

# Global ISV Software Partner Program

Guide to opportunities, benefits and requirements



# Welcome

As technology evolves to keep pace with the business needs of our customers, Pitney Bowes continues to innovate. Every day we're helping our partners identify opportunities and address new challenges across a broad range of industries. The Pitney Bowes Global ISV Partner Program is a value-based program that encourages our partners' distinction. We understand the unique requirements of ISV partners and the vital role they play in our overall partner ecosystem. To our partners, we offer the following fundamental strengths:

- Brand Leadership
- Sales, Technical, Marketing and Enablement Resources
- Technical Assets
- Continual Innovation
- Collaboration and Engagement
- Worldwide Reach

We look to our ISV partners to combine Pitney Bowes technology with software and services in creating end-to-end business-ready solutions. As an organization, we recognize that partnering with ISVs drive competitive advantage by lowering the overall investment costs for your customer and reduces the time to delivery. Furthermore ISVs create and expand opportunities to grow existing business and profitability while empowering positioning within emerging or strategic industries. We want to ensure that you have what you need to capitalize on this growing demand.

Welcome to the Pitney Bowes Global ISV Partner Program!



Shannon McWilliams  
Senior Vice President  
Software Channels



# ISV Partner Program Guide

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## Program Overview

It takes speed and leading-edge capabilities to succeed. That's why today's top platforms, products and cloud services rely on Pitney Bowes. From geospatial data and mapping to data quality, analytics, customer engagement, ecommerce and more, our technologies make it possible to create value and differentiate your customer experience quickly.

Leading-edge technology is only the start. Pitney Bowes establishes relationships with our partners to support on-going communication and customer satisfaction. Our partner program framework enables, rewards and supports our ISV go-to-market engagement models and their investment with Pitney Bowes. With Pitney Bowes, you'll find a partner who understands the unique value you bring, and what you need to grow your business.

As a Pitney Bowes ISV Partner, you'll gain:

- **Collaborative sales engagement:** Ongoing, strategic guidance to identify key opportunity areas as well as the ability to specialize in relevant Pitney Bowes software and data.
- **Comprehensive training and support:** Sales kits, e-learning tools, technology exchanges, video tutorials and our 24/7 online technical support.
- **Market development funds:** These funds can be requested for lead generation and enablement activities providing you more ways to market and grow your business.
- **Innovative data-driven solutions:** We continually strive to grow and enhance our position as a leader in helping businesses accelerate digital transformation initiatives, use data and analytics to deliver superior customer experience and optimize business processes with accurate and versatile solution offerings.
- **A long term technology partnership:** Pitney Bowes commits to our ISV partners access to our product innovation roadmaps. As we advance our technology, our partners' alignment around our portfolio is key in establishing new customers in additional geographies across more industries than ever before.
- **Flexible go-to-market business models:** As an ISV partner, we understand that your business is unique. With Pitney Bowes, we offer flexible licensing options and commercial terms to fit your individual selling structure.
- **Worldwide reach:** Our global presence spans across several continents and is more than 16,000 employees strong.



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## Global ISV Go-to-Market Models

**Resell directly to end clients:** As an approved ISV Partner, embed or integrate Pitney Bowes technology into your solution. Comprehensive sales, technical and marketing support from Pitney Bowes will fully enable you to deliver an innovative offering to your clients. Utilizing this go-to-market model, the ISV partner maintains control of the client experience throughout the opportunity lifecycle and provides the Level 1 and Level 2 support for the final solution.

**Co-Sell with an authorized Pitney Bowes Reseller or Pitney Bowes direct:** In order to meet the complex business and system requirements of our clients, we cultivate and encourage collaboration amongst our partners and with our Pitney Bowes sales team. Each contributing a unique product or skillset, the ISV and an authorized partner or our direct team develop a joint solution offering for the client. The involved parties establish an agreement on the communication of the proposal and the ownership of the solution implementation, managed services and billing relationship.

