

# Get Location Right



Current, Precise Data Solutions for Location Intelligence

Current, precise location data will increasingly power the next generation of location-aware services, applications and insights. Gadberry Group helps you make your Location Intelligence (LI) better!



## Critical Business Issues We Help Solve

### 1 Enhance your “Address Certainty”

Improve the quality of your internal address data and geocoding services

Provide a uniform standard for address data across your organization

Provide a seamless integration of address data with other forms of spatial data

Improve the customer experience based on location – matching the right offer with the right time

### 2 Empower data science initiatives

Provide location and geospatial domain expertise and consultation

Cleansing address data for AI/Machine Learning applications

Faster extractions of data insights and intelligence

Quick and accurate accessibility to large, complex data sets

### 3 Eliminate licensing aggravations and costs

Reduce or eliminate capital expenditures

Reduce operational demands on internal staff

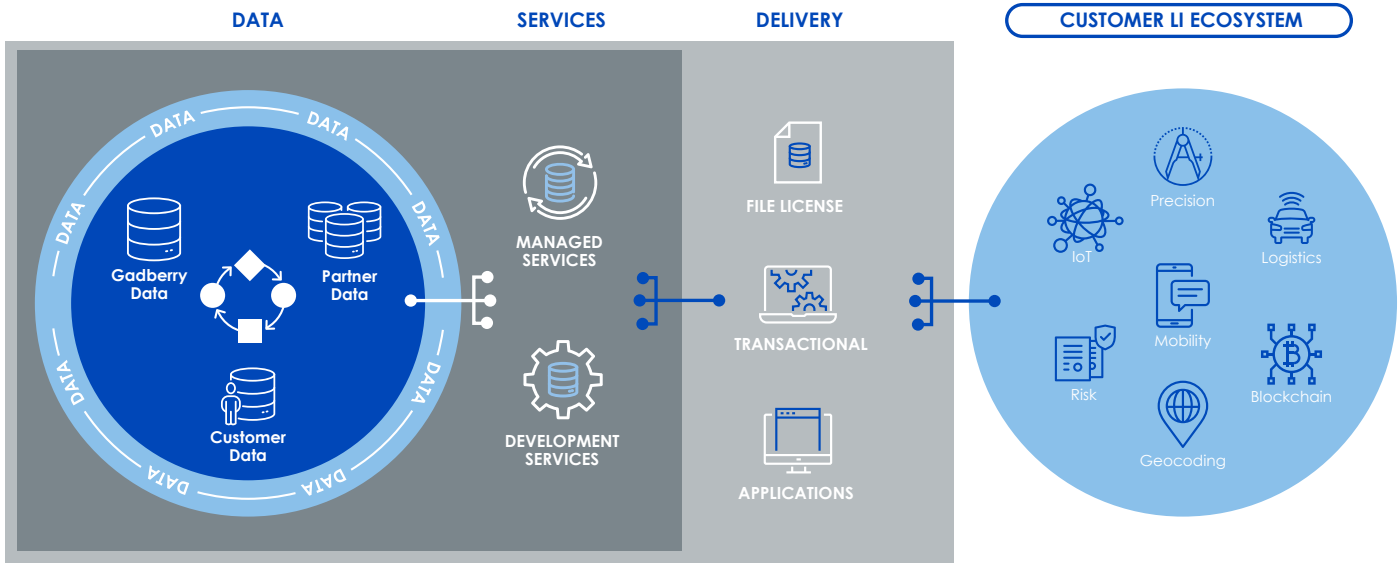
Gadberry is a Location Intelligence data company with a 20-year track record of delivering value to our clients.

We help our customers acquire, develop and maintain their LI data solutions. The foundation is accurate and precise location data. The key to success is seamless integration with your broader LI ecosystem.

Gadberry Group works with leading companies including:



# The Gadberry Group LI Solution Framework






## Finding the right data is critical to your Location Intelligence Solutions.

So is working with the right partner to provide the best services, connections to numerous data sources and the delivery capability to feed your solutions accurately and quickly.

## Get the Right Data into Your LI Solutions

Working with Gadberry means your data is cleansed, standardized, normalized and geocoded – leveraging our 20 years of experience in building Location Intelligence data solutions.

