



# ANCHOR

## COMPUTER SOFTWARE

[www.AnchorComputerSoftware.com](http://www.AnchorComputerSoftware.com)



# Geocode

The World's Most Complete Global Geocoding Engine.

Geocode enables a latitude-longitude coordinate to be added to any address or other geographic point anywhere in the world. With a geocode, the location can be mapped and entered into Geographic Information Systems (GIS), Location Based Services (LBS) or the coordinates can be embedded into many different applications. Your geocodes are not tied only to maps – you can use them in many other applications. Geocoding also opens new possibilities for better analytics applications and decision making.

The integration of Geocode with Verify and other Loqate components provides unequalled worldwide coverage – not only to the country and city level but to the thoroughfare / street level and in many cases to the actual address. In those cases where an exact match is not found, Geocode uses advanced algorithms to generate a latitude and longitude that can be more accurate than the reference data alone. The combination of Verify and Geocode provide possibilities for new applications and new capabilities in existing applications.

### Geocode capabilities:

- Adds a latitude/longitude coordinate to worldwide postal addresses and geographic data
- Provides input to new location based services (LBS) applications
- Has market leading breadth and depth of coverage to add a geocode to delivery point/rooftop level in over 170 major countries of the world
- Adds a geocode to city or postal code centroid position for over 240 countries
- For a list of supported countries, go to [www.loqate.com/geocode](http://www.loqate.com/geocode)



### INPUT DATA

300 Berry #1210 SF CA

### OUTPUT DATA

● Latitude 37.775837

● Longitude -122.39557



### Why use Geocode?

- ⌘ Enable geography-based applications that are not connected to maps – sales territory planning, event marketing, social networks, activity tracking for police, intelligence, and health
- ⌘ Find clusters of customers or prospects – better marketing planning
- ⌘ Find customers more accurately than using only zip code or postal code – better direct marketing
- ⌘ Create new applications in intelligence, crime detection, fraud detection, and other areas.