The Bancorp Adopts Pitney Bowes' Interactive Video Technology as Educational Resource

STAMFORD, Conn., March 07, 2016 - Pitney Bowes (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, today announced that financial services and technology company The Bancorp will use Pitney Bowes' EngageOne Video interactive video solution as a unique educational resource for customers in the company's Institutional Banking practice.

The Bancorp's Institutional Banking practice specializes in applying the company's private-label banking solutions to the needs of wealth management financial intermediaries, enabling them to extend their service offerings, deepen client relationships, and retain and grow Assets Under Management (AUM). The company recently enhanced its Securities-Backed Line of Credit (SBLOC) and wanted a seamless and informative launch of the enhanced offering.

The Bancorp selected Pitney Bowes EngageOne Video software to create two personalized and interactive educational experiences to present information about SBLOC to its customers in the Institutional Banking practice.

"Pitney Bowes is thrilled to work with The Bancorp to deploy our EngageOne Video capabilities," says Dave Schwartz, Vice President, Pitney Bowes. "The EngageOne Video content that we're actively developing with the Institutional Banking team will undoubtedly have an enormous positive impact on The Bancorp's ability to deliver customized, cost and time-efficient product and service information to a wealth of advisors and clients they serve."

According to Jeff Hazelwood, FVP, Solutions Manager with The Bancorp's Institutional Banking team, "As an innovator in financial services and technology, we are excited to be working alongside the innovators at Pitney Bowes, who are helping us to deploy the EngageOne Video solution. The Bancorp endeavors to identify and integrate cutting-edge technology as a means of delivering truly superior client experience and we are confident that this tool will help us do just that."

In deploying EngageOne Video, The Bancorp aims to provide additional sales support, deliver consistent, high-quality education, capture qualifying information and other business intelligence, automate the process of collecting and deploying information within existing legacy environments, and increase outreach and market awareness.

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.