**Resell to end clients through a reseller or Pitney Bowes direct:** While the Pitney Bowes Global ISV Program framework provides a structure for our partners to leverage and successfully develop and bring to market a repeatable solution, not all ISV partners wish to directly resell. Posting ISV success stories and solution offering descriptions on our Knowledge Community portal, we can drive awareness to our Pitney Bowes resellers and direct sales team. This model allows for our resellers or our direct sellers to market ISV solutions to their end clients. While the Pitney Bowes technology license agreement is between the ISV partner and Pitney Bowes, the reseller or direct sellers are and responsible for delivering the proposal and solution to the client. An influence fee payment structure is in place to compensate the ISV partners on these opportunities.

# Partner Program Benefits

The following resources and benefits are available to all partners that align to the policies in the Pitney Bowes Software Partner Program.

## Sales and Technical Training

<b>Complimentary e-learning and knowledge-based library</b>	Pitney Bowes offers self-paced e-learning that's accessible anywhere, anytime at no cost. Contact your Alliance Manager for assistance in gaining access to the knowledge-based library.
<b>On-site/custom classes</b>	Please contact your Alliance Manager to schedule an on-site or custom training class. Fees may apply.
<b>Initiative-based MDF for training</b>	Please contact your Alliance Manager to schedule an on-site or custom training class. Fees may apply.

## Technical Support and Assets

<b>Sample evaluation software and data</b>	Pitney Bowes provides NFR software and sample data to partners as tools to assist with testing and education. Please refer to the NFR and data evaluation terms section of this guide for more details.
<b>Access to Pitney Bowes technical support</b>	As an authorized ISV partner, you have access to real-time support through phone, email or online access.
<b>Technology roadmap partnership</b>	We provide structured interactions to facilitate alignment with our ISV partners on technology roadmaps and assist with custom solution requirements, integrations and re-platforming.
<b>Evaluation and business case development</b>	The Pitney Bowes technical experts help our ISV partners baseline projected impact on performance and quality and ensure rapid integration. Our business professionals support monetization and business case analysis based on the specifics for your application, data, customer base and addressable market.
<b>Sandbox testing environment</b>	Pitney Bowes ISV partners can test and validate their customized applications running within our Sandbox environment.

## Sales Materials

<b>Access to sales tools</b>	Pitney Bowes offers a complete set of sales tools, including presentations, collateral, case studies and white papers via our Partner and Knowledge Communities.
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## Partner Program Benefits continued

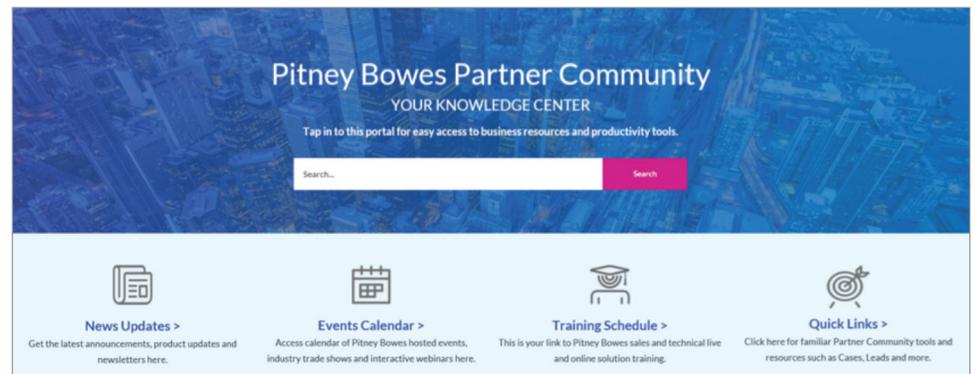
Communications and Marketing	
<b>Partner communications</b>	Pitney Bowes communicates regularly with you about news, products, solutions, resources and program changes through various communications channels, including newsletters, executive updates, webcasts, etc.
<b>Market Development Funds (MDF)</b>	Pitney Bowes offers you initiative-based MDF that can be requested for lead generation and enablement activities. MDF guidelines can be found in the MDF section of this guide.
<b>Partner logo</b>	You can promote your Pitney Bowes ISV partnership on your website. Brand guidelines can be found in the marketing section of this guide on page 12.
<b>Syndicated content</b>	Pitney Bowes syndicated content is available and allows you to quickly and seamlessly host Pitney Bowes content within your own website. For information, please contact your Partner Manager to schedule a marketing review.
<b>Partner Locator</b>	Build visibility with customers through your listing on the Pitney Bowes Partner Locator. The Locator features an alphabetical listing of Pitney Bowes partners as well as search capabilities for identifying you by location. The information displayed in this Locator is populated with information provided by you in your Partner Profile.
<b>ISV Partner Advisory Council</b>	A select number of ISV partners will be invited to participate on the ISV Executive Partner Advisory Council.
<b>Opportunity for editorial content in Pitney Bowes communications</b>	Pitney Bowes may periodically showcase the progress and achievements of you and your customers. Opportunities will be promoted through communication vehicles as appropriate.
<b>Enhanced marketing opportunities</b>	A select group of partners will have access to a unique set of enhanced marketing opportunities such as funded third-party research projects, executive speaking opportunities, point of view papers, video-based success stories and joint success stories. Enhanced marketing support will be administered between the partner and the Pitney Bowes Partner Marketing Team. ISV partners invited to participate in the enhanced marketing opportunities are selected by level of investment in Pitney Bowes solutions.

