Pitney Bowes and Amazon Web Services Team to Enable Commerce with Innovative Cloud Solutions

SAN FRANCISCO, April 09, 2015 - At the AWS Summit in San Francisco, Pitney Bowes (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, announced that Location Intelligence, Data Quality, Shipping, Mailing, Digital Document Management and Data Analytics now run on Amazon Web Services (AWS). Built on AWS, Pitney Bowes customers' mission-critical SaaS applications benefit from the reliability, performance and security provided by the AWS Cloud. Pitney Bowes also announced that the company is now an Advanced Technology Partner in the AWS Partner Network (APN) and will leverage AWS Marketplace to deliver product offerings to a broad set of AWS customers in an easy to access and manage, on-demand environment.

One of the first major Pitney Bowes offerings on AWS is Spectrum On-Demand. The solution provides a host of high-value data quality and enrichment services including programmable APIs and Web services for clients to embed within their own applications such as CRM. Spectrum On-Demand provides a range of functions including Global Address Verification and Move Update, Matching and De-duplication, Geographic and Demographic Data Append, Phone and Reverse-Phone Append, and Watch List Screening. With one billon Spectrum On-Demand transactions worldwide to date, the move of Spectrum On-Demand to AWS supports the growing demand from global enterprise customers and the SLAs they require for their critical business applications.

KBM Group, the global leader in knowledge-based solutions, helps clients achieve better returns on marketing with Spectrum On-Demand from Pitney Bowes. KBM Group's Vice President, Configuration Services Randy Herzog said, "Spectrum On-Demand helps us exploit the hidden value in global data and unlock its strategic potential. Efficient global name and address standardization is critical to the success of customer communications for our international clients. The move to AWS benefits our operations by providing the flexibility, scalability and elasticity our clients require to improve their marketing ROI."

"With AWS, a broader set of clients can access our solutions seamlessly, and our developers can design and deliver solutions faster, more efficiently and on a global scale," said Roger Pilc, Chief Innovation Officer at Pitney Bowes. "Pitney Bowes is looking forward to working closely with AWS to accelerate our transformation to drive our growth and operational efficiency. AWS will help Pitney Bowes address our customers' needs as physical and digital worlds converge and require new ways of developing products and delivering them to market."

"We see enterprise customers and independent software vendors accelerating their migration of product development, testing and mission-critical production applications to AWS," said Terry, Wise, Vice President of Worldwide Partner Ecosystem, Amazon Web Services, Inc. "We are very excited to be working with Pitney Bowes to support their efforts to bring innovative new business solutions to customers using a secure, cost-effective and agile cloud delivery model."

Pitney Bowes has already realized a number of benefits resulting from its use of AWS:

- Pitney Bowes has saved time and money in scalability performance testing for a customer seeking to geocode 30 billion data records.
- Use of AWS has accelerated the development time of Pitney Bowes' latest generation of shipping services for SMBs.
- Pitney Bowes is using AWS to launch and test cloud-based mailstream creation and management solutions for SMBs, which complement existing physical mailstream creation equipment.
- Using AWS also allows Pitney Bowes to deliver cloud-based Location Intelligence solutions to developers which scale elastically as demand for their applications grows.
- Pitney Bowes has been leveraging Amazon Redshift for data analytics to develop value-added services for its SMB customers.

Pitney Bowes is creating a center of excellence group to ensure AWS best practices and common services are utilized across Pitney Bowes business units and product lines.

For more information about Pitney Bowes' innovative solutions, please visit www.pb.com and for Pitney Bowes' Spectrum on Demand offering, please visit http://www.pitneybowes.com/us/location-intelligence/location-intelligence-software/spectrum-geocoding-on-demand.html.

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.pb.com.