Informatica Data as a Service Geocoding

Benefits

- Excellent quality and accuracy thanks to integrated address validation and correction
- Point address geocoding with premium data
- Output in WGS 84 format
- Global coverage—more than 200 countries available
- Accuracy and precision up to building-level coordinates
- IP, phone, and reverse geocoding support

Usage Scenarios

- Location analysis
- Insurance
- Logistics
- Demographics
- Risk analysis
- Express delivery services

Enrich Your Data With Global Address Cleansing and Integrated Geocoding

Challenge

Throughout the world, enterprises are turning to geographic coordinates to learn more about their customers. Where do my customers live? Where should we open the next store? What's the optimal location for our next distribution center? You can answer all of these questions if you use trusted data to pinpoint addresses on a map. Geocoding appends longitude and latitude points to addresses throughout the world.

Solution

Informatica®'s Data as a Service geocoding offering allows enterprises to integrate customer data, supplier data, and targetable market geocodes into a geographical information system. Using Informatica geocoding empowers enterprises to plan routes more efficiently, calculate distances, or create geographic analyses and market allocations.

By combining geocoding and address data with other business data, organizations can gain critical insight, make better decisions, and optimize their processes. For example, insurance companies can better assess if a prospect lives in a high-risk area. A marketing department could analyze where customers or prospects live in order to determine the most effective advertising strategy.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Available Geocoding Options From Informatica

Informatica Data as a Service offers several geocoding options:

- **Interpolated Geocoding** provides an overview of a city and gives a rough orientation when you don't need exact geographical positions. An interpolated geographical coordinate is a relative position of an object or a house number calculated from the coordinate of the street beginning and the coordinate of the street ending.
- **Arrival Point Geocoding** helps with speeding up parcel delivery because the coordinates pinpoint the entry to an estate. Fast and direct delivery is more likely when mailing to large estates or areas that have unclear entrances or delivery receiving points.

![Informatica logo]

IN06_0419_02684