

# Creating real impact in the world of commerce.

Who we are and what we do.



# We power the transactions that drive commerce.

Welcome to the connected and borderless world of commerce. Where complexity becomes opportunity, where data becomes intelligence, and where the rippling effect of getting it precisely right creates exponential opportunities to move businesses forward. Today, it's no longer only a matter of what businesses make or do, but the impact they create.

**At Pitney Bowes, we deliver innovations that help clients navigate this complex and always-evolving world of commerce—from helping them use data to market to the best customers, to efficiently enabling the sending of parcels and packages, to securing payments through statements and invoices.**



# In business, getting it right matters.

Pitney Bowes delivers accuracy and precision across the connected and borderless world of commerce by enabling billions of physical and digital transactions. So what does this mean?

**It means** identifying patterns within a client's data to help them target customers in the best way possible.

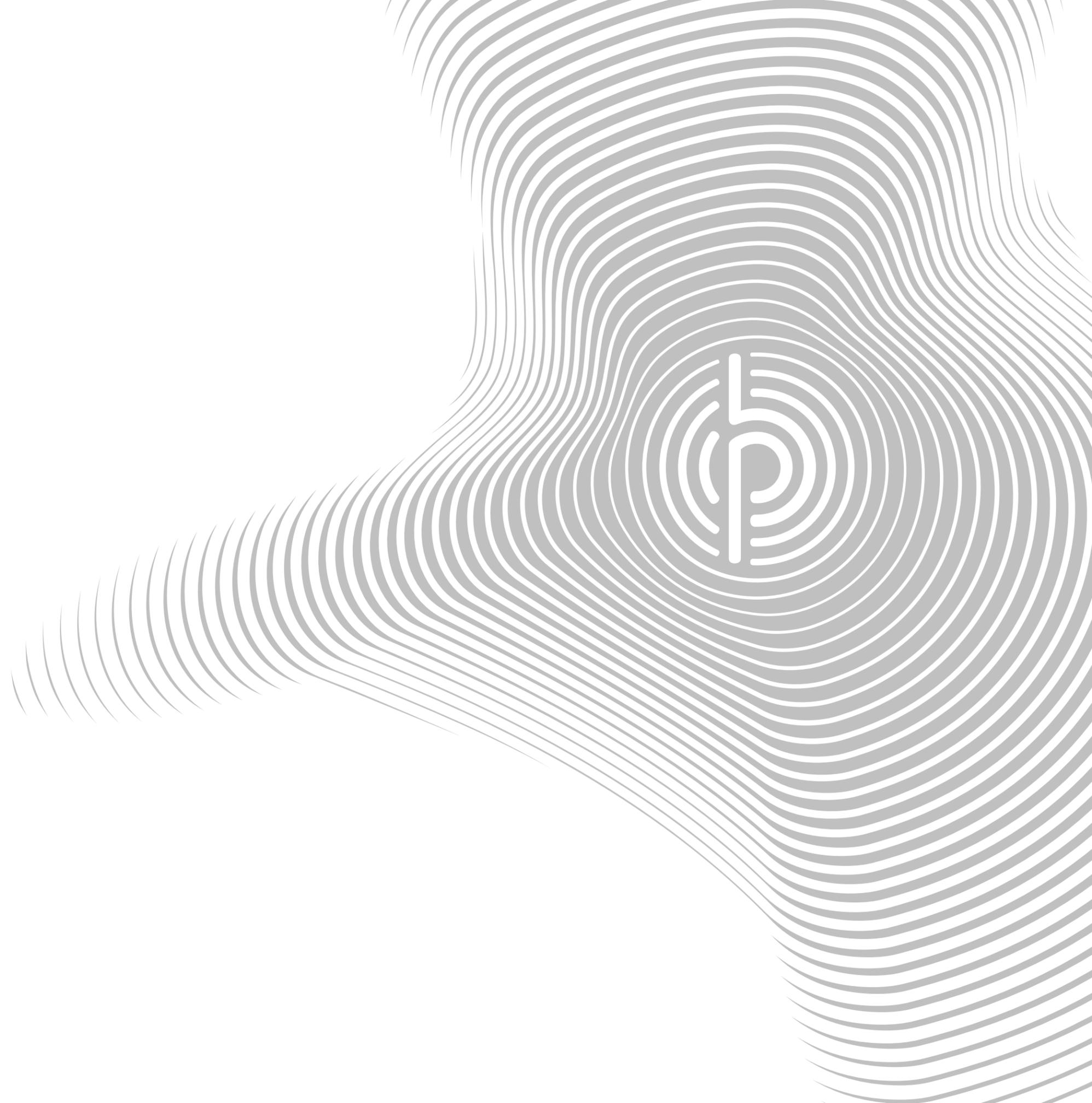
**It means** providing the most comprehensive and accurate location data so our clients can make confident business decisions.

