PSMA|CLOUD

Enabling your location intelligence capability

PSMA provides Australia's national asset of location datasets. Our flagship product is the Geocoded National Address File (G-NAF), recognised as the most trusted and comprehensive geocoded addressing database for Australia.

Introducing PSMA Cloud

PSMA has developed PSMA Cloud to enable broad access to the benefits of location intelligence throughout the Australian economy.

PSMA Cloud is not an application in itself but rather a web service that can be integrated with your existing or new business applications to deliver location intelligence to your processes.

Recognising that not every organisation building its location intelligence capability needs to own our datasets, PSMA has designed PSMA Cloud as a SOAP web service.
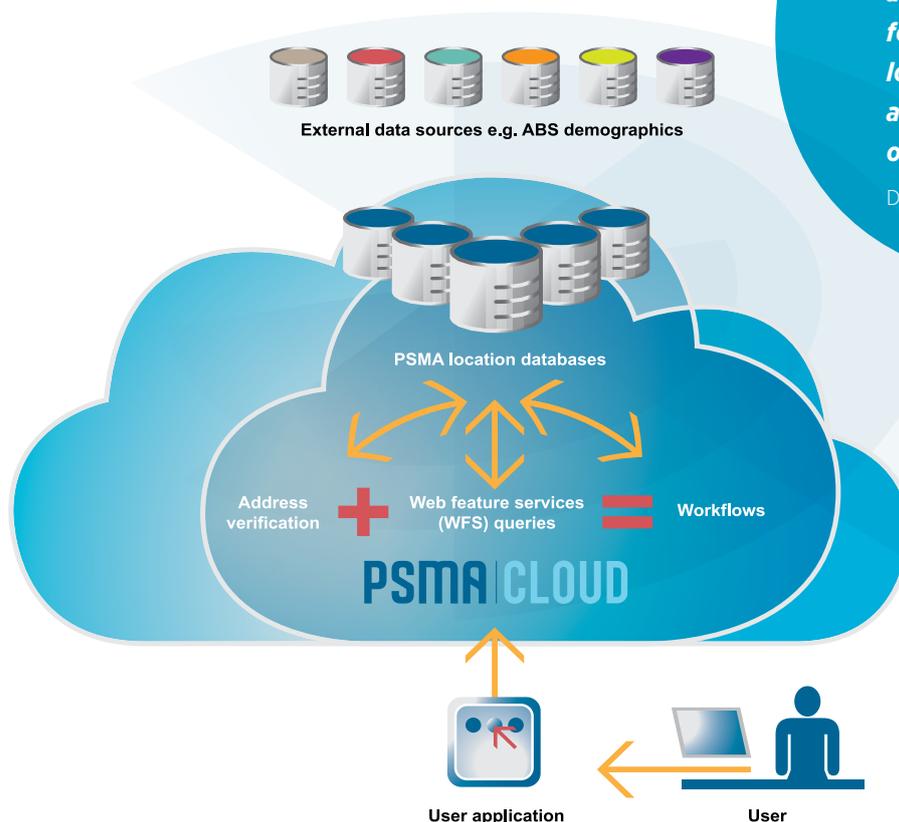
This places you in control of your organisation's location intelligence integration strategy, giving you the power to choose when and how you will call on data through PSMA Cloud.

PSMA Cloud offers three categories of functions:

1. Address verification and geocoding
2. Web Feature Services (WFS) queries
3. Web Map Services (WMS) queries

> *"PSMA Cloud cuts through the barriers to organisations adopting location thinking. It is a low-cost, easily implemented and straightforward platform for pushing the functionality of location through the organisation and making it part of the standard operating environment."*
>
> Dan Paull, CEO, PSMA Australia

External data sources e.g. ABS demographics

PSMA location databases

Address verification **+** Web feature services (WFS) queries **=** Workflows

PSMA|CLOUD

User application   User

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PSMA Cloud Integrators

As PSMA Cloud is an enabling service, we invite you to partner with a PSMA Cloud Integrator to enhance or develop your business applications with location intelligence.

Our fully trained and certified integrators are experienced in developing solutions with PSMA Cloud as well as PSMA's suite of data products. PSMA Cloud Integrators will work directly with you to understand your business needs and leverage the capabilities of PSMA Cloud to design a solution tailored to your organisation.