# Partner and Knowledge Community

Our **Partner and Knowledge Community** is the place for our Partners to easily access valuable sales, marketing, technical resources and productivity tools for software solutions including:

- **Asset Central**—Product and solution content organized by technology like data sheets, competitive battle cards, product launch schedules and go-to-market kits and more.
- **Training Schedules**—A calendar of global enablement including live and online training.
- **News**—News updates and trending topics.
- **Event Calendar**—Upcoming events like trade shows, conferences and thought leadership webinars.
- **MDF**—Partners can submit initiative-based market development funds that enhance their sales and marketing strategies.

**Register for portal access [here](#).** This simple form will kick-start the SSO process. Please add [globalenablement@pb.com](mailto:globalenablement@pb.com) to your contacts so that future Pitney Bowes training emails can be delivered to you.



# Market Development Funds (MDF)

## Overview

Pitney Bowes is pleased to provide you with the opportunity to receive initiative-based market development funds that enhance your sales and marketing strategies. These funds ultimately support development of revenue opportunities to secure new business.

MDF is available to all ISV partners with an approved partner development plan, dedicated sales rep and pre-sales technical proficiency.



## MDF at a glance

**Pitney Bowes investment:** You have the ability to request initiative-based MDF. Investment is based on the ISVs' commitment to the program, strength of the activity and dollars available.

**Fund requests:** You can access MDF through the Pitney Bowes Partner Community. Select Marketing Tools, Market Development Funds and then "Create MDF Request". All partners requesting MDF must have a partner development plan in place prior to submitting an MDF request.

**Eligible activities:** Funds are available for demand generation activities only where a Return on Investment (ROI) can be measured including (but not limited to):

- Face-to-face events (must include Pitney Bowes content)
- Conference and event sponsorships (must include Pitney Bowes content)
- Sales kickoffs (must include joint account planning)
- Telemarketing
- Other demand generating activities (we are open to ideas)

**Branding approval:** All materials that include Pitney Bowes branding must adhere to Pitney Bowes branding guidelines. (Please see the Brand Guidelines section on page 12).

# MDF Process

<b>Requesting MDF</b>	You must fill out the Pitney Bowes MDF request form at least six weeks before the activity commences. The form requires a description of the event, time frame, amount of money requested, ROI, etc. Requests must align with Pitney Bowes targeted account development plans and partners' competencies and specializations.
<b>Branding approval</b>	Co-branded collateral should adhere to Pitney Bowes branding guidelines. Pitney Bowes may conduct random audits as needed. Reimbursement may be forfeited if guidelines are not followed.
<b>Time constraints</b>	Activities must be conducted within the time frame identified in the Pitney Bowes MDF request form.
<b>Submitting an MDF claim form</b>	<ul style="list-style-type: none"> <li>• Claims must be made within 30 days of completion of the activity. Request the Pitney Bowes MDF claim form through your Partner Manager.</li> <li>• Required Proof of Purchase (PoP) must be submitted with your claim. See eligible expenses.</li> <li>• Receipts must be submitted with your claim. The refund is based on total amount of receipts and approved funding amount.</li> <li>• Leads must be submitted with your claim. A lead spreadsheet will be provided and all columns must be completed for reimbursement.</li> </ul>
<b>Receiving your payment</b>	Pitney Bowes will reimburse you through an electronic transfer within 45 days of claim approval, or you can request a credit on your account.

