

## Put Your Customers on the Map

An address represents considerable knowledge that informs governments, marketers, insurers, lenders and researchers for a wide range of applications:

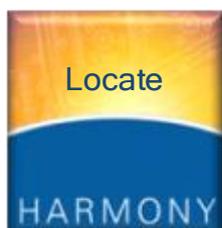
- Insurers use spatial location to assess flood, hail, fire and earthquake and other hazards.
- Governments can efficiently apply resources to specific places of need.
- Spatial analysis enables marketers to better understand customers and sub-.
- Lenders can link valuation data to security addresses based on their spatial location.
- Homebuyers can see the proximity of shopping centres, transport and other amenities.
- Geographic views of motor vehicle accidents provide unique insights.

### It all starts with a Good Address

Harmony Locate brings your customers into the geospatial world by tagging your address data with the correct spatial co-ordinates, regardless of spelling, presentation and other discrepancies.

Harmony Locate has been developed with Australia's biggest holders of customer data, who process tens of millions of records and demand the highest possible Geocoding rates at the highest levels of accuracy.

Using the G-NAF<sup>®</sup> geospatial data from PSMA, Locate can allocate the highest possible confidence levels to well over 98% of any address dataset.



## Some Applications

### **General Insurance**

Harmony Locate initiates real-time insurance quotes based on a property's spatial location.

### **National Health**

Harmony Locate maintains the accuracy of spatial codes for over 15 million address points that support national health programs.

### **Injury Claims**

Claims assessors use Harmony Locate as part of Triage Assessment to predict claim duration and outcome and guide management strategies.

### **Disaster Support**

Harmony Locate indicates whether a property falls within the boundaries of a natural disaster to provide rapid government support where it is needed.

### **Mortgage Lending**

Harmony Locate ensures the right address from the start and enables the entire mortgage process chain to perform more efficiently.

Longitude 151.17576783 (E)  
Latitude 33.88195371 (S)

Census District: 1573173  
Population: 386

Socio Economic:  
Desirable Urban 47.3%  
High Status Urban 21.3%  
Urban Bohemian 19.7%

Risk:  
Bush Fire 1  
Hail 3  
Flood 1



## About PSMA

PSMA Australia Limited offers a national asset of comprehensive, quality and accessible spatial knowledge, derived from government data sources that significantly contribute to economic social and environmental outcomes for Australia.



## About Mastersoft

Mastersoft develops software and solutions for managing the quality of customer master data: who they are, their contact details and the relationships they have with other customers and other business entities.

Mastersoft is a member of the Vix Technology Group, an international provider of market-leading products and services that develop and operate specialised, mission-critical solutions for the payments, telecommunications and transportation industries.

Mastersoft is a registered value added re-seller of the G-NAF and related datasets from PSMA.



Level 2 220 George Street  
Sydney NSW 2000  
Australia  
Phone +61 2 9024 2424  
[info@mastersoftgroup.com](mailto:info@mastersoftgroup.com)