Our integrators provide a diverse range of expertise, ensuring you the choice of a partner to best meet your needs.

Visit www.psma.com.au for an up-to-date listing of PSMA Cloud Integrators.

LEVERAGE THE SCALABILITY, RELIABILITY AND OPTIMISATION OF PSMA CLOUD TO ENHANCE YOUR BUSINESS APPLICATIONS WITH LOCATION INTELLIGENCE.

Powerful yet cost-effective web services

PSMA Cloud Integrators use web services to apply location intelligence to your existing processes, workflows and applications.
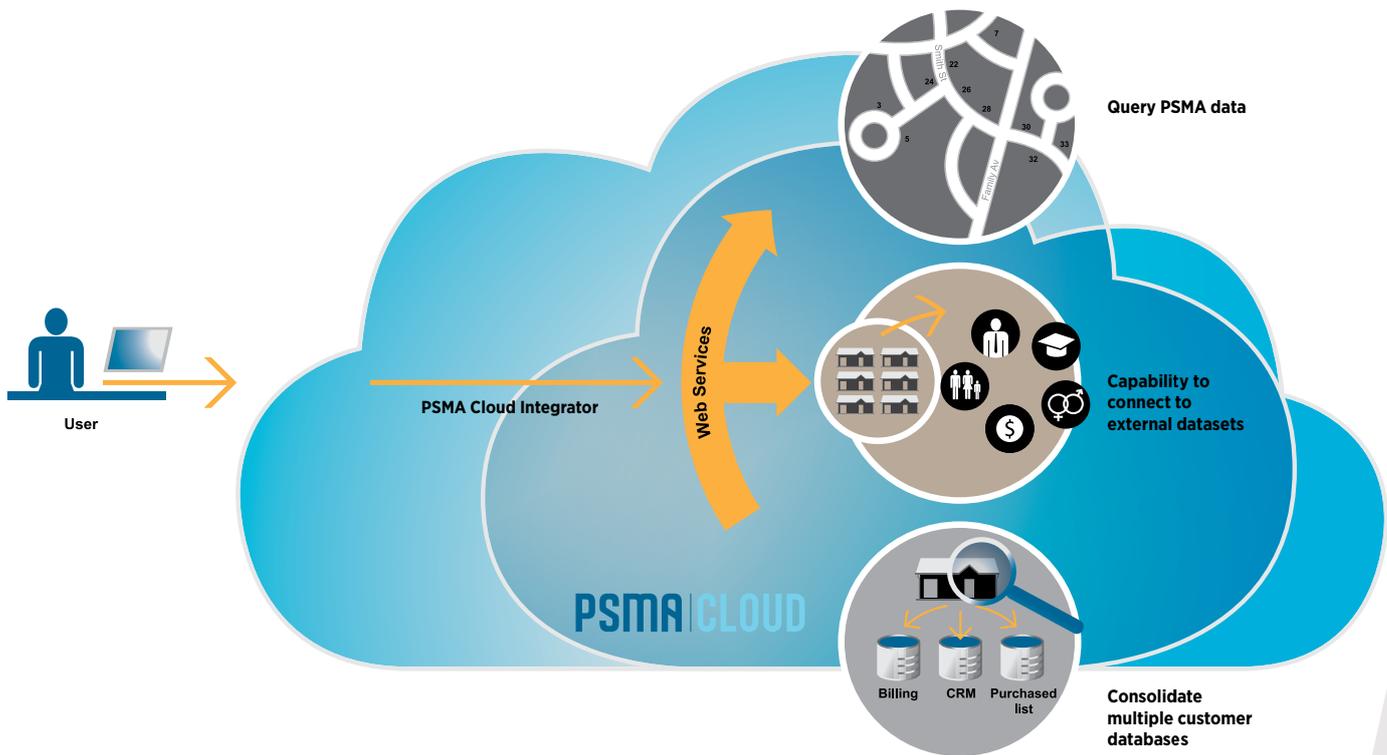
Web services provide standardised access to location features independent of who created the service or the actual format which the data is stored. Web service functions can be combined into a customised workflow and used in a simple manner in application programs.