# MDF: Eligible Activities (ROI must be measured)

<b>Channel partner events</b>	PoP = Receipts, invite, copy of presentation + complete lead spreadsheet
<b>Trade show sponsorships</b>	PoP = Receipts, sponsorship form, copy of presentation + complete lead spreadsheet
<b>Local industry events</b>	PoP = Receipts, sponsorship form, copy of presentation + complete lead spreadsheet
<b>User group meetings</b> (including complementary software solution lines)	PoP = Receipts, invite, copy of presentation + complete lead spreadsheet
<b>Telemarketing</b> (specific to Pitney Bowes software solutions)	PoP = Receipts, script + complete lead spreadsheet
<b>Partner sales kickoffs</b> (with Pitney Bowes content and joint account planning)	PoP = Receipts, invite + complete lead spreadsheet (joint accounts)

# MDF: Ineligible Activities

Charitable donations

Political activities and contributions

Pitney Bowes sponsored events

Travel costs to attend customer events, meetings or training

Infrastructure and internal operating expenses, including web hosting earning opportunity, creating websites, graphics software or other software (exception is syndicated support described above)

Shipping and labor costs

Third-party pre-sales system planning, assessment and related services (may reconsider for marketing bureaus)

Crediting of incentives to an end-user customer (direct credit or indirect through price reductions)



# Pitney Bowes Marketing Brand Guidelines

The following provides basic guidelines for the use of the Pitney Bowes and Pitney Bowes Business Partner logo, and Pitney Bowes brand elements by our approved partners.

## 1. Use of the Pitney Bowes Logo:

The Pitney Bowes logo can be used by our approved partners when Pitney Bowes is being referenced in context. Specifically, the logo can be used on a partner's website when referencing all partners they do business with OR when discussing the portfolio of offerings they sell which include Pitney Bowes products. Prior approval is required by Pitney Bowes if partners wish to include the Pitney Bowes brand within their communications.

## 2. Description of Pitney Bowes for Partner Websites:

For partners wishing to provide a description of Pitney Bowes on their website, the following are the approved descriptions:

### 90 Words

Pitney Bowes is a global technology company powering billions of transactions – physical and digital – in the connected and borderless world of commerce. Clients around the world, including 90 percent of the Fortune 500, rely on products, solutions and services from Pitney Bowes in the areas of customer information management, location intelligence, customer engagement, shipping, mailing, and global ecommerce. And with the innovative Pitney Bowes Commerce Cloud, clients can access the broad range of Pitney Bowes solutions, analytics, and APIs to drive commerce. For additional information visit Pitney Bowes, the Craftsmen of Commerce, at pb.com.

### 60 Words

Pitney Bowes is a global technology company powering billions of transactions in the connected and borderless world of commerce. Clients around the world rely on products from Pitney Bowes in the areas of customer information management, location intelligence and customer engagement. And with the Pitney Bowes Commerce Cloud, clients can access a range of solutions and APIs to drive commerce.

### 33 Words

Pitney Bowes is a global technology company powering billions of digital transactions for commerce. The Company's products and solutions enable its customers to Communicate, Identify and Locate new business opportunities around the world.

### Statement for PB Certified Partner

Pitney Bowes professional certifications validate its business partners' knowledge, skill and expertise in implementing Pitney Bowes solutions.

**Additional Co-Marketing Guidelines can be found online [here](#).**

# Global ISV Partner Program Requirements

## Membership period

The membership period runs one (1) year from date of the executed partner agreement. Pitney Bowes reserves the right to evaluate your membership status at any time.

