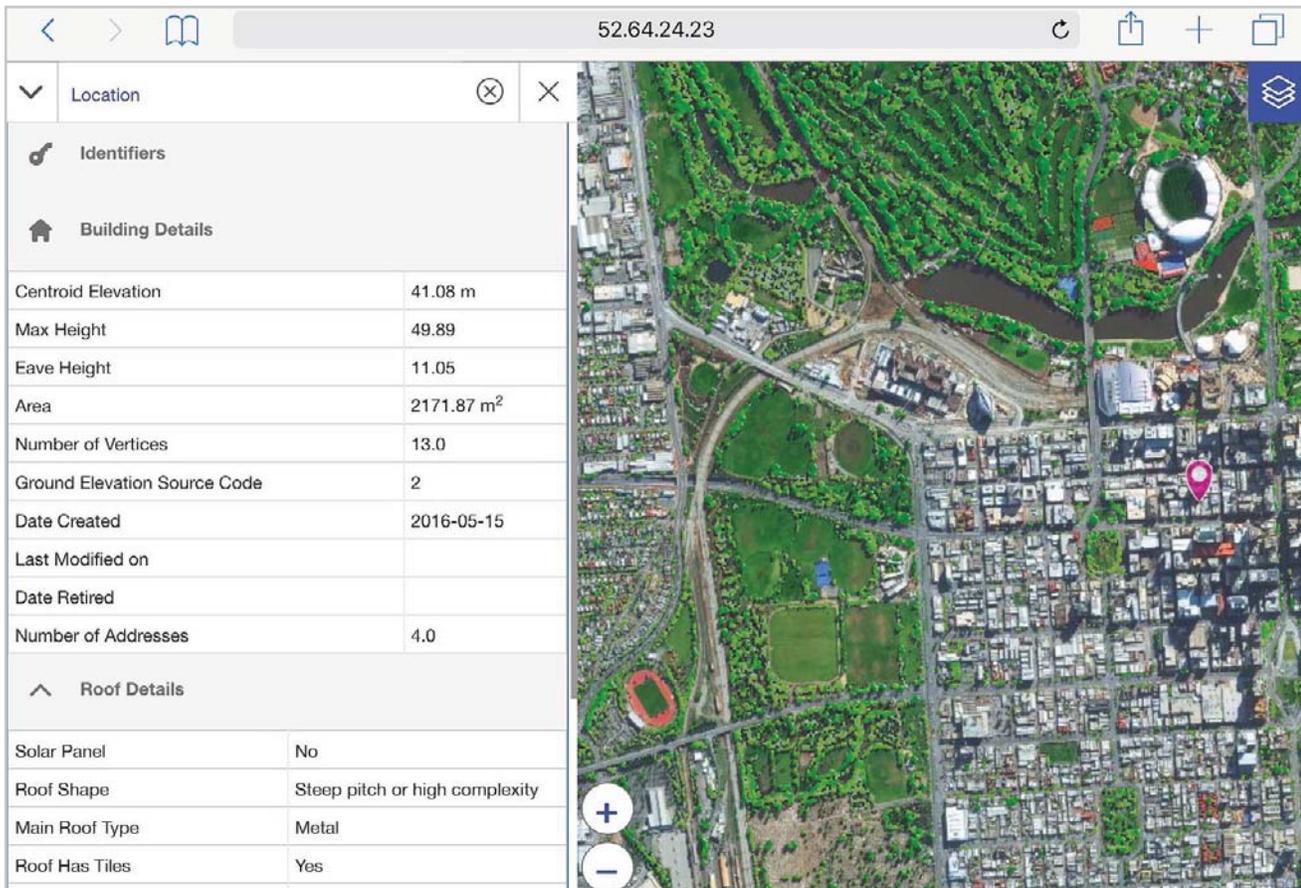
## Added value

Spectrum Spatial Analyst™ is part of the Pitney Bowes Location Intelligence Suite, an integrated and broad portfolio of Location Intelligence products. As a ready-to-use application that does not require custom development, it reduces IT burden and drives efficiencies including more flexible mobile working. The mobile ready user interface provides a single interface that supports current desktop browsers and all popular mobile and touch devices.

Javascript API's facilitate seamless integration with other corporate applications and web portals. As a ready-to-use web mapping application, web development is not required meaning sites can be operational in minimal time, resulting in a rapid ROI.

Quickly connect to and integrate with a wide variety of business applications with the open and non-proprietary approach of Analyst. Analyst does not require custom development which reduces the costs of maintenance and support.

Analyst deploys in a customer's environment, ensuring that data remains in that secure environment. Utilizing its role-based security model, you can offer secure access to employees, customers, citizens or partners.



The screenshot displays the Spectrum Spatial Analyst web interface. At the top, there is a browser address bar showing the URL 52.64.24.23. Below the address bar, there is a navigation menu with a 'Location' dropdown and a search icon. The main content area is divided into two sections: a data table on the left and a satellite map on the right. The data table provides details for a specific location, including its centroid elevation, maximum height, area, and other attributes. The map shows a 3D-rendered urban area with a red pin indicating the location of the data entry.

Identifiers	
Building Details	
Centroid Elevation	41.08 m
Max Height	49.89
Eave Height	11.05
Area	2171.87 m <sup>2</sup>
Number of Vertices	13.0
Ground Elevation Source Code	2
Date Created	2016-05-15
Last Modified on	
Date Retired	
Number of Addresses	4.0
Roof Details	
Solar Panel	No
Roof Shape	Steep pitch or high complexity
Main Roof Type	Metal
Roof Has Tiles	Yes

**Mobile compatible:** Spectrum Spatial Analyst is mobile ready and supports current desktop browsers as well as all popular mobile operating systems including iOS, Android and Windows.

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## Expected ROI

Improving the **integration of back office systems** promotes better cross-organizational coordination, and leads to efficiencies through shared services between departments and partners (other departments, councils, agencies, etc.). It reduces data silos and leads to more informed decision-making and long-term benefits.

The browser-based approach can **reduce the burden on IT** by eliminating the need to roll out complex and high-maintenance desktop applications. The ability to deliver systems and information anywhere, anytime benefits organizations by promoting flexible work processes including mobile working, which lead to cost savings and higher productivity. This flexible approach also can help with service continuity (business recovery) and prepare organizations for emergencies (civil contingencies, flooding, power loss, etc.).

### **Improve community engagement and customer satisfaction through innovative on-line services.**

Offering new information from different combinations of data provides a more customer-centric approach. Efficient publishing of data also helps organizations comply with Freedom of Information or other data requests – without having to spend valuable time compiling reports or re-publishing data.

**CRM:** More customer phone calls can be handled at the first point of contact, allowing advisors to deliver a higher level of service. It also supports a more accurate and consistent approach across the business when responding to customer enquiries. Additionally, an increase in self-service functionality results in a reduction in call traffic and enables advisors to focus their time on areas of priority.

**Driving down costs may free up budget for other areas.** A ready-to-use application lets organizations reduce their IT spend by eliminating the need for bespoke application development. It also lowers their overall application maintenance costs in comparison to custom apps.

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## Specifications

### **Spectrum Spatial Analyst™ supports all major web browsers, including:**

- Internet Explorer v11 onwards
- Google Chrome 43
- Mozilla Firefox 38
- Safari 7 on Mac and iPad

This solution does not require any browser plug-ins of any kind. It supports web standards including XHTML 1.0, CSS3.0 and WCAG2.0.

Visit our support page for our latest product specifications : [pitneybowes.com/us/support](http://pitneybowes.com/us/support).



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