Pitney Bowes's Spectrum Technology Platform to optimize Kering's customer data management

STAMFORD, Conn., February 03, 2015 - Pitney Bowes [NYSE:PBI] today announced that Kering, a world leader in apparel and accessories, has chosen Pitney Bowes' Spectrum Technology Platform to optimize customer data management. The technology will allow Kering to aggregate, cleanse, enrich, and analyze its customer data and, as a result, increase business operations efficiencies.

The Kering group, present in more than 120 countries, develops an ensemble of 23 powerful Luxury and Sport & Lifestyle brands.

Pitney Bowes' data quality management solution will allow Kering to establish a centralized customer relationship management system (CRM) for use on a global scale and, in addition, help maintain the independence of the company's portfolio of brands. What's more, Pitney Bowes' Spectrum cloud-based platform will facilitate the update or integration of new parameters, on any scale.

Pitney Bowes' Spectrum solution will also help Kering with the following capabilities:

1. Validation of international addresses

2. Cleansing of customer data

3. Deduplication of customers

4. Deployment of flexible business rules for data quality

5. Data quality KPI reports on improvements and corrections

6. Web interfaces for data governance and customer data remediation

"Our team recognized the challenge that Kering faced in managing the expectations and priorities of its presence across 120 countries," said James Brayshaw, Vice President, Enterprise Data Management, Location and GIS, EMEA, Pitney Bowes. "Our Spectrum solution will enable Kering to establish a centralized customer information management system while maintaining the complete autonomy of its brands."

For more information on Pitney Bowes' customer data management solutions, please click here.

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About Pitney Bowes

Pitney Bowes (NYSE:PBI) is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce. More than 1.5 million clients in approximately 100 countries around the world rely on products, solutions and services from Pitney Bowes. For additional information, visit Pitney Bowes at www.pitneybowes.com/uk