## Contract renewal

Program membership is subject to an annual review one (1) year from date of the executed partner agreement.

## Engagement and Relationship

<b>Initiation fees</b>	There is no initial fee to join the Pitney Bowes Global ISV Software Program.
<b>Application process</b>	Prospective ISVs are invited to submit a request and execute a Mutual Master Teaming Agreement to become approved as a Pitney Bowes Software Global ISV. The Teaming Agreement will be provided by the Pitney Bowes Alliance Manager. <i>Note: To maintain effective compliance with the Foreign Corrupt Practices Act, in some cases, applicants to the Pitney Bowes Partner Program may need to complete additional documentation, allowing Pitney Bowes to further assess participation.</i>
<b>Partner Program agreement</b>	Terms governing the management of the relationship, software usage and earning opportunity, marketing activities, publicity and logo use, as well as other pertinent aspects of the Pitney Bowes and partner arrangement, are found in the Partner Program Agreement. Pitney Bowes reserves the right to change the program.
<b>Partner profile</b>	Your partner profile is used to help support and drive opportunity. The profile consists of information about your business, your areas of expertise and the markets you serve. The profile information is used to populate your company overview on the Partner Locator at pb.com.
<b>Pitney Bowes partner satisfaction survey</b>	As a best practice we will ask your company to complete our partner survey so that we can improve our process in working together.
<b>Joint business planning/QBRs</b>	All partners are asked to collaborate with Pitney Bowes to create a partner development plan that includes revenue goals, marketing initiatives and enablement activities. The plan will be reviewed regularly and may also include regional plans.
<b>Forecasting</b>	Partners will be asked to participate in regularly scheduled calls with Pitney Bowes channel management to discuss opportunity status. The calls are intended to offer assistance in the progression of opportunities. Partners will demonstrate best efforts to participate in and provide a current and accurate status with associated revenue of open opportunities.
<b>Reporting requirements</b>	From time to time, Pitney Bowes may request transactional reports which may include, but not be limited to, end user name and address, purchase order date, reseller invoice number, quantity sold and product description.
<b>End client solution documentation and support</b>	Pitney Bowes ISVs will be solely responsible for: (i) developing and modifying their non-Pitney Bowes products as necessary to integrate with our software and data products; (ii) preparing the documentation for the final solution; (iii) providing pre-sales support and installation of the solution; (iv) and first and second level support for the final solution.

## Global ISV Partner Program Requirements continued

### Engagement and Relationship (continued)

<b>Firm order policy</b>	<p>Pitney Bowes requires all partners to have a committed end client purchase order in hand before submitting a purchase order to Pitney Bowes on their client's behalf. The partner will remain responsible for any order placed with Pitney Bowes regardless of any cancellation of the order by partner's client, and no returns or refunds will be issued to partner based on cancellation or withdrawal of an order by the client. Pitney Bowes reserves the right to require a copy of the end client purchase order, with pricing redacted, before fulfilling the partner order.</p>
<b>Record keeping and audits</b>	<p>Pitney Bowes expects our partners to maintain accurate business records of all transactions involving our products and services. Partners are prohibited from engaging in any activity that would misrepresent transaction information to us or your end clients. As a matter of standard practice, Pitney Bowes may routinely audit our partners. Records must be retained and made available within a reasonable amount of time to Pitney Bowes or our independent auditor for 3 years following sale date.</p> <p><b>Documentation required:</b></p> <ul style="list-style-type: none"> <li>• Partner invoice to end client that clearly identifies:             <ul style="list-style-type: none"> <li>– Date of Sale</li> <li>– Quantity sold</li> <li>– End Client Price</li> <li>– End Client Install Address</li> <li>– Service/License Start and End Period</li> </ul> </li> <li>• End client purchase order to Partner</li> <li>• End client contact name and contact information</li> </ul> <p>Partners understand that Pitney Bowes may at its discretion contact the end client to discuss a purchase and their overall satisfaction with the process and product.</p> <p>In addition, Pitney Bowes or its third party auditor may review partner's use of the NFR Copies and sample data provided to Partner under the NFR Copy policy and data evaluation terms, including a review of all locations where the NFR Copies or sample data is installed or used.</p> <p>If as a result of a Pitney Bowes or an independent auditor review of the documentation, it is determined that the partner has failed to comply with the obligations agreed upon within their executed Partner Agreement or the ISV Partner Program Guide, the partner agrees to refund to Pitney Bowes any margin or fees collected for the transaction(s) in question, or in the case of NFR Copies or sample data, pay Pitney Bowes the then-current list price of the Pitney Bowes products used outside the scope of the NFR Copy policy or data evaluation terms. If during the audit review, a material breach is revealed, Pitney Bowes may elect to de-authorize the partner.</p>
<b>Executive contact</b>	<p>Partners must name an executive contact to discuss partnership status and partner development plan with their Pitney Bowes counterpart on a regular basis.</p>
<b>Key contact</b>	<p>You are responsible for identifying an administrator dedicated to the Pitney Bowes program to handle activities such as receiving the Pitney Bowes software renewal keys as well as software orders.</p>