Working with Gadberry can cover all your data needs including:

| GADBERRY DATA  | PARTNER DATA  | YOUR DATA – FULLY INTEGRATED   |
|--|---|--|
|   |    |   |
| <p><b>GADBERRY DATA</b></p> <ul style="list-style-type: none"> <li>Addressing Technology (curation, location, attribution)</li> <li>US Addresses and Precise Coordinates (structure-level precision)</li> <li>Demographics and Life Stage data</li> <li>Property data</li> <li>Parcel Boundaries</li> <li>Custom Boundaries</li> </ul> | <p><b>PARTNER DATA</b></p> <ul style="list-style-type: none"> <li>Consumer and Business Demographics</li> <li>Business Points of Interest</li> <li>Census and Postal Boundaries</li> <li>Specialty Correspondence Boundaries/Point Data (neighborhoods, school districts, parcels, risk zones, telco boundaries, property information)</li> <li>Referential (Streets/Highways)</li> <li>BING and Google Imagery</li> <li>Traffic Counts</li> <li>Shopping Center data</li> <li>Consumer mailing lists and contact information (phone, email)</li> <li>Consumer enhancement information (household level)</li> </ul> | <p><b>YOUR DATA – FULLY INTEGRATED</b></p> <ul style="list-style-type: none"> <li>Point Locations (customers, prospects, existing and potential sites, competitors, employees)</li> <li>Physical asset locations (land, buildings, equipment, vehicles)</li> <li>Performance data (sales linked to a geography)</li> <li>Proprietary boundaries (territories, service areas, coverage area)</li> </ul> |

# Spatial Reference Framework (SRF)

The SRF provides the **foundational** location data framework required for accurate and precise location intelligence.

**240MM**  
multi-sourced,  
Residential and  
Business address-  
locations

Address Confidence score  
for certainty of address

Geo-Precision score for  
indication of accuracy

Residential / Business  
indicators

Structure  
placement for  
**65%** of  
addresses

National  
pre-geocoded  
data set

Secondary  
addresses  
linked to the  
parent primary  
address

Multi-unit / Mixed-use  
Alias street / Alias city

Property/Parcel  
locations to  
identify rural  
areas

Building structures contained  
in parcel boundaries

Property Clusters

Unique  
persistent,  
SRF-Key  
API for Real Time  
Services

Vintage correlation

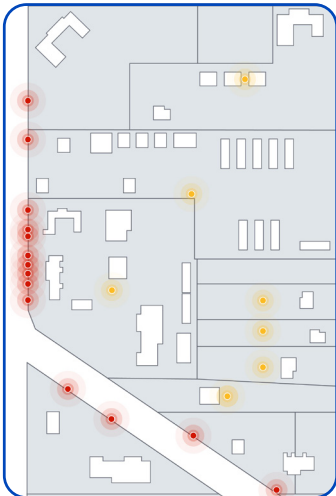
Linkage to  
correspondence data

Highly Scalable and  
Secure

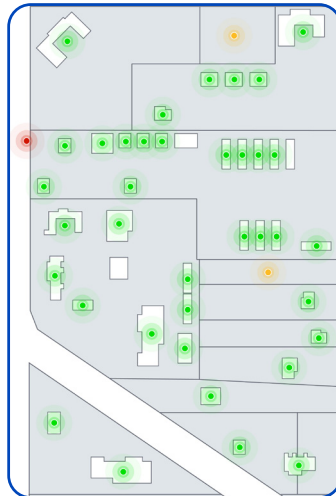
## Structure Level Geocoding Services – Far More Precise than Traditional

Traditional geocoding services are helpful, but ‘close enough’ – is no longer good enough. With Gadberry’s SRF data you have a much more powerful tool for making decisions based on accurate and precise location intelligence.

### Street / Parcel



### Structure



### Being able to know that a geocode is precise at the structure level helps you:

- Plan deployment of services and assets – network planning, technician routing
- Budget for capital investments with higher confidence
- Understand your market and ability to retain and attract customers
- Improve your risk/opportunity analysis for serviceable locations

“What makes Gadberry so special is their address expertise and professional services.”

- Dan Troup, RE/MAX

“Gadberry was critical in helping acquire, assemble, & interpret location data in support for our CAF initiatives.”

