OnDemand

Smarter, More Efficient Access to the Capabilities and Insights You Need to Succeed

Every connection is a new opportunity™

Pitney Bowes
Business Insight

Access the applications that best suit your business requirements.

Pitney Bowes Business Insight has core capabilities in:

Data Management
- Data Integration
- Data Quality
- Data Enrichment
- Data Profiling and Monitoring
- Business Intelligence

Location Intelligence
- Mapping and Analytics
- Geocoding
- Enterprise Tax Management
- Geographic/Risk Data
- Asset Management

Analytics
- Site Selection
- Customer Demographics
- Customer Segmentation and Modeling
- Custom Services

Customer Communications Management
- Document Management
- Web Self Service
- E-Billing
- Transpromo
- Customer Service and Support

Mailing Efficiency
- Mail and Postal Compliance (US, Canada, Australia)
- Move Verification (US, Canada)
- Address Quality (Global)

OnDemand Solutions

Pitney Bowes Business Insight now offers a growing suite of Software as a Service (SaaS) tools — including both familiar products and exciting new solutions.

These OnDemand Solutions make it easier to meet the challenges of today's complex and challenging environment. You pay only for the services you need — and only for as long as you need them. No capital investments. No updates. No maintenance. No hassles. Best of all, you are free to focus on your business, your customers and what really counts for your organization.

Unlock the Power of Insight

Whether you call it cloud computing or Software-as-a-Service, the opportunities created through these OnDemand applications make customer insight and operational efficiency more accessible, more affordable and more proficient than ever before.

OnDemand delivery eliminates many of the traditional roadblocks associated with acquiring new software tools. The idea that smarter decisions and better data are too expensive, too hard to maintain, too complex, or too difficult to share simply no longer apply.

With Pitney Bowes Business Insight, you can acquire, serve and grow customer relationships in so many ways:

- **Customer Intelligence**
  > Gather, analyze and leverage customer information — who they are and what they do — in order to build deeper, more effective relationships and improve strategic decision-making.

  > Visualize pockets of opportunity where demand for new services is highest

  > Validate customer identities against watch lists to reduce fraud

  > Translate addresses into precise latitude and longitude coordinates for greater insight

- **Customer Communication**
  > Create, distribute and manage even the most complex communication programs for greater customer satisfaction, improved operational efficiency and lower costs.

  > Reduce undeliverable mail — and all the wasted postal expenses

  > Target prospects more effectively using rich demographic and behavior-based data

  > Cleanse, validate and correct names and addresses

- **Customer Care**
  - > Give customer-facing personnel the accurate and up-to-date information they need to optimize efficient, personalized and positive interactions with customers.
  - > Validate service eligibility in real time
  - > Streamline routing and logistics to improve service delivery and lower costs
  - > Provide for customer self-service using interactive, Web-based maps and tools

Step up to Today's Challenging Demands — Smarter and More Efficiently

OnDemand applications are especially relevant in today's dynamic market environment. The sheer volume of data is growing exponentially and more users in your organization expect access to these facts and insights. The complexity of data analysis can overwhelm in-house servers and desktops, and companies need more computing power to solve problems. Add to that the rapid pace of change in needs and technologies — all while reducing costs — and the need for SaaS is clear. That's why Pitney Bowes OnDemand Solutions deliver benefits designed for how you need to do business — today and tomorrow.
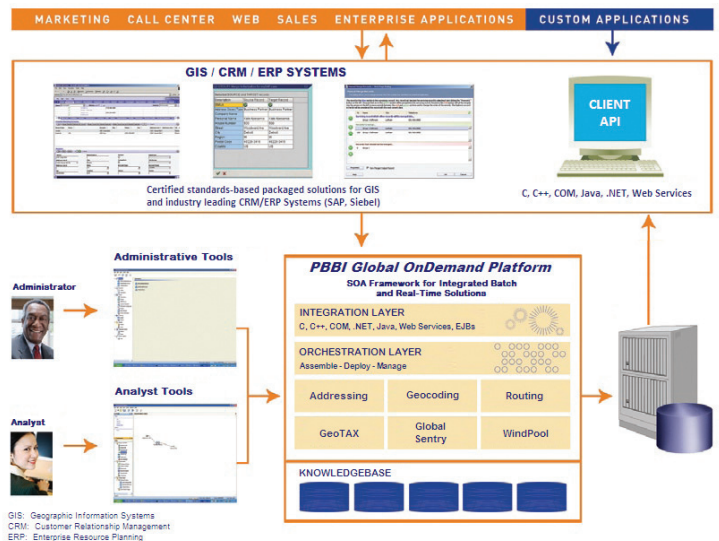
- **Lower cost of ownership.** Pay-as-you-go terms are based on flat fees or systems usage, with no investments in hardware or long-term software license agreements required.