# Software Support and Maintenance Offering

Pitney Bowes Software Support and Maintenance provides comprehensive coverage for software license agreements, product upgrades and technical support under a single, common set of agreements, processes and tools. To ensure clients have access to the latest version of the software and to remote technical support, Pitney Bowes Software Support and Maintenance must be sold with the license acquisition of all Pitney Bowes Software products, and is generally renewable on an annual basis.

The terms of Maintenance Services will be provided pursuant to client's License Agreement but in general, Pitney Bowes Software Support and Maintenance services consist of:

- A reasonable amount of telephone support to assist you in the use of Pitney Bowes software products
- Product enhancements, issued as available during the current maintenance term
- Data updates, if you have licensed data with a subscription
- Correction of technical errors or non-conformities with the use of Pitney Bowes software products
- Optional 24/7 emergency support
- Customized support. For details, contact your Pitney Bowes Alliance Manager.

Maintenance will be part of all Pitney Bowes Software agreements and entitles clients to the following services.

Service	Standard Level 1 Basic	Standard Level 2 Mission Critical
Access phone, email and online case management during local business hours	X	X
Unlimited access to Pitney Bowes online knowledge base	X	X
Enable use of remote access tools (at discretion of Worldwide Software Support team)	X	X
Sign in to your account on the Pitney Bowes website: <a href="https://pitneybowes.com/software-support">pitneybowes.com/software-support</a>	X	X
Receive free version upgrades and patches	X	X
Receive 24/7 critical production emergency support (see page 13 for definition) *Excluding shrink-wrap products *Available only in English language		X
Access priority telephone queue (US only)		X

For sales that are partner-originated, partners are required to provide first level support to the end user for the initial year and for any subsequent years that the client renews their maintenance via the Partner. First level support includes, but is not limited to, the offering of phone or online assistance with the intent to resolve basic customer issues.

The Pitney Bowes Software and Support Maintenance policies are aligned with our Standard Support Agreement. Details can be found by visiting the following: [pbinsight.com/resources/get/9898](https://pbinsight.com/resources/get/9898)

Pricing for Software Support and Maintenance Offerings will be provided to you by your Alliance Manager.

# Professional Services

Whatever your business challenge, mitigating risk and delivering business value are the keys to a successful solution. Pitney Bowes Professional Services help organizations cost-effectively plan, build and deploy secure, high performance solutions. With accuracy and precision across the life-cycle, we ensure that your investments deliver the greatest value in the shortest possible time.

