

Web-based Global Address Geo-coding Service

With far-flung assets, staff and resources, identifying precise locations in different countries with varied address and postal systems, is a challenge faced by many organizations. Esphero™ meets this challenge, automating the process with the most up-to-date, comprehensive data available.

Esphero is a global address geo-coding service that returns a precise latitude and longitude for locations around the world. Esphero uses three tactics to provide the most thorough and accurate results. First, **Address Geocoding** geocodes the street address using multiple providers if they are available for a given country. Second, if the address attempt failed or street data is not available **Postal Code Matching** is used. Finally, a **Place Name Gazetteer** is a last resort or for countries where address and postal codes are not available. This gazetteer includes more than 3.5 million place names derived from multiple data sources.

In order to achieve a higher percentage of matches, Esphero has additional features to improve quality, including a City and Country-level aliasing system that will fix common misspellings, match city names that have changed over time and find alternatives to country names so they will better match the address and place name databases.

Avencia provides subscribers with three different usage options:

We provide **a service bureau offering whereby the client sends Avencia a database**, we process it and return it with latitude/longitude coordinates.



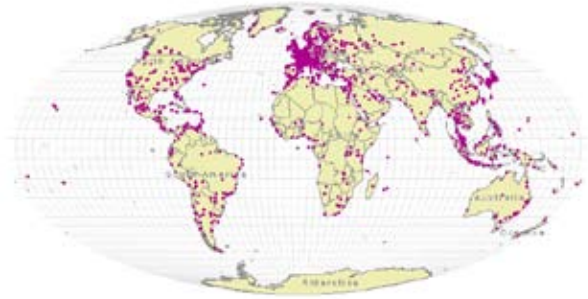
Sample Esphero web service screen.

A client can choose to subscribe to an XML web service in order to integrate global address geocoding into their own software or web site.

We offer a Geocoding 'Portal' that provides a secure web site to perform the geocoding activity with an easy-to-use online interface.

Why Use Esphero's Geocoding Services?

- Enable geographic searches of important assets.
- Visualize the significant locations in a specific market for any location in the world.
- Pinpoint customer locations and clusters to accurately analyze where your services are most needed.
- Enhance customer service by giving your clients access to targeted and strategic information about businesses and services in their zip code or region.



Sample Esphero Map.

Why Choose Esphero?

- Avencia utilizes the most comprehensive and complete collection of data sources available today, through ESRI, the world's largest GIS company.
- Esphero accepts Access, Excel, and text file formats.
- Our per-record pricing means that you only pay for what you need.
- Developers can access Esphero through a SOAP-based web service.
- The latitude and longitude format can be used by any GIS software.
- Esphero uses efficient data scrubbing methods to improve address geocoding matching.

Who Should Use Esphero?

- "Global 1000" companies with overseas operations.
- Researchers with international lists of addresses.
- Payment processing companies.
- Health care organizations.
- International travel agencies.
- Distribution/Shipping companies.
- Transportation services.

System Requirements

- The service bureau offering has no requirements. You can send us address data as an Excel spreadsheet, Access database, dBase file or comma-delimited text.
- The XML web service can be used by in any development environment that supports SOAP-based web services including Java, .Net, PHP and Python.
- The Esphero Geocoding Portal works with the most common web browsers including IE6, IE7, and Firefox.