

New Update Release of Michael Bauer International's APIs

Karlsruhe, 6th of February, 2018: The updated suite of Michael Bauer International's APIs includes new offerings focused on geocoding and data enrichment with their **DATALINK solutions.**

To meet the growing business demand for consistent and seamless global data, MBI released new APIs to supply businesses, governments, retailers and solutions providers with the tools they need to enable data enrichment globally.

Through its **DATA**LINK API platform, MBI provides access to more than 160 socio-demographic and economic data variables for easy integration into innovative solutions. The API is a RESTful service with the responses in JSON format. Giving easy access to globally consistent and comparable datasets ranging from population, gender, age bands, number of households, education, marital status, consumer styles, purchasing power, consumers spending and retail spending on a variety of different geographical levels.

The newest software update is now available for the **DATA**LINK Geocoder. A desktop application helps businesses make better decisions by geocoding their address databases to get an exact geographical reference. The **DATA**LINK Geocoder accesses a global detailed street data base which delivers precise geocoding results on street level or even on the rooftop of the buildings for a variety of countries.

"In today's business it's vital to have a clear understanding of where things are located. What activity is taking place by whom and where. When being able to map customers addresses and analyze these in relation to the locations of stores, competitors or logistic hubs, precision and accuracy are everything", said Ray Roberts-York, Managing Director of Michael Bauer International GmbH. "Additionally, visualizing relationships between neighboring area, insights on consumer types, income, population and consumer spending behavior can result in saved time, costs and supports planning."

Some of the latest features included in the **DATALINK Geocoder** enable the ability to:

- Batch Geocode - the entire list of addresses is sent in one batch
- Geocode road intersection e.g. “main road & river drive”
- Supports drag and drop of single and multiple entries
- Track number of Geocodes - showing the number of entries geocoded
- Import multiple formats - text, Access and Excel
- Manual intervention – addresses can be amended during the geocoding process to get the best results

About Michael Bauer International GmbH:

MBI offers a wide range of data products for business-critical geospatial analysis. MBI's products include Population, Households, Age Bands, Unemployment, Consumer Styles as well as Purchasing Power, Retail Turnover and Consumer Spending on most geographical levels. They also produce and license vector postcode boundaries (ZIP), administrative boundaries and small areas maps for most countries Worldwide.

MBI is a manufacturer and reseller of their own map, socio-demographics and boundary data that strives to provide businesses who want to make better informed investment with market data.

MBI is committed to supporting their customers to achieve an effective set-up and continuous handling of their geodata. Specialized in providing tailor-made data products according to each customer's individual requirements.

MBI's data is used globally by GIS engineers, Marketing executives, OEMs and controllers' for sales targeting, expansion planning and site location analysis in a wide range of Geomarketing and Business Intelligence applications.

For more information please visit www.mbi-geodata.com

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