Optimize big data insights with cloud-native location intelligence

Superior data quality, address management and location analysis for high-volume, high-velocity data in cloud-native environments

Give your solutions the location advantage

Location analytics are critical to your organization's success. Today, that means extracting value from the high volume and variety of data collected through mobile devices, smart sensors, social media and traditional address entry.

When you run big data processes in silos, efficiencies are lost. You can create a centralized data lake to store and process big data. However, transformative outcomes and data democratization can only be achieved when geospatial processing and analytics become part of your big data/cloud environment.

Fortunately, your organization can now take advantage of proven data quality, geo addressing, and location analysis capabilities directly within Kubernetes and Spark. Precisely's spatial software developer kits (SDKs) integrate these capabilities into cloud/big data environments so you can achieve outcomes that previously would not have been possible.

Spatial Software Developer Kits (SDKs)

Transforming big data into big insight

Aggregate and analyze information in new ways by adding geospatial capabilities to your data lake. The result? Gain deeper insights, increase the returns on your big data investment, and achieve results that otherwise would be not be possible.
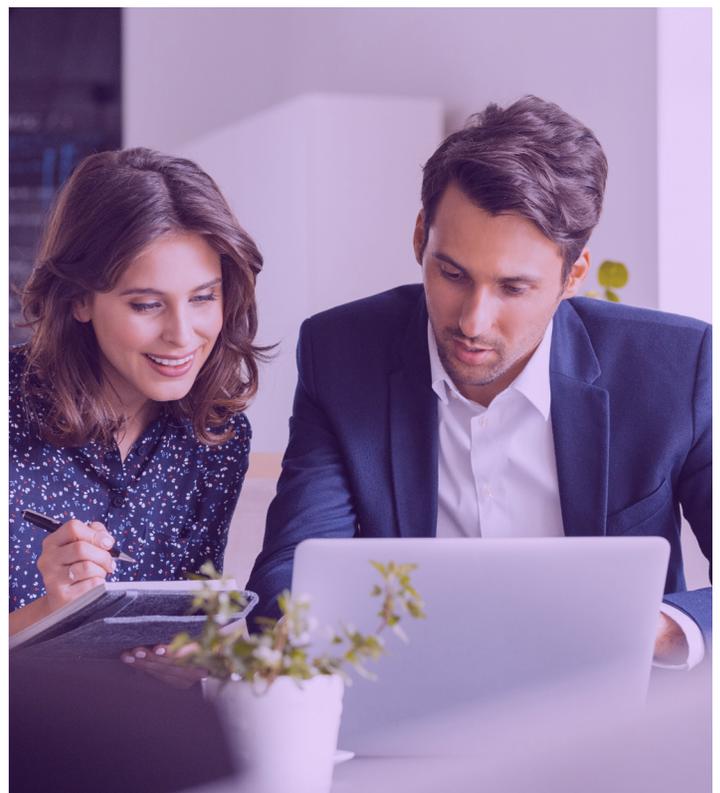
Capitalize on your big data framework

Spectrum Location Intelligence for Big Data runs natively in Kubernetes or Spark. Data is analyzed where it resides, so you can realize the full benefit of a distributed processing environment, including speed, resiliency and low-cost hardware. In addition to geospatial batch processing, you can run interactive queries and iterative geospatial calculations.

Power up performance

Run data quality, address management and location analytics within your cloud-native environment to:

- Optimize network assets
- Create a holistic view of risk
- Offer more competitive pricing
- Target high-value customers
- Select profitable retail locations

Proven, comprehensive capabilities

Trusted by the world's largest organizations, our capabilities make it easy to run the operations needed to derive more meaningful, accurate results:

- Data quality
- Geospatial processing
- Location analytics
- Data enrichment

You can spatially organize your data using a common ID to link disparate datasets. Our data fabrics are full coverage, ready-to-use datasets that can dramatically speed up query time. Using cloud-native/big data geo-enrichment, you can link our in-house and third-party datasets with your business data to provide more context and help you make better decisions.

Gain flexibility via robust technical alliances

Our technology partnerships support on-premises, cloud-based SaaS and IaaS delivery, giving you more ways to deploy and access these insights.

- Databricks
- Snowflake
- Amazon Web Services
- and more!

Step up to evolving business needs

Our modular approach makes it easy to increase capabilities over time. Add data quality, point-in-polygon or catchment calculations within your native big data processes. With this flexibility, you're not restricted to simple one-off solutions for address validation, geocoding, routing, or spatial analytics.

Everything you need to see the big picture in greater detail

One solution for data quality and location analytics

Our products help you to rapidly reveal the relationships between locations, geographic features, and properties to quantify inherent risks and market potential. A modular approach makes it easy to add capabilities as needed, so you can verify and locate opportunity.

