Pitney Bowes Named a Leader in Independent Report for Geospatial Analytics Tools and Platforms

STAMFORD, Conn., August 31, 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™: Geospatial Analytics Tools And Platforms, Q3 2016. This is the third market assessment in six months positioning Pitney Bowes as a Leader, following The Forrester Wave™: Customer Analytics Solutions, Q1 2016 and The Forrester Wave™: Master Data Management, Q1 2016.

In this major market evaluation, Forrester recognizes Pitney Bowes as being among geospatial vendors that were evaluated for:

- **Current offerings** that include architecture, analysis, and capabilities to serve a broad range of users as well as prebuild solutions for horizontal and vertical uses.
- **Strategy** for pricing and acquisition, company and product road map, and ability to support implementation.
- **Market presence,** including customer numbers, revenue, and partners.

More specifically, Pitney Bowes received the highest scores possible in: spatial data sources; enrichment data sources; included enrichment data sources; cloud data sources; geocoding; security; buffers; edges and polygons; multi-table editing; labelling; grid analysis; time-series analysis; visualizations; model deployment; integrations; line of business and BI analysts; GIS professionals; and acquisition and pricing.

“Pitney Bowes delivers a scalable spatial solution connected for commerce,” writes Rowan Curran, Forrester Research, in the report. **“**Pitney Bowes offers a scalable spatial platform that GIS professionals require, but the vendor also helps many other users of geospatial technology and data accelerate adoption by leveraging the power of its Spectrum Technology Platform and enabling its wider software solutions with spatial capabilities.”

Forrester notes that the Pitney Bowes location intelligence “solution focuses on scalable analysis, fast and accurate geocoding (with additional contextual data delivered with the GeoEnrichment capability), and an increasing empowerment of developers through web-based APIs for infusing applications with additional spatial data and location intelligence, such as local geosearch and supporting data solutions.”

Bob Guidotti, President of Software Solutions, Pitney Bowes says, “Most organizations today are using business intelligence solutions to analyze business data, but few understand how spatial data translates into enterprise systems and market insight. By leveraging Pitney Bowes’ geospatial capabilities, built on the Spectrum Technology Platform, businesses can do so much more with their data. Not only can they analyze the data with more precision and accuracy, but they can visualize patterns and relationships that they would otherwise miss without mapping technology.”

The Spectrum Technology Platform is the foundation of Pitney Bowes’ Identify and Locate solutions, which help organizations identify customers and locate opportunities to enable commerce across the full commerce continuum with speed and agility. By accessing these solutions through the Pitney Bowes Commerce Cloud, GIS professionals and developers can better aggregate, cleanse, enrich and analyze data in ways that are contextually relevant; and offer 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.

About Pitney Bowes

Pitney Bowes (NYSE: PBI), is a global technology company powering billions of transactions – physical and digital – in the connected and borderless world of commerce. Clients around the world, including 90 percent of the Fortune 500, rely on products, solutions and services from Pitney Bowes in the areas of customer information management, location intelligence, customer engagement, shipping, mailing, and global ecommerce. And with the innovative Pitney Bowes Commerce Cloud, clients can access the broad range of Pitney Bowes solutions, analytics, and APIs to drive commerce. For additional information visit Pitney Bowes, the Craftsmen of Commerce, at www.pitneybowes.com.