- **Near-immediate deployment.** With no up-front capital expense, internal approvals are often significantly faster. Solutions can often be deployed in a matter of days and are immediately available to all users, regardless of location.

- **Fewer IT resources.** You can rapidly scale, modify, expand or end service. Plus, with fewer servers to maintain, less data to manage and no need to support constant updates, backups and versions, firms can accrue additional savings over time.

- **Continuous improvement.** You'll always benefit from the most up-to-date software, the latest upgrades and the most current and accurate data available — without having to wait until you receive or implement a new release.

- **Easier collaboration.** The ability to support 24/7 community computing — anytime, anyplace, across all time zones — adds significant value. OnDemand data portals ensure consistency across an enterprise and facilitate data sharing.

Let Pitney Bowes Business Insight Provide You With a Clear Advantage

Our OnDemand products combine the best of all worlds. You'll gain access to the high-quality functionality needed to improve your business, while enjoying the ease of use and low-cost maintenance associated with SaaS solutions. Plus, you'll benefit from the security, scalability and expertise you expect from a market leader like Pitney Bowes.

In the simplest terms, Pitney Bowes Business Insight provides the high-powered performance and superior insight you need to acquire, serve and grow customer relationships with confidence.

A typical integration of a Pitney Bowes Business Insight OnDemand service.

Pitney Bowes Business Insight OnDemand Solutions

Advancements in SaaS technology not only enable us to deliver our traditional products and services in new ways, we've also developed new solutions that previously were beyond reach. Below is a sampling of our OnDemand solutions. Please visit pbinsight.com for the most current listing, as new solutions are added often.

Data Management

Make your data more accurate, relevant and accessible. Our tools help access, clean, profile, validate and aggregate information, including customer, location, numerical and product data. Services include:

- **Addressing OnDemand**
  Know your customers. This data quality solution enables world-class address standardization, correction and phone appends, as well as address validation in over 220 countries. We employ industry-leading, sophisticated address matching algorithms so you can capitalize on more reliable address data to grow customer relationships.

- **Geosk™**
  Capture the world in a minute or less. This online marketplace provides 24/7 access to the precise geo-data you need. Browse and view datasets, purchase data by the square mile or kilometer, and download it in the right format right from your desktop. The industry's largest catalog of geospatial data includes streets, demographics, boundaries, insurance risk, communications, parcel data and more.

- **Global Sentry OnDemand**
  Protect your company. This automated solution works in conjunction with existing applications to monitor incoming transactions and identify hits to domestic and international watch-lists. Now you can easily consolidate various agency and country lists and gain the insight needed to truly know your customers and feel secure in all of your dealings.

Location Intelligence

Make better decisions. These geocoding and mapping systems help visualize enterprise and market data in the context of location so you can better target opportunities and minimize risk. Examples include:

- **MapInfo® Stratus™**
  Publish and share location-based data and insights. This interactive, online mapping application makes it easy to provide accurate, live information about the location of assets and services. Securely upload your spatial data to the cloud where it can immediately be accessed by internal or external users through a Web-browser—only to those that need it, exactly when they need it. Deliver a true Web 2.0 experience including user queries, multiple displays and configuration options, all without the IT burden.

- **Geocoding OnDemand**
  Make more accurate business decisions. Geocoding OnDemand performs address geocoding or postal code centroid geocoding for locations in 126 countries. Using our market-tested Location Intelligence solution, we provide you with actual location coordinates; including the latitude, longitude, altitude and parcel number, which makes it easier to analyze data geographically.

- **GeoTAX® OnDemand**
  Assign tax jurisdictions with confidence. The GeoTAX OnDemand service determines precise tax jurisdictions for any address. This service makes it easier for you to apply the correct state, county, township, municipal and special tax district to your records, helping to ensure accurate tax determination, collection and payment.

- **Routing OnDemand**
  Improve your firm's logistics. Routing OnDemand can take multiple discreet points and generate your optimal path of travel, leveraging our specifically accurate drive-time polygon services. Lower your costs and improve efficiency by consuming our multi-point Routing service.

