

Business Partner:



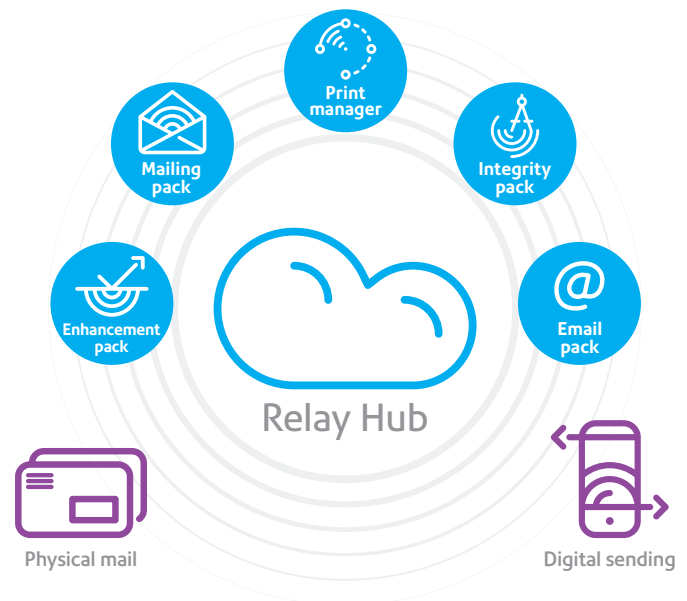
Relay® Communications Hub

# Modernize your customer communications with a single SaaS platform.

## Improve communications, now and in the future.

In today's business environment, hardware and software systems can become outdated overnight. With customer preferences changing every day, staying one step ahead is critical. Relay Communications Hub from Pitney Bowes Commerce Cloud makes it easy.

Our powerful, SaaS platform enables you to modernize your personalized communications. It works seamlessly with outputs from your current systems, like PCL, Postscript and PDF. This means you can update fully-composed print streams without disrupting your core programs.



### Relay is ready when you are.

The SaaS format delivers enterprise-strength services without adding costly infrastructure, maintenance or support. Known for operational excellence and continuous rapid innovation, Amazon Web Services (AWS) provides the power, reliability and capacity to meet today's SLAs and tomorrow's challenges.

### Reduce costs. Mitigate risk. Increase engagement.

Relay® Hub gives you the ability to stay ahead of evolving customer communication demands without disrupting your core platforms. Choose from a selection of service packs designed to suit your specific business needs and workflow challenges.

### Minimize business disruptions.

The print stream enrichment technology works with fully composed print outputs from your current platforms. You don't need to reprogram your systems in order to keep your communications up-to-date with customer preferences and market changes.

For more information, visit us online: [pitneybowes.com/us/relayhub](http://pitneybowes.com/us/relayhub)

## Service packs and capabilities: Customize to your unique needs.

Relay® Hub consists of service packs, each designed to solve a distinct set of document enhancement and workflow challenges. Combine any of the Relay service packs to get the functionality you need now, with the flexibility to add capabilities as your business needs change.



### Enhancement pack

#### Document enrichment

Enhance legacy documents for increased customer satisfaction and engagement by:

- Adding color to highlight important information.
- Utilizing white space to drive customer behavior, add important notices, or cross sell other services.
- Making documents easier to understand to reduce costs supporting customer service calls.

#### Document normalization

Easily give your documents a consistent design by:

- Keeping branding up-to-date on every document.
- Changing address placement to a consistent location to reduce the costs of supporting numerous outer envelopes.



### Mailing pack

#### Address validation

Validate, correct and format addresses. Relay Hub can help you:

- Reduce cost of returned mail.
- Improve cash flow with increased deliverability.
- Correct misspellings.
- Add missing data elements like street and directional.
- Standardize addresses.
- Update address moves.

#### Address and recipient matching

Match records to reduce the number of envelopes you mail to a single household or customer. You'll be able to:

- Group by recipient name.
- 'Household' comingled letters that are mailed to the same address.



### Print manager

#### Centralize and control

Using a simple cloud-deployed print driver, Print Manager makes it simple to centralize ad hoc documents with your system generated communications. It enables you to:

- Decrease postage costs by capitalizing on economies of scale.
- Eliminate under-utilized printers and other mailing hardware.
- Ensure all communications are handled with same level scrutiny and quality.



### Integrity pack

#### Document barcoding

Add barcodes to documents and intelligence to folding inserting equipment to ensure every page of a mailing is assembled into the correct envelope. You can:

- Add 1D, 2D, and OMR for direct scan input.
- Add 1D and 2D exit scan barcodes.
- Scale pages to create barcode clear zone.

#### File-based processing

Relay combines barcoding with a reference file to track and report mailing, so you can prove the correct pages were inserted into the correct envelope. In the event of errors, easily reprint documents accurately or even recreate a mailing event down to an individual recipient level.



### Email pack

#### Digital sending

Shift documents from physical print and mail to email with ease. You'll be able to:

- Deliver a consistent customer experience across channels.
- Eliminate the need to maintain an email server.
- Email documents as PDF attachments or simply include a link to your site.

**The Relay Hub Platform is a modular SaaS solution designed to help our clients reduce production costs, modernize documents and increase customer engagement.**



Amazon Web Services (AWS) provides companies of all sizes with an infrastructure platform in the cloud. Using AWS, companies can requisition compute power, storage, and other services.



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

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