Pitney Bowes Named a Leader in Master Data Management by Major Analyst Firm

STAMFORD, Conn., March 21, 2016 - Pitney Bowes (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, today announced that the company has been recognized as a Leader in The Forrester Wave™: Master Data Management, Q1 2016. This is the second market assessment in recent weeks positioning Pitney Bowes as a Leader, following The Forrester Wave™: Customer Analytics Solutions, Q1 2016.

In this report, Forrester recognizes the Pitney Bowes' Spectrum Technology Platform's Master Data Management (MDM) among vendors that demonstrate extensive MDM capabilities for sophisticated master data scenarios, large complex ecosystems, and data governance to deliver enterprise-scale business value.

More specifically, Pitney Bowes received the highest scores possible in: profiling; data quality; time to value; administration; oversight and version control; content sharing; data type and format ingestion; process deployment; and partner strategy.

Forrester notes that the "Spectrum MDM is graph-based to support complex and contextual master data models with rich attribution. Customers find that they need minimal data expertise to define models, rules, and workflows," the analyst firm writes in the report, and "master domains can be created through tree structures and a knowledge graph."

"Unique is the ability to incorporate business context into the domain, such as customer segmentation, simply by adding a filter or rule within a graph node," writes Michele Goetz, principal analyst at Forrester, in the report. "This model's flexibility and ease of implementation allows Spectrum MDM customers to implement more quickly and achieve time-to-value in three to four months."

Spectrum is the foundation of Pitney Bowes' Customer Information Management (CIM) portfolio – it has been designed to help organizations better aggregate, cleanse, enrich and analyze data in ways that are contextually relevant. The software offers organizations the ability to create a complete and accurate, single view of a customer, pulling together data across disparate sources, to better engage customers with best next action and drive a superior customer experience.

Bob Guidotti, President of Software Solutions, Pitney Bowes, says, "I believe that these two market assessments from Forrester highlight one thing in particular: our clients can come to us for solutions that not only create a single view of their customer but do so in a way that offers analytics that are immediately actionable. Customers today expect and demand that organizations truly understand their needs and offer relevant products and services. We can help deliver that."

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.