



**Customer Information Management**

Data Management and Integration

# Spectrum<sup>®</sup> Enterprise Data Integration

Utilize your data assets across your organization.

## Work smarter.

You probably possess the data necessary to run applications, understand customers and make critical business decisions. But disparate systems, data silos and inconsistent formats make it difficult to draw conclusions. One-off integration projects are less effective and can easily consume 30% of your development budget.

The Data Integration module, part of the Spectrum Technology Platform, extracts data, analyzes information and offers the visibility you need to run your business more effectively. It's a simple, consistent way to increase the speed and quality of day-to-day transactions and customer experiences.

## Unlock the power of your business applications.

Quickly access the critical application data needed to make better decisions.

- Integrate disparate systems
- Prepare data to create a single view of customers
- Enhance data integrity
- Strengthen management reporting
- Provide for more timely decisions
- Increase staff productivity
- Minimize programming expenses

## Integrate information with less complication.

### Free your data.

Customer profiles. Accounting and invoicing. Contact histories. Accurate, complete and consistent customer information is necessary to accelerate your success. If your business uses multiple CRM and ERP applications, such as Salesforce.com, SAP or Siebel, the Data Integration module helps unlock the value of your existing data assets.

### Take decisive action.

Transform disparate data into actionable information. Armed with superior insights, you can make smarter business decisions. Managed effectively, this information improves customer retention, streamlines operations and increases customer value.

### Simplify your IT.

As part of a complete Customer Information Management solution, data that is brought into Spectrum can be consolidated, cleansed and validated, all within the same platform. Accurate and enriched customer data can then be easily shared across the organization.

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## Empower every department with essential business intelligence.

### Make the connection.

Simplified, streamlined and proven successful, our Data Integration solution enables you to combine data assets across your organization. Documented, repeatable processes let you access, combine and deliver information from disparate data sources.

### Simplify functionality.

Accelerate projects and reduce risk with pre-built data integration connectors designed for your existing CRM and ERP systems. With no coding required, you can save time, eliminate programming complexities and reduce costs.

### Raise your data's IQ.

Give your company the agility to design and build IT solutions that support dynamic business needs. Work with Pitney Bowes and discover the full-service capabilities that make existing business systems even more valuable to your organization's long-term success.

### Drive business intelligence initiatives.

Make data more accessible throughout your company:

- Get an end-to-end view of your logistics process by combining material management data from SAP with inventory data from a supply-chain management system.
- Link order data from Salesforce.com with invoice data from your billing system to generate a complete sales history.
- Leverage Siebel contact history with on-demand web applications to serve up relevant offers and boost cross-sell response.

### Power up with little effort.

Implement Spectrum® Enterprise Data Integration without high IT overhead and training and take advantage of a powerful and flexible integration engine that maximizes your business intelligence.

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## Boost agility with Data Federation.

Going beyond simple data integration, you can also take advantage of our Data Federation Module. This state-of-the-art agile approach offers universal data access that virtually integrates all your information into a single logical data source.

- Wrap new information around a Data Warehouse.
- Utilize an existing Data Warehouses across multiple applications.
- Maintain data flows even if underlying data platforms change.

Data Federation offers on-demand data access across your organization through standard interfaces, while you maintain complete control over access.

Pitney Bowes helps deliver accuracy and precision in the connected and borderless world of commerce. The Spectrum Technology Platform is a modular solution designed to help our clients manage customer data, understand customers and drive superior business outcomes.

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