Service Offerings	
<b>Implementation services</b>	With specialized project governance and methodologies, we enable cost-efficient solutions implementation into even the most complex IT infrastructures.
<b>Application support</b>	Keep clients' systems running at peak performance with strict SLAs and rapid response times. We provide the expertise necessary to support any level of customization and integration.
<b>Enhancement and upgrade services</b>	Our experts can extend the life and value of systems by monitoring efficiency and performance, assisting with upgrades, and identifying potential improvements.
<b>Data services / Predictive analytics</b>	Engage our analytics team to develop effective and reliable customer and network planning solutions tailored to each client's business. Our expertise in applied analytics help you visualize your customer's business and customer data, develop effective strategies and predict the outcomes of their decisions.
<b>Managed services</b>	On-premise, off-premise or hosted, we can assume full management of a client's systems, delivering high availability and performance, adherence to regulations and streamlined implementation of upgrades.
<b>Advisory services</b>	Our technical consultants will provide expert advice on system architecture and integrations, helping to optimize infrastructure, high availability, data integrity, performance and disaster recovery.
<b>Business consulting</b>	Our experts can extend the life and value of systems by monitoring efficiency and performance, assisting with upgrades, and identifying potential improvements.
<b>Solution add-ons</b>	Opt for full customization, or choose from a library of solution templates and applications to get your implementation to market faster.



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## Teaming and Co-Sell

ISV Partners are granted rights to resell Pitney Bowes products as outlined in their individual Agreement. Additionally, ISV partners are eligible for teaming fees for identifying leads and working with Pitney Bowes sellers to close deals.

If the Team/Co-Sell Go-to-Market Approach is selected, the opportunity will be governed by specific terms: [View terms](#).

A form and assistance with this process will be provided to you by your Alliance Manager.

# NFR Software and Sample Data Utilization Policy

<p><b>Pursuant your agreement, PBSI provides NFR Copies as a tool for use by Partners</b></p>	<p>For generating sales of the Pitney Bowes licensed and data products</p> <p>For activities such as application and solution development, evaluation and proof of concepts.</p> <p>For internal training purposes. Partners are not permitted to use NFR Copies or sample data for any other purpose, including those set forth in "Restricted Uses", below. Partners with questions should contact their Alliance Manager or the Pitney Bowes Contracts Department.</p>
<p><b>Demonstration</b></p>	<p>Partners may use NFR license copies and sample data to demonstrate PBSI's technology to prospective clients. NFR copies or sample data may not be left with the prospective client for evaluation purposes. A prospective client who wishes to evaluate licensed products or sample should execute an evaluation license or visit the Pitney Bowes Software and Data Marketplace <a href="#">here</a>.</p>
<p><b>Application development/support</b></p>	<p>Application development is the development of an ISV solution which includes or functions with licensed products, and sales of which result in the license of licensed products. This does not include custom development for specific customers or solutions– see below Restricted Uses. ISV may also use NFR Copies or sample data to provide first and second level Support for their solutions, so long as the NFR Copies or sample data is not provided to any third parties.</p>

## NFR Restricted Uses

NFR Copies cannot be used in the following manner unless otherwise agreed to by PBSI in writing, or as set forth in your Agreement:

In the performance of any custom development or professional services work performed by ISV

Provided by ISV to any third party, including clients or prospective end clients

Used to provide training to clients (except a limited number of copies can be used to provide training for the ISV solution, so long as the training is not standard training for the licensed products (similar to what is provided by PBSI), and the installation and use of such copies is limited to the duration of the training only)

Used in commercial or revenue generating activities of ISV or any third party, including application service provider, service bureau, or similar activities or unless the proper service provider agreement has been executed

## API Use Policy

<p><b>API Channel Use Policy</b></p>	<p>Pitney Bowes APIs are a collection of services that allow inclusion of location based information and communications services, shipping functionality and other content from Pitney Bowes in websites, applications, business processes, and/or business workflows. Based upon the Acceptable Use Policy <a href="#">here</a> ISV Partners may include functionality provided by Pitney Bowes APIs in their solution passing results to end-user customers through that solution. Any direct use of Pitney Bowes APIs requires a direct billing relationship between the ISV Partner and Pitney Bowes Software.</p>
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# Deal Registration and Joint Sales Engagement

All opportunities must be registered via a request to your Alliance Manager. The opportunities will be reviewed by Pitney Bowes partner operations in the respective region. Reviews will be completed and approvals or rejections communicated back to the ISV within two business days upon receipt of request. Pre-sales required activities associated with the opportunity development and approval period is documented in the Official Deal Registration Guidelines. Your Alliance Manager can provide you a copy.

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