



REVOLUTION OF SPATIAL BIG DATA

APPLICATION CONTEXT

- **Improvement of the quality of Lead Generation in the Retail sector**
- **Optimization, analysis and enrichment of territorial databases**
- **Georeferencing and data validation to refine business processes in the Logistic & Transportation field**
- **Geolocation of production plants (es. Oil & Gas, Utilities, Retail)**



SOLUTION

Zeus (Zone Earth Unique System) is a Data Cleansing software capable of:

- **identify and classify all the elements of a territorial data (address, zip code, street number, etc...) thanks to a rich database with about 120 countries and 1 million cities**
- **normalize addresses, even in case of spelling errors, and validate them in a structured way through semantic searches in specific spatial databases**
- **perform Data Enrichment operations on normalized data**



CASE HISTORY

Using Zeus our customers have been able to:

- realize Marketing campaigns on the European territory by drive sales (GDO, Automotive, Retail, Energy, Telco)
- obtain complete and correct territorial data during the purchase process on e-commerce channels
- manage and optimize logistics avoiding losses or delays

