Pitney Bowes Identified as a Leader in Independent Customer Analytics Solutions Report

STAMFORD, Conn., March 14, 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™: Customer Analytics Solutions, Q1 2016. The closely watched market assessment notes that organizations consider the Spectrum Technology Platform and Portrait suite of analytical tools for their “customer centricity and smooth marketing integration.”

In its Wave assessment, Forrester stated that it was “not surprising” that Pitney Bowes and two other vendors were cited as Leaders. Pitney Bowes was cited among vendors who “demonstrate their commitment to customer analytics by adapting their solutions to meet clients' ever-changing data, business, and deployment needs.” Specifically, Pitney Bowes received the highest scores possible in the areas of: data sources and types, data enrichment, model development, algorithm transparency, descriptive analytics, analytics activation, marketing, advertising and operational execution, speed of deployment, customer experience, target market, and scale of current deployments.

“Pitney Bowes facilitates difficult analytical processes like data preparation for the less technically savvy marketer or customer insights,” writes Forrester Senior Analyst Brandon Purcell in the report. “With firm roots in location analytics (due to the acquisition of MapInfo in 2007), Pitney Bowes is well-positioned to leverage the growing volumes of contextual mobile and IoT [Internet of Things] data. It also offers a variety of industry-specific, demographic, and firmographic, data products for further data enrichment.” [1]

Spectrum and Portrait are part of a larger Customer Information Management (CIM) offering from Pitney Bowes that’s been designed to help organizations better aggregate, cleanse, enrich and analyze data, in ways that are contextually relevant. The software grants organizations the ability to create a complete, 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.

“Traditional business insights tools allow you to analyze data, but Pitney Bowes takes this a step further, “ says Yogev Peled, Founder, Innovation Leader, Qlikview Israel. “With data mining and analytics solutions like Portrait Miner, you don’t just analyze data, now, you actually understand the data.”

“We’re honored that Forrester Research has recognized Pitney Bowes as a Leader in Customer Analytics Solutions,” says Jack Bullock, SVP of Software Solutions, Pitney Bowes. “For nearly a century our clients have relied on us for their customer information needs. Our technologies have evolved alongside physical and digital channels in a way that allows us to continue to provide excellence around data analytics and prepare organizations to leverage the deluge of new information that modern platforms generate about customers.”

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.pb.com.

[1] Forrester Research, Inc.