Pitney Bowes Launches Single Customer View Software Solution to Enhance Customer Intelligence in the Digital Era

STAMFORD, Conn., March 31, 2016 - Pitney Bowes (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, today announced the launch of a new Single Customer View software solution to help organizations enhance and deepen their understanding of customers in the Digital Era. Single Customer View allows organizations to rapidly design, deliver and evolve contextually-relevant views about a customer in real-time across all channels of engagement, whether that customer happens to be a consumer, organization, citizen, patient, or potential fraudster.

Many organizations still lack the ability to enhance their customer understanding beyond what they see inside their CRM system or E-commerce interactions. With the Pitney Bowes offering, clients can link these fragmented pockets of knowledge about the customer across systems of records, insights and interactions to deliver richer context. An agile approach allows new context to be added quickly to existing customer profiles to uncover timely and actionable insights.

In recent years, customer information has exploded with the addition of data generated through mobile devices and social media chatter. While many organizations are equipping themselves to handle the *volume, velocity* and *variety* of big data, focus must also be placed on the *veracity* of big data. The accuracy of data will ultimately dictate an organization's ability to drive relevant and meaningful experiences across a customer's journey, and it will impact the ability to mitigate risk by identifying patterns of fraud.

The new solution is powered by the release of Spectrum Technology Platform v11, the delivery platform of Pitney Bowes' customer analytics and Master Data Management capabilities, for which Pitney Bowes was recently recognized as a leader by industry analysts.

Spectrum v11 enables organizations to manage this data implosion with the introduction of big data cleansing and big data matching capabilities. The new capabilities will allow the processing of data quality checks to move directly inside Hadoop and Spark-based environments, giving organizations the tools needed to derive relevant and meaningful insights from these platforms with a more complete and accurate view of customer information. As big data continues to grow at exponential rates, and the physical and digital worlds collide, accessing a connected view of a customer will be an essential aspect to becoming craftsmen of commerce.

The benefits to experiencing a Single Customer View is being seen across verticals and geographies to provide better, more efficient customer service; optimize cross-sell offers; monitor for potentially fraudulent transactions; and provide integrated healthcare delivery across the continuum of care. For example, MAPFRE, an international Insurance Company based in Spain and one of Mexico's largest insurers, was challenged with deficient results from client-focused campaigns, due to an inability to access reliable client information that was severely hampering programs and campaigns in multiple areas. MAPFRE selected Pitney Bowes' Spectrum Technology Platform to solve this costly and time-consuming issue by creating a Single Customer View through data cleansing, standardization, validation and information enrichment.

"Spectrum has met and exceeded our expectations in the versatility and flexibility of how it continues to improve our cleanup and duplicate identification processes in an independent, streamlined way," said Joel Gutiérrez Garcia, Director General of Information Management.

Now the company can identify its clients unequivocally, allowing MAPFRE to improve the quality of its original data and improve commercialization and management initiatives, particularly marketing activities. Without the Pitney Bowes solution, the organization would have taken at least 5 years to manually unify its platform, but would not be able to drive greater profitability, reduce risk and deliver more personalized and contextually-relevant customer experiences.

Healthcare providers are also increasingly relying on technologies that provide a Single Customer View solution for patients. Electronic Health Network (EHN) is a health information interoperability company deploying the leading health information exchange (HIE) technology platform to enable payers, hospitals, clinics, labs, and public health agencies to securely share patient health information. The company relies on the Spectrum Technology Platform to enhance master data management and data quality capabilities in order to produce patient information reports and ensure healthcare compliance around confidential patient information.

“It all starts with the ability to accurately and precisely identify customers, despite the quality of the input data,” says Jack Bullock, Senior Vice President of Software Solutions, Pitney Bowes. “To do so, you need a technology with a longstanding history of dealing with name and address-related data challenges across the globe, and there’s no one in the world who understands names and addresses better than Pitney Bowes.”

By delivering contextually-relevant customer intelligence across the enterprise, organizations can expect to increase revenue, decrease costs, improve customer satisfaction and mitigate risk.

To learn more about how a Single Customer View solution can deliver value to your organization, visit us at www.pitneybowes.com/us/scv

About Pitney Bowes

Pitney Bowes 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.