Expand data options without maintenance costs

PSMA Cloud Integrators have access to PSMA's exclusive supply of aggregate, foundation location data sourced from the governments of Australia. Your integrator can also use PSMA Cloud to connect with additional third party data sets to meet your needs.

Easily integrate with existing systems and processes

With PSMA Cloud, your integrator can enhance your existing business systems with a wide range of address validation, spatial directory look-up and geocoding services. Services can be those provided within PSMA Cloud, developed in-house by you or your integrator, or supplied by a third party organisation anywhere in the world.

We've eliminated the need for organisations to build their own infrastructure to support, update and maintain the location data.

Address is the key

As the one attribute that is virtually universal across business and government, addresses provide the perfect link between complex location data and business processes.

That is why the address is core to PSMA Cloud.

Once an address is verified, the geocode (longitude and latitude values) assigned to the address can be used to connect to any data including PSMA's other data sets, ABS demographic data, your own data or a commercial dataset.

For 10 years, Australia's most trusted and comprehensive geocoded address database, G-NAF, has been delivering authoritative national data to governments, businesses and community.

In recent years, feedback from our value-added resellers and end users has focussed on the most up-to-date data possible.

PSMA now offers G-NAF Live – delivering the most up-to-date geocoded addresses from each state and territory government of Australia.

A complementary service to the more comprehensive G-NAF dataset, G-NAF Live is accessible 24/7 through PSMA Cloud.

G-NAF Live at a glance:

→ Over 11 million geocoded addresses

→ Daily database update

→ Includes G-NAF Live Persistent Identifier

→ Based on National Address Management Framework & AS4590 compliant model

Features of G-NAF Live

The G-NAF Live production process is designed for optimal currency of the authoritative state and territory address datasets.

Data is updated daily from the most current addresses supplied by the state and territory address custodians, and therefore providing a central source of up-to-date, national, authoritative addresses.

Each address in GNAF Live is assigned a unique identifier to facilitate the tracking of verified addresses.
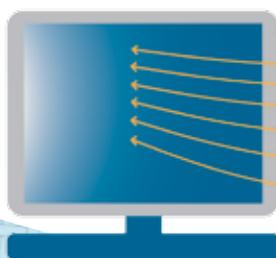
Update schedule

This is our most frequently updated product. The frequency of the supply is purely dependent on the address custodian, ranging from daily supplies through to quarterly.

For the current breakdown of supply frequency by jurisdiction, please contact PSMA.

FAQs

What's the difference between G-NAF and G-NAF Live?

G-NAF is a dataset that combines addresses from 10 contributors, being each state and territory government, Australia Post and the Australian Electoral Commission (AEC). The G-NAF process is rigorous, complex and released quarterly.

G-NAF Live is a web service drawing on the latest addresses from each state and territory government. The service provides standardised, national addresses with the best available currency.

At this stage, G-NAF Live does not yet draw addresses from Australia Post or the AEC.

Can I use G-NAF Live to identify what's changed since the last G-NAF dataset download?

No. G-NAF Live is only available as a web service. It cannot be downloaded to compare against the G-NAF dataset to identify the delta between the two databases. Furthermore, the databases are based on different data models to enable each of their different functions i.e. choose G-NAF for comprehensiveness and completeness, and G-NAF Live for currency.

Is there a building at every address?

G-NAF Live contains physical addresses which relate to any property or parcel identified by the state and territory land authorities. The vast majority of data relates to addresses that have an existing building or property. However, there are a number of addresses that are:

→ proposed developments (and therefore will have no buildings)
→ vacant land that is not ear-marked for development at this time

Are postcodes included?

Yes.

G-NAF Live represents the new Australian benchmark for address currency, delivering authoritative data 'live' from custodian to user."

Dan Paull, CEO, PSMA Australia

PSMA Cloud enables location intelligence

→ *Best available government-based location data*

→ *Most up-to-date geocoded addresses*

→ *Rapid deployment*

→ *High availability*

→ *Scalable*

→ *Fully supported*

→ *Service oriented architecture*

PSMA Data

→ **G-NAF**

→ **Postcode Boundaries**

→ **Administrative Boundaries**

→ **Features of Interest**

→ **CadLite**

→ **Land Tenure**

→ **Transport & Topography**

For more information

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