

# Hybrid Digital Mail and Print Platform

Managing complex business mail processes is now simple, fast and easy. **Just click – we'll do the rest.**

Greater efficiency, digitisation and agility has never been more important for businesses as we move into the next normal. Companies face four key challenges in transforming complex business mail processes.



## Digital Transformation

Digital transformation of mail processes is accelerating rapidly.

**80%** **74%** **87%**

of businesses fast-tracked at least some digital transformation programs in 2020<sup>1</sup>  
are investing in on-demand digital services<sup>2</sup>  
of senior business leaders say digitalization is a company priority<sup>3</sup>

**We can help you with digitisation on demand:**  
Automate key mailing processes, transform legacy systems and be more customer focused

## Guaranteeing regulatory compliance

Regulations such as GDPR mean compliance is complex. Businesses need digital tools to help manage.

**90%** **1million** **£38,362,700**<sup>9</sup>

of businesses believe it's too difficult to delete customer data<sup>7</sup>  
By year-end 2022, more than 1million organizations will have a privacy officer<sup>8</sup>  
The UK's biggest compliance fine to date has been

**We can help you with regulatory compliance on demand:**  
Absolute document accuracy and integrity with true end-to-end encryption and compliant delivery



## Enabling value generation

New technology is helping drive wider business value and agility.

**64%** **60%** **90%**

of businesses say they have shifted to more cloud-based business activities<sup>4</sup>  
of businesses have accelerated process automation<sup>5</sup>  
of organizations globally will adopt robotic process automation by 2022<sup>6</sup>

**We can help you with value generation on demand:**  
Drive greater automation, improve customer experiences and enable remote teams

## Ensuring operational excellence

Transforming mail processes is supporting greater operational excellence.

**6x** **20%** **89%**

Customers are 6x more likely to try a new product at digitally transformed businesses<sup>10</sup>  
Remote working is expected to increase by 20% across all sectors<sup>11</sup>  
of businesses say that 2020 has shown the value of agile, scalable IT<sup>12</sup>

**We can help you with operational excellence on demand:**  
Eliminate bottlenecks, scale quickly with off-premises production and increase productivity

<sup>1</sup> <https://www.delltechnologies.com/en-us/perspectives/digital-transformation-index.htm>

<sup>2</sup> Ibid

<sup>3</sup> Gartner <https://www.gartner.com/en/information-technology/insights/digitalization>

<sup>4</sup> IBM, COVID-19 and the future of business, <https://ibm.co/2QLwGBB>

<sup>5</sup> Ibid

<sup>6</sup> Gartner, Gartner Says Worldwide Robotic Process Automation Software Revenue to Reach Nearly \$2 Billion in 2021, <https://gtrn.it/3dEZ15f>

<sup>7</sup> Symantec's State of European Privacy Report

<sup>8</sup> <https://www.gartner.com/smarterwithgartner/gartner-predicts-for-the-future-of-privacy-2020/>

<sup>9</sup> <https://dataprivacymanager.net/5-biggest-gdpr-fines-so-far-2020/>

<sup>10</sup> SuperOffice, How customer experience drives digital transformation, <https://bit.ly/3sBkpNa>

<sup>11</sup> CIO, Remote Workforce: How CIOs are accelerating digital transformation for the future of work, <https://bit.ly/3dkiuQ>

<sup>12</sup> Dell, Digital Transformation Index 2020, <https://bit.ly/3vc8fMi>

Speak to us at Pitney Bowes today about how we can transform complex business mail processes to help you overcome your biggest challenges. **Just click. We'll do the rest.**

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