**It means** helping our clients connect the dots of their customers' lives, so they can deliver the right messages through the right channels at the right time.

**It means** making sure the right bank statement, invoice or credit card bill ends up in the right envelope—and the right mailbox—millions of times a day.

**It means** studying every detail of customs processes around the world, so sending a parcel from Los Angeles to Lisbon comes with known costs and no surprises.

Backed by a team of over 16,000 dedicated professionals internationally, we help our clients—from small businesses to 90% of the Fortune 500—create meaningful impact for their customers and their businesses. Big or small. Physical or digital. We deliver client-centric solutions to help businesses make the most out of every transaction and interaction—accurately and securely.



Since 1920 we have been dedicated to powering the transactions that drive commerce.

• 1920

**The birth of an industry.**

Arthur Pitney, the inventor of the first commercially available postage meter, joins forces with Walter Bowes to form Pitney Bowes—and changed the way companies of all sizes do business.

• 1957

**Keeping pace with business transactions.**

Pitney Bowes introduces the first automatic mail-sorting machine.

• 1961

**Increasing productivity for high-volume clients.**

Pitney Bowes creates the mail inserter to boost productivity, drive precision and decrease costs in large-volume mailing.

• 1978

**Transferring funds electronically.**

Postage by Phone® is introduced by Pitney Bowes, eliminating the need for businesses to make trips to the post office.

• 1998

**Digital document delivery.**

The launch of D3 software enables message management via hard copy, web, email and fax.

• 2009

**Growing in software.**

Pitney Bowes expands its software footprint through a variety of software acquisitions, including Group 1 Software and MapInfo, and gains recognition as one of the world's largest software companies, according to Software Magazine.

• 2012

**Going global.**

Pitney Bowes simplifies the complexity of overseas shipping for ecommerce clients.

• 2014

**Social gets smarter.**

Major social media platforms use Pitney Bowes Location Intelligence technology to enable more contextually relevant experiences.

# We power billions of transactions all over the world.

At Pitney Bowes, we believe that every transaction has a reaction—and every interaction has the opportunity to become an authentic connection between our clients and their customers. Our business enables these transactions in commerce through **five key areas**:

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## Customer Information Management

We arm clients with quality data and the right tools to forecast customer preferences, uncover new relationships and, ultimately, help them deliver targeted, effective messages across a multichannel ecosystem.



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## Location Intelligence

We empower clients with comprehensive, accurate geographic data to make smarter business decisions and create experiences that are more compelling. Backed by our Location Intelligence data, 1.2 billion people around the world can share where they are via social media platforms.



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## Customer Engagement

By providing clients with a single, accurate view of their customers, we help them connect the dots to deliver targeted, relevant messages across an ecosystem of channels—both digital and physical.



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## Shipping & Mailing

We handle billions of parcels, packages and pieces of mail per year, helping businesses manage costs and streamline operations in all of their mailing processes. From carrier selection to tracking, we also enable efficiency across a range of shipping scenarios.



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## Global Ecommerce

Our Global Ecommerce solutions take the guesswork out of cross-border sales and customs processes by providing online retailers with the technology and logistics to improve their customer experience—from guaranteed, fully landed costs in their online checkout to a reliable, cost-effective shipping network.



## We put the customer in context.

### Using trusted data to drive insights and intelligence.

It's important for businesses today to stay ahead of customer needs and preferences. But in an increasingly digital world—where customer data is highly fragmented, low-quality or incomplete—it's challenging to gain a truly accurate picture of one's preferred choices and behaviors. Businesses today need high-quality, complete and trusted customer information, delivered in context. They need the ability to integrate the information across various application silos that represent pockets of knowledge built over time. And they need flexible solutions to quickly evolve that knowledge at the speed of business, and spread that insight across the enterprise.

Keeping up with a global demand for real-time information and services means providing our clients with the tools to identify opportunities faster than their competitors. Our Customer Information Management solutions help businesses manage customer information and turn it into data-driven insights by:

- **Integrating, cleansing and enriching customer data** to ensure it's available and fit for use when needed
- **Building a dynamic customer knowledge graph of relationships across systems** to manage context
- **Delivering actionable customer information and insights** to drive contextually relevant communication
- **Ensuring governance policies are followed exactly** when managing customer information

By enhancing existing investments in CRM systems and Business Intelligence & Analytics tools with our Customer Information Management solutions, we help clients personalize the customer experience across channels, accelerate compliance initiatives and manage risk—while driving better business outcomes.

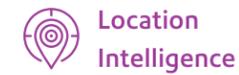
48.2000° N | 16.3667° E

Vienna, Austria

### Putting data to work.

What if we all had a better grasp on our own data? For years, T-Mobile Austria relied on a complex system for predictive modeling—which made it especially difficult to find the best way to retain customers. By adopting Portrait™ Customer Analytics from Pitney Bowes and bringing modeling in-house, T-Mobile has been able to set new marketing efforts in motion more quickly, grounded in real-time analytics. This means customer data serves business growth rather than slowing it down.

Learn more about how we can help you [here](#)



## We pinpoint new opportunities. Transforming location and business data into enhanced insight.

In today's hyperconnected, mobile and borderless world, making better business decisions—and driving better outcomes—means knowing precisely where and how to deploy your resources. Location intelligence increasingly makes it possible for companies to make smarter strategic decisions, uncover new opportunities and target customers at just the right time in just the right place.

Whether you're in the public or private sector, our innovative Location Intelligence solutions deliver greater accuracy and confidence. Pitney Bowes makes it possible for 1.2 billion people around the world to share their location via social media platforms. And we're helping companies of all sizes turn geographic data into better customer experiences by:

- **Enriching traditional data** with enhanced contextual information, such as a location, including the name of a specific place or demographics
- **Analyzing data more effectively** with advanced spatial analysis that drives informed, insight-driven business decisions
- **Visualizing key data on maps** to make deep analysis and insight-sharing easier and more effective than ever before

Through our reliable Location Intelligence solutions, we provide clients powerful business insights so they can see their opportunities more clearly, make smarter decisions and ultimately drive business growth.

37.7250° N | 122.1561° W

San Leandro, California

### Growing stronger businesses.

**What if you could predict a market's future potential? For 24-Hour Fitness, building new fitness facilities is a multimillion-dollar investment, which means every location is carefully picked. Pitney Bowes helps forecast gym member potential and pinpoint pockets of opportunity, so every club opens with strong demand.**

Learn more about how we can help you [here](#)

## We bring relevance to every interaction. Delivering relevant and engaging interactions across the customer life cycle.

With customers more connected than ever before, reaching them in a meaningful way has become a challenge. To be successful, businesses need real-time insight to connect the dots in their customers' complicated lives and deliver engaging, relevant messages across all touchpoints. The advantage of having this in-depth, real-time knowledge about customers opens up new possibilities for deepening customer relationships and delivering maximum lifetime value for both the customer and the business.

Our Customer Engagement solutions provide clients with insight and understanding into customer behavior and interactions across the entire customer lifecycle, allowing them to engage through consistent, relevant and impactful physical and digital interactions at precisely the right time.

We help transform the way clients engage with their customers, turning inconsistent interactions into targeted, orchestrated connections by:

- **Uncovering insights in real time**, based on previous interactions and customer data, to customize what businesses offer next
- **Delivering critical servicing and marketing communications** reliably and efficiently across traditional and digital channels
- **Orchestrating and automating marketing campaigns** with target customers across multiple channels in real time
- **Engaging new customers** by identifying movers and communicating with them in a targeted, relevant way

By enabling consistent, highly personalized and relevant interactions, our Customer Engagement solutions help clients gain valuable customer insight, build loyalty and deliver the exceptional experience needed to secure a customer for life—while driving significant results for their business.

51.5600° N | 1.7800° W  
Swindon, England

**One-on-one with 11 million members.**

What if you could make 11 million members feel understood? Nationwide is the UK's largest member-owned financial institution—which made it especially challenging to treat every customer like an individual. Portrait Interaction Optimizer™ from Pitney Bowes provides a real-time, single view of their customers, and enables Nationwide to serve them better at every interaction. Today, business is booming.

Learn more about how we can help you [here](#)

## We power the sending of information and goods. Simplifying shipping and mailing with confidence.

Physical mail continues to be a vital part of how business is done in the complex world of commerce—especially for small and medium businesses. These companies in particular want tools and partners that have experience navigating this world, while also finding hybrid solutions to move them forward in the digital space. Simply. Efficiently. And cost-effectively.

From a wide selection of postage meters to online postage to software, Pitney Bowes has the right solution for a variety of business needs. For small businesses, our postage meters for mail and parcels offer in-house convenience and save money by managing postage funds, tracking costs and controlling expenses. Medium and large-volume mailers benefit from the automation, security, accuracy and productivity of our integrated mailing systems and software.

As a trusted and reliable industry leader with a deep understanding of the needs of small and medium businesses, we continue to help clients by:

- **Enhancing efficiency across the tracking process** by offering shipping software that provides access to multiple carriers in one place
- **Ensuring accuracy** by offering postage meters with built-in scales and automatic updates to the latest postage rates
- **Increasing productivity** through postage meters that accurately process 18-40 letters per minute, reducing time and effort required to get the mail out each day
- **Cutting costs** by leveraging discounts for presorted mail
- **Increasing the speed of the mail process** by offering products like inserters, sorters and mail-creation software to ensure that the right piece of mail with the right message gets to the right customer

Our Shipping & Mailing solutions help over 1.5 million small and medium businesses across the world create and send personalized communications and fulfill orders with speed, accuracy and security—all while enhancing productivity, improving mail delivery and optimizing postage spend.

39.9500° N | 75.1667° W  
Philadelphia, Pennsylvania

### Doing more with less.

What if budget cuts led to more streamlined solutions? The Philadelphia School District recently faced severe cuts that threatened funding for mailing and shipping, making it critical to optimize the essential operations that keep the district connected. Pitney Bowes implemented sweeping changes in just one month that automated mailing and shipping, eliminated \$33,000 in extra fees and secured greater discounts on postage. Sometimes less is more.

Learn more about how we can help you [here](#)

## We deliver precision, enterprise-wide. Driving parcel handling and mailing efficiency with end-to-end innovation.

Today, large-scale enterprises always keep their eye on the big picture—and the bottom line—when it comes to mailing and parcel handling. They have to leverage software and technology to strike the right balance between the physical and digital worlds, effectively integrating systems across the enterprise to meet customer needs. They need to keep up-to-date with the latest postal and government compliance regulations. And they need to tightly manage operational costs in their printing, mailing and sorting processes for billions of parcels and pieces of mail each year.

As a leader in shipping and mailing backed by over 90 years of experience, we help solve our clients' shipping and mailing needs by:

- **Integrating all areas of print and mail** into an end-to-end production environment from message creation to dispatch
- **Accurately handling billions of pieces of mail per year** globally, helping large businesses manage mail with confidence
- **Enabling the creation of individual invoices and statements** with unparalleled integrity and security
- **Navigating commerce regulations and compliance issues** through global postage and shipping knowledge
- **Sorting millions of parcels and pieces of mail** to drive efficiency and reduce costs

We continue to invest in the latest mailing technology, including our "White Paper Factory™" that transforms plain white paper into colorful, personalized customer communications; eliminates pre-printed forms and envelopes; and streamlines print and mail processes. And our solutions integrate seamlessly, ensuring the right bank statement, insurance policy or credit card bill ends up in the right envelope—and the right mailbox—millions of times a day.

33.7408° N | 117.8814° W

Santa Ana, California

### Peace of mind in every piece of mail.

What if you could send sensitive documents both securely and swiftly? Financial Statement Services Inc. is one of the largest independent creators of customized statements in the United States—which means its outbound mailing services need to be extremely sophisticated. Pitney Bowes Presort Services works with FSSI to prep over 100,000 pieces of mail a day, saving money and time for its clients across the country. Which makes everyone rest easy.

Learn more about how we can help you [here](#)

## We remove barriers to cross-border retail. Simplifying a complex global marketplace.

Today, the whole world is a marketplace. With the volume of online shoppers multiplying every day and merchants eager to sell their wares all over the world, online retailers must simplify the complexity and uncertainty of cross-border buying and selling. Shipping costs, package tracking, transit time and customs delays are a challenge even for the most experienced online retailers.

By uniquely guaranteeing the cost of international shipping, our Global Ecommerce solutions make it easier for online retailers to ship parcels and packages to anyone in the world without surprises. We do this by:

- **Guaranteeing shipping costs** for every single transaction
- **Removing the guesswork** when calculating foreign taxes and fees
- **Studying every aspect of customs processes** to simplify cross-border complexity
- **Empowering customers worldwide** to easily and efficiently track their parcels and packages no matter where they are

Our Global Ecommerce solutions take the guesswork out of cross-border sales by providing online retailers with the technology and logistics to improve their customer experience—from guaranteed fully landed costs in their online checkout to a reliable, cost-effective shipping network. And online buyers benefit from a more transparent experience too, knowing exactly how much it will cost to buy a product and have it shipped across the globe to their door.