- Brad Brannon, Windstream Communications



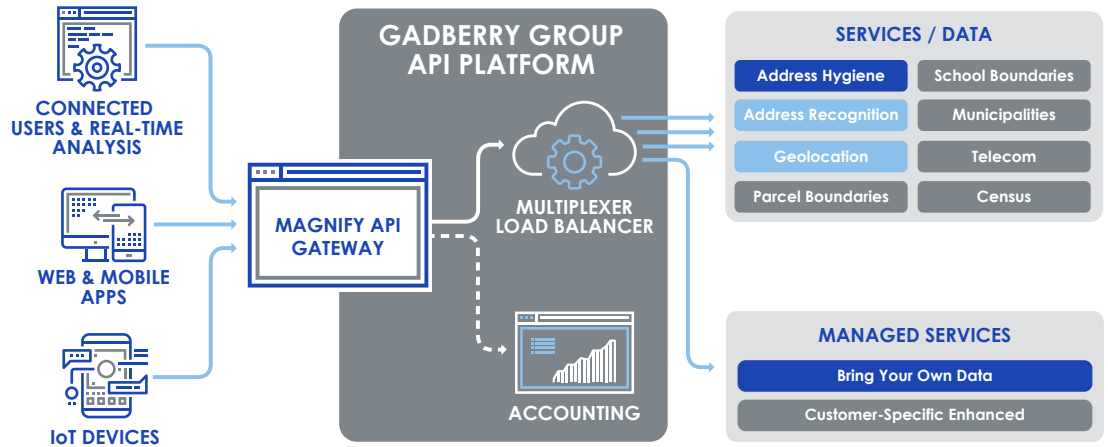
**Let's Get started with a Data Evaluation**

Gadberry will work with you to do a full evaluation of our SRF data in any U.S. county.

To get started, we'll put an NDA in place and provide all of the documentation and processes needed to complete your evaluation.

# Gadberry's Magnify API Platform

From quick verification to highly customized data-ingestion routines, the key to your success is keeping your location data as updated and precise as possible.



## Address Hygiene & Recognition

This process is highly secure and very fast. It is also mission-critical to keeping your location intelligence accurate and precise. Gadberry's proprietary tools and geospatial domain expertise give you the knowledge and lift needed to achieve more with your data.

## Geocoding Services

It sounds simple, but there are nuanced complexities of leveraging the best combination of contributor data sets (parcel points, streets, etc.) to provide the optimal percentage of geocoded addresses while minimizing false positive results. Magnify API leverages Gadberry's comprehensive universe of US addresses, providing your organization with premium geocodes, beginning at the **structure level**. Utilizing our API also eliminates the need for time consuming data downloads and ingestion into your application environment.

## Correspondence Data

Gadberry enriches your data with relevant additional data elements based on your use case, easily connected and added to your dataset via Gadberry's AddressKey and easily injected into your internal eco-systems. Ask a question - get an answer. What school boundaries are these addresses in? What is the property value of each address?

## Extensive Real-Time Services

Gadberry's Magnify API platform reduces time-to-market for your solution and lowers the barrier to entry for spatial querying for your organization. Data bundles from Gadberry can be integrated into your solution or customers can bring their own data to be ingested by the API.

## Typical use cases include:

- 1 Implementing a strategy for an enterprise-wide, consistent treatment of address data, i.e. address standardization and geocoding.
- 2 Assessing market demand by understanding counts of all addresses within a geography or custom polygon. Using coordinate data to visualize where demand exists.
- 3 Empowering CRM applications with knowledge of the service area in which an address resides.
- 4 Improve your CAFII and RDOF risk/opportunity analysis, intelligent bidding, network planning and asset deployment.
- 5 Furthering customer insights with knowledge of the relationship between an address and other geospatial data, such as parcels, neighborhoods, etc.

## Scalable and Secure

Whether you need access to a few requests per second or thousands of requests per second, Magnify API has a solution to support your needs.

All access to the platform and data bundles are protected via API key authentication.

## Customer Success

All Gadberry solutions are backed by our 20-year history in building data assets, delivering them for clients through all methods and partnering with you to develop the best LI solution to solve your challenges.

Our reputation is built on our geospatial domain expertise, our commitment to delivery excellence and exceeding client expectations at every turn.

# Let's Get Started



If you're ready to achieve breakthrough results in your LI solutions, let's talk.

[www.gadberrygroup.com](http://www.gadberrygroup.com)  
(501) 907-7100  
[info@gadberrygroup.com](mailto:info@gadberrygroup.com)