Analytics

Gain insights to improve performance and profitability. These solutions offer statistical models and spatial analyses that can help you master the complex relationships between customer demographics, market trends, buying patterns and location. Solutions include:
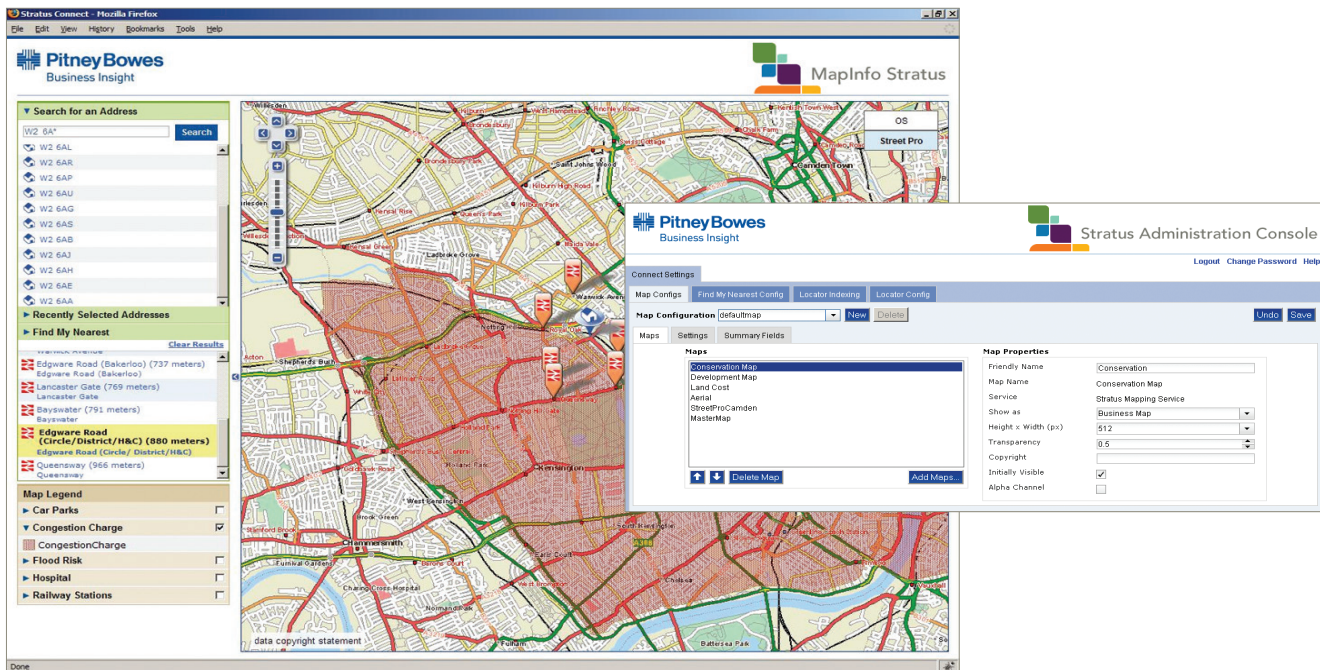
- **Coverage Locator**
  Visualize wireless coverage, quality and rates. The Coverage Locator determines if wireless service is available, which rates apply and what features are available for any location. By integrating our Location Intelligence capabilities with a carrier's detailed network data, CSRs and customers can access the highly visual and accurate coverage information and maps needed to pinpoint service areas – right down to a specific address, street intersection or postal code.

Mailing Efficiency

Drive address accuracy enterprise wide. These tools can help you maximize postal discounts, while reducing the costs, overhead and customer dissatisfaction associated with returned mail. Examples include:

- **VeriMove™ Access**
  Reduce undeliverable mail. This Move Update service checks customer records and proprietary mailing lists against the USPS® National Change of Address database. By identifying new addresses of recent moves, VeriMove Access helps reduce undeliverable as addressed mail and comply with USPS Move Update requirements. Mailers can quickly and easily automate change of address processing, while maintaining the security of proprietary mailing lists and customer data — making it easier than ever to connect with customers.

THESE SOLUTIONS OFFER STATISTICAL MODELS AND SPATIAL ANALYSES THAT CAN HELP YOU MASTER THE COMPLEX RELATIONSHIPS BETWEEN CUSTOMER DEMOGRAPHICS, MARKET TRENDS, BUYING PATTERNS AND LOCATION.

Pitney Bowes Business Insight delivers security, scalability and expertise.

