Ordoro Launches New Multi-Channel Platform Powered by Pitney Bowes Shipping APIs

STAMFORD, Conn., September 07, 2016 - Pitney Bowes Inc. (NYSE:PBI), a global technology company providing innovative technology solutions to power commerce, announced today that its Shipping APIs for USPS postage are now part of the multi-channel order platform offered by Ordoro, a multi-channel ecommerce order and inventory management solution provider. Pitney Bowes' proven Shipping API technology enables ecommerce platforms to deliver the simple, seamless and secure integrated shipping process that consumers expect. The creation of shipping labels, access to discounted rates, and package tracking from origin through delivery are powered by API technology measured in billions of hits. In addition, simplified postal shipping and expense reports help SMB retailers better manage their business through reduced complexity and a superior customer experience.

"Ordoro is all about taking the manual, tedious task of managing shipping and inventory, and optimizing the process for ecommerce merchants of all sizes," said Jagath Narayan, Chief Executive Officer at Ordoro. "We partnered with Pitney Bowes because they're a proven provider of efficient, commerce-centric solutions that our clients demand."

"Consumers have made it clear that shipping matters, and to be successