



**Shipping & Mailing**

Multi-Channel Customer Communications

Relay™ communications hub

# Easily enhance. Flexibly adapt. Simply communicate.

**Future-proof the way you communicate.**

In today's business environment, where hardware and software systems become outdated overnight and customer preferences and privacy laws change daily, it's not just important to stay one step ahead—it's critical.

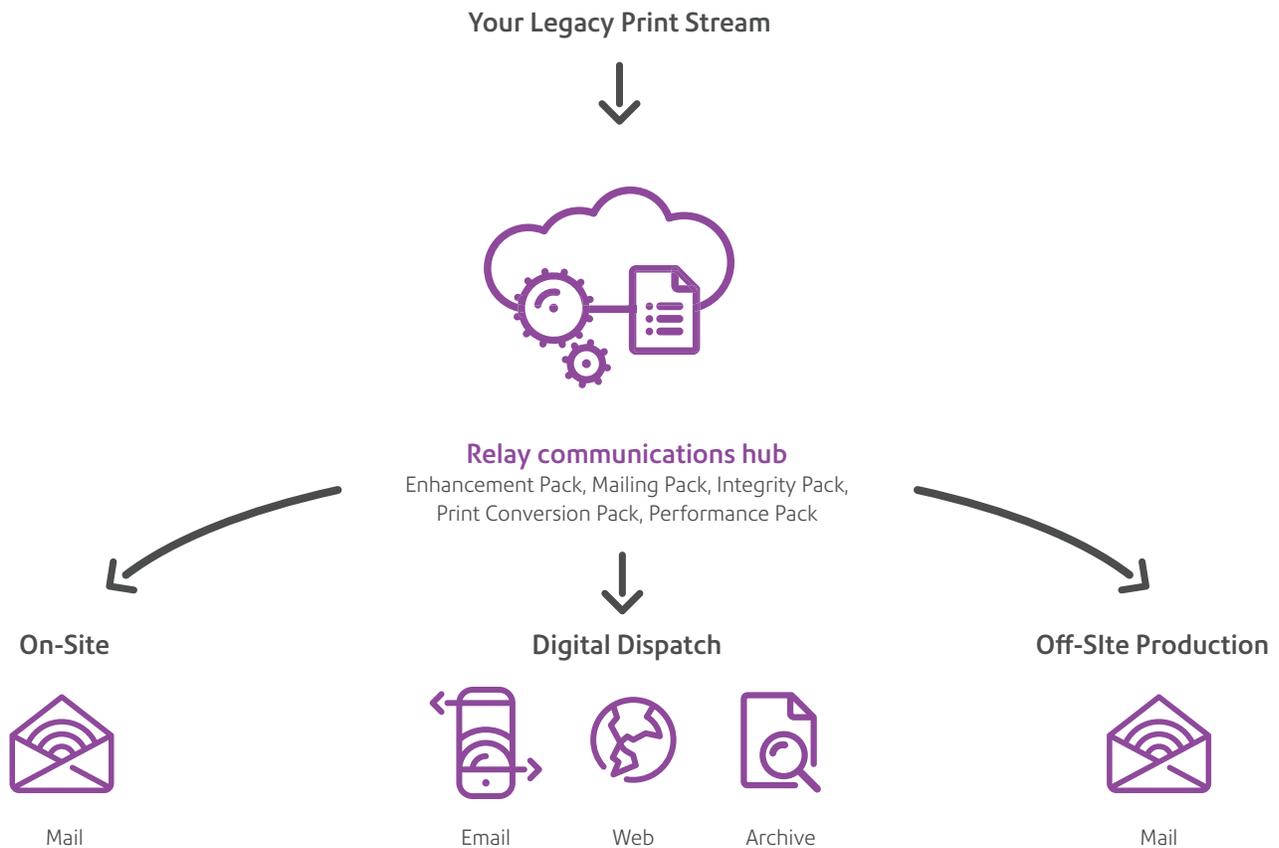
**Modernise your legacy platforms with minimal investment.** The Relay communications hub from Pitney Bowes is powerful, web-based software that works seamlessly with the machines and software you already have, allowing you to adapt to changing customer

preferences, peak mailing cycles and other communication needs. The Relay communications hub consists of five feature packs. Each pack gives you access to a distinct set of document enhancement features, so you can get the functionality you need now with the flexibility to add capabilities as your business needs evolve. And since each pack adapts to your existing core platforms, you can enhance elements of a document in real-time rather than recreating them from scratch. It will even digitise all your outgoing print-based documents, making them ready for multi-channel delivery and digital archiving.



For more information, visit us online: [pitneybowes.com/uk/hubrelay](https://pitneybowes.com/uk/hubrelay)

# Relay™ communications hub and your systems



Five ways to optimise communications.  
No need to update systems.

Because each Relay communications hub software pack is accessed and maintained through the Relay web server, you can access any or all of them without the need to change your existing platform or IT support.

**Enhancement Pack:** Increase engagement, brand consistency, delivery rates and revenue by adding colour and imagery to existing documents, in addition to normalising address placement for reduced envelope spend.

**Mailing Pack:** Sort mail by post code or merge and group documents going to the same address to save on postage and envelopes while improving customer experience.

**Integrity Pack:** Protect private customer data with pinpoint precision by easily adding barcodes and creating MRDF (Mail Run Data File) for file-based processing to ensure accurate mail assembly every time.

**Print Conversion Pack:** Print at full speed and without interruption or the need to upgrade hardware — for maximum productivity and ROI — and toggle seamlessly between input and output printing formats.

**Performance Pack:** Send print streams for off-site production, maximise production and minimise in-house resource interruptions due to unforeseen equipment downtime or peak volume periods.



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## Enabling your digital dispatch strategy

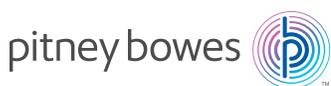
Whether you choose one Relay communications hub pack or the full suite, your documents will be ready for electronic dispatch when you are. That's because your print-based communications are automatically digitised, making it easy to transition from print to digital delivery and archiving. Standard digital services include:

- Secure file upload via sFTP, hot folder and print driver
- The ability to automatically redirect documents from print queue to email
- PDF versions of your documents delivered via email
- PDF versions of your documents pushed to your web server
- PDF and Metadata (XML format) extracts for your company's local or web-based archive
- Short-term (6-month) cloud-based archiving
- Web-based dashboard for reporting

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**For more information, visit us online:**  
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