Ranked as one of the top software companies in the world, Pitney Bowes Business Insight brings industry experience, technical know-how and a reputation as a company committed to helping organizations build better relationships with their customers and constituents. We've developed, designed and delivered Software-as-a-Service solutions for more than a decade based on a keen understanding of market needs and requirements.

A Commitment to Security

Systems and data security remain our top priority. In many cases, OnDemand solutions may even be more secure than in-house alternatives, providing you with the confidence you need when it comes to sensitive customer information. A sampling of protocols in place includes:

- Adherence to industry-accepted best practices, including PCI compliance, SAS 70 type II audit requirements and WS-Security protocols;

- 24/7 protection of physical facilities including security measures such as barriers and fences, motion sensors and biometric access devices;

- Safeguarding of networks using firewalls, denial-of-service preventive measures and stringent vulnerability testing;

- Data separation and encryption.

An Assurance of Availability

Our OnDemand solutions provide around-the-clock access to the services you need. Data and software solutions are hosted at redundant sites across both the U.S. and Europe, so solutions are running on multiple servers at all times. With careful load balancing, we optimize server capacity for computing speed and power. Plus our global presence helps ensure that you and your reams can enjoy true OnDemand access no matter where you're located.

Financial Strength

When it comes to software, the long-term stability and financial wherewithal of a company are also important factors to consider. As part of Pitney Bowes, we are backed by a 90-year track record of innovation, over $5.6 billion in revenues, 33,000 employees and a one billion investment in research and development over the past decade. Pitney Bowes Business Insight deploys SaaS on company-owned equipment, using company-owned software, managed by company employees. This built-in capacity, financial strength and long-term commitment to the industry helps ensure that clients can enjoy security, scalability and expertise over the long term.

Powerful Alliances

In addition to our in-house development, Pitney Bowes Business Insight also collaborates with other leading firms to deliver the broadest range of solutions. Through alliances with market leaders such as SalesForce.com, Terremark and Monexa, as can offer additional value and expanded opportunities for your business.

When it comes to SaaS, Pitney Bowes Business Insight puts the emphasis on Service

Our customer service and technical support teams work to proactively meet your needs from day one. Dedicated to technical assistance and problem-solving support, our service professionals will help you meet your business objectives and get the most from your technology investments.

We'll keep you posted on new features and capabilities so you can immediately take advantage of updates. We'll also take the time to learn more about your processes and business requirements, so we can help you take advantage of built-in efficiencies while using our solutions. With Pitney Bowes Business Insight, you'll get answers to your questions — and the performance you expect.

Our OnDemand products combine the best of both worlds

When you subscribe to OnDemand solutions from Pitney Bowes Business Insight, we take complete responsibility for hosting, maintenance and upgrades, providing you with secure, worry-free, Internet-based access to the services that are essential to your organization. You'll benefit from the latest technology, enhancements and innovation — for a fraction of the cost and without the upkeep associated with traditional hardware and software ownership.

With Pitney Bowes Business Insight, you'll get answers to your questions — and the performance you expect.

Plus, you'll gain the insight you need to improve customer intelligence, customer communication and customer care:

- Correct addresses in real-time

- Gain a richer view of customers with insightful demographic data in seconds

- Calculate the correct tax to avoid lawsuits and penalties

- Tell customers exactly what services they are eligible for

- Understand and manage risk with precision

- Track down customers and prospects — even when they move

- And so much more

Expect more with a global leader

Tested, versatile and flexible, our OnDemand solutions step up to the demands of real-world business. That's why so many leading corporations, government agencies and systems integrators rely on our expertise and industry-leading services.

Find out what Pitney Bowes Business Insight can do for you. Learn more about our growing suite of OnDemand solutions at pbinsight.com.

Pitney Bowes Business Insight gives you a competitive advantage

With Pitney Bowes Business Insight, you are able to analyze and understand your customers more accurately and completely. Beyond what and how, we help you know why. Our OnDemand capabilities live within a set of *Customer Intelligence*, *Customer Communications* and *Customer Care* solutions that work together to enable better business analysis and decision-making and to enhance operational systems and workflows.

With Pitney Bowes Business Insight, you can:

- Reduce the total cost of software ownership via OnDemand solutions

- Deploy new solutions quickly across your entire enterprise

- Benefit from continuous improvements and the most current and accurate data available

In short, with Pitney Bowes Business Insight, you will be better able to acquire, serve and grow your customer and constituent relationships.

Pitney Bowes
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