Broadridge

Broadridge and Pitney Bowes Re-Invent Mail in the Cloud with Amazon Web Services

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NEW YORK, Nov. 14, 2013 /PRNewswire/ -- Broadridge Financial Solutions, Inc. (NYSE:BR) and Pitney Bowes Inc. (NYSE:PBI) today announced an interactive digital communications exchange that will make it easier for businesses to communicate with consumers about their most important transactions. This new platform, powered by Amazon Web Services (AWS), will enable consumers to securely receive and store documents and manage payments on any participating online channel they choose. The companies made this announcement at the AWS re:Invent Conference in Las Vegas.

The digital communications exchange will empower consumers to more easily automate and manage payments such as their credit cards and mortgage, as well as organize important documents such as tax information and health insurance through their tablet, mobile phone or computer -- all while reducing their paper consumption. Sitting atop the AWS highly secure and reliable cloud storage solution, consumers will have an impressive seven-year archive of documents that they can access from anywhere, at any time.

This new service will allow companies to digitally distribute documents to their customers via a variety of secure online channels that the exchange feeds. By consolidating account activity to a single platform with a single integration, companies will be able to provide consumers with tailored communications together with advanced customer service and long-term storage of electronic communications – while eliminating the need for the customer to manage multiple website logins and passwords.

One of the first platform channels that will be made available will be an application for Kindle Fire tablets available via the Amazon Appstore. This application will enable millions of Kindle Fire tablet users to access and manage their most important documents in just a few clicks. This application was demonstrated at the AWS re:Invent Conference and will be released in the first quarter of calendar year 2014.

"We are excited to be working with Broadridge and Pitney Bowes as they leverage the power of AWS technologies to bring new capabilities to financial communications and encryption," said Ariel Kelman, Head of Worldwide Marketing, AWS. "With AWS, they are able to gain the benefits of flexibility, reliability and security delivered by the AWS cloud."

The digital communications exchange is powered by some of the most respected businesses in the United States. Broadridge Financial Solutions, whose technologies power the securities industry, is combining its Fluent communications solution with Pitney Bowes' digital mail expertise, technology and extensive reach to businesses of all sizes. The platform will run on AWS infrastructure to centrally manage communications for businesses that sign up, including financial institutions such as banks, brokers, asset managers, and insurance companies, utilities, telecommunication companies, small businesses and a host of other businesses.

"Broadridge is transforming communications for our clients and we are pleased to be working with AWS and Pitney Bowes to revolutionize this process," said Doug DeSchutter, President, U.S. Regulatory and Digital Communications, Broadridge. "Together we are creating an innovative service that enhances the consumer experience and offers greater interaction with consumers to build brand loyalty and create new revenue opportunities."

"We are confident that this digital communications exchange will help companies deliver documents securely and more efficiently all while engaging customers where they are making transactions," says Chuck Cordray, President of Digital Mail Solutions, Pitney Bowes. "By giving companies the ability to go through a single integration point to distribute their content where their consumers choose to go, we are going to dynamically change the online relationship between consumer and company."

This digital communications exchange will be branded and is expected to launch in the first quarter of 2014. For more information about this service, please contact Brian.Wilson@pb.com or Adam.Berke@broadridge.com.

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE:BR) is the leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and corporate issuers globally. Broadridge's investor communications, securities processing and business process outsourcing solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90% of public companies and mutual funds in North America, and processes more than $5 trillion in fixed income and equity trades per day. Broadridge employs approximately 6,400 full-time associates in 13 countries.

For more information about Broadridge, please visit www.broadridge.com.

About Pitney Bowes

Pitney Bowes provides technology solutions for small, mid-size and large firms that help them connect with customers to build loyalty and grow revenue. Many of the company's solutions are delivered on open platforms to best organize, analyze and apply both public and proprietary data to two-way customer communications. Pitney Bowes includes direct mail, transactional mail and call center communications in its solution mix along with digital channel messaging for the Web, email and mobile applications. Pitney Bowes: Every connection is a new opportunity™. www.pb.com.

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