Verify

Our complete set of data quality tools makes it easy to cleanse, standardize and consolidate your customer and prospect data.

Gain the accuracy you need

Verify addresses in real time across more than 250 countries and territories. Automatically recognize data by country, even confirming primary house numbers and apartment numbers. By managing multi-national characters and applying casing to correctly format and validate your data, address verification makes it easier to reach customers with effective, personalized communications.

Address Autocomplete

Capture the right address in real time with smart auto complete features, returning a suggested list of complete addresses based on partial address keystrokes — useful for any local search, checkout, shipping, or billing experience on your website. Achieve confidence in your decisions with address suggestions relevant to your business needs.

Locate

Geocoding and location intelligence transform your data into compelling location-based insights that reveal complex relationships and actionable insights.

Global Geo addressing	Assign precise latitude and longitude coordinates to physical addresses. Access forward and reverse geocoding for 250 countries and territories, with over 150 at street-level or better accuracy.
Location Intelligence	Build context by querying or aggregating spatial data to understand distance, geometry, density, and more. Use the results to operationalize business rules or visualize the results on a map.
Enterprise Routing	Calculate distances, boundaries, and travel times and overlay with demographic data to inform site selection models.

There's no need to move data between applications, and no reason to build custom API's or wait for connectors that slow performance. All the functionalities you need are embedded directly within your big data environment, so you can get fast answers while spending less time on data preparation.

Decide with confidence

Base your business decisions on insights gleaned from the most reliable data and analytic tools.

More precise geocoding

With Precisely Master Location Data, you can access over 200 million postal and non-postal addresses, including the building location of many addresses that may otherwise only be represented by a post office box. The PreciselyID, a unique and persistent identifier for properties, makes it possible to link a wide variety of attributes within your business data.

More accurate data

Go above and beyond the simple questions who, what, and where. Append datasets, including standard data like points of interest or property attributes or dynamic, like demographic movement or weather changes over time, to enrich your enterprise data with relevant context.

Categories include:
- Addresses & Properties
- Boundaries
- Points of Interest
- Demographics
- Streets
- Risk

More ways to share

With Spectrum Spatial you can visualize your aggregated data and display vector tiles in a web-based application. View and share spatial insights via any device to achieve self-service efficiencies and added cost savings.

> With Precisely's Spatial SDKs, you can verify, geocode, enrich, and visualize a massive volume of addresses in a fraction of the time, all within your existing cloud-native or big data environments.

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Accelerate success

Insurance:
Profit from a single view of risk
Combine high-performing big data spatial processing with data from location-enriched libraries to develop a consolidated view of potential insured risks.

- Access complete, consistent, current data on every property
- Fine-tune loss reserves and policy pricing models
- Validate policy applications faster
- Make more informed decisions

Financial Services:
Know your customers
Combine location intelligence and demographics to gain a more comprehensive view of customers, opportunities, and risk.

- Deliver the right services at the right locations
- Quickly compare performance and set realistic goals
- Improve anti-money laundering, KYC (know your customer) and fraud detection activities

Government:
Make cities run smarter
Deploy Smart City initiatives to lower costs, improve services and enhance quality of life for city residents. When you collect, analyze, and apply data from networks of smart sensors attached to infrastructure such as streetlights, traffic signals, and waste containers, you can:

- Perform fault detection and maintain street lighting within SLAs
- Combine weather with traffic sensor data to predict storm-related congestion
- Monitor storm drain sensor data to provide early warnings on localized flooding
- Analyze large volumes of historical sensor data to optimize asset lifecycle

Communications:
Map current network performance
We make it easy to aggregate billions of network events, organizing them around a grid composed of millions of polygons. Now you can build coverage maps that depict the network experience in near real time.

- Visualize network performance
- Build trust with more accurate, detailed and current coverage maps
- Make network investments based on complete information
- Win new subscribers and retain existing customers

Retail:
Capture customers on the go
Use customer purchase behavior and real-time location data to reach customers with compelling offers when and where they are most likely to respond.

- Create geofences to send targeted messages to shoppers around your stores
- Use analytics to predict customer behavior and make offers or product recommendations

Realize the promise of your data
Now you can finally take full advantage of the speed and processing power of your big data technologies. With Precisely's Spatial SDKs, you can verify, geocode, enrich, and visualize a massive volume of addresses in a fraction of the time, all within your existing cloud-native or big data environments.

- Open architecture
- Seamless integration with core business applications
- Flexible deployment: On-premises, SaaS, cloud, or hybrid-cloud
- Global address and geocoding coverage across 250 countries and territories

Capitalize on your big data/cloud investments with Precisely
Join the ranks of leading companies that put their trust in Precisely.

Contact us today to unleash the power of location in your big data or cloud-native environments.