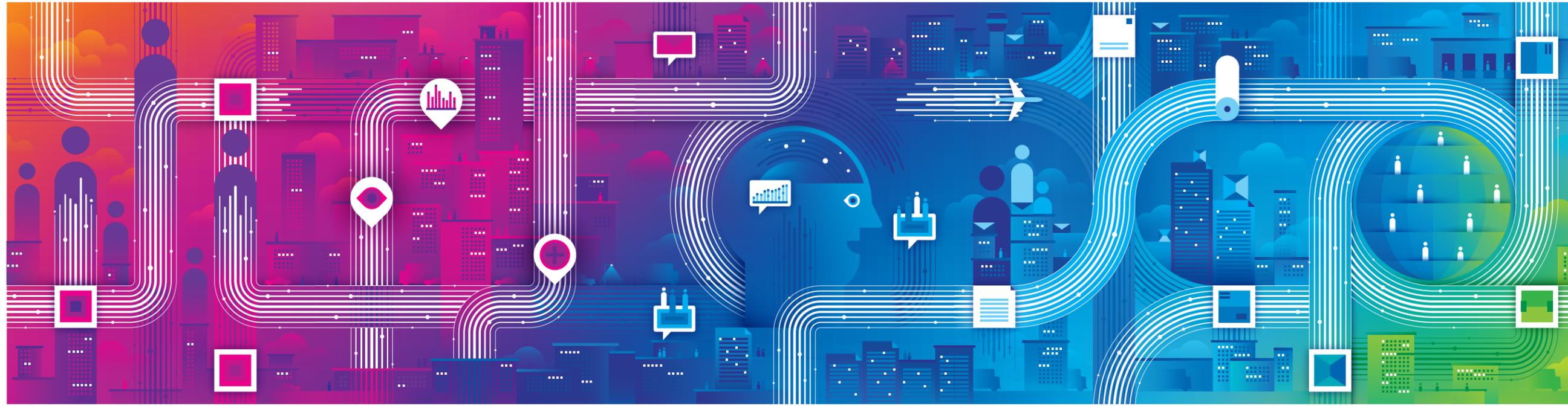
22.2670° N | 114.1880° E

Hong Kong, China

### Outfitting borderless commerce.

What if every sidewalk was a catwalk? Online high-end fashion retailer Bluefly came to Pitney Bowes for help expanding beyond the U.S. to designer-hungry markets like Hong Kong. Together, we've streamlined cross-border purchasing while making it easier and more affordable to ship internationally. And the results are beautiful.

We enable transactions in commerce through five key areas.



 **Customer Information Management**

We arm clients with quality data and the right tools to forecast customer preferences, ultimately helping them deliver targeted, effective messages across a multichannel ecosystem.

- Customer Analytics
- Data Management & Integration
- Data Quality
- Maintenance & Support
- Professional Services

 **Location Intelligence**

We empower clients with accurate geographic data to make smarter business decisions and more compelling customer experiences. Backed by Pitney Bowes Location Intelligence data, over 1.2 billion people around the world can share their location via social media platforms.

- Asset Management
- Enterprise Location Intelligence
- Geographic Information Systems
- Location & Business Data
- Location Based Services
- Maintenance & Support
- Market Analytics
- Professional Services

 **Customer Engagement**

By providing clients with a single, accurate view of their customers, we help them connect the dots to deliver targeted, relevant messages across an ecosystem of channels, both digital and physical.

- Communication Archiving Solutions
- Contact Center Automation
- Customer-Engaged Billing
- Customer Lifecycle Management
- Customer Self Service
- Digital Document Delivery Platform
- Maintenance & Support
- Mover Marketing
- Production Intelligence
- Professional Services

 **Shipping & Mailing**

We process billions of parcels, packages and pieces of mail per year, helping businesses of all sizes manage costs and ensure efficiency in all of their shipping and mailing operations.

- Address Management
- Domestic Shipping
- Ink & Supplies
- Inserting
- Management & Tracking
- Online Postage
- Outsourced Mailing Services
- Parcel & Mail Sorting
- Postage & Carrier Accounting
- Postage Management
- Postage Meters
- Print & Mail Production Management
- Printing
- Production & Finishing
- Productivity Solutions

 **Global Ecommerce**

Our Global Ecommerce solutions take the guesswork out of cross-border sales by providing online retailers with the technology and logistics to improve their customer experience—from guaranteed fully landed costs in their online checkout to a reliable, cost-effective shipping network.

- Cross-Border Shipping

To learn more visit  
us online at [pitneybowes.com](https://www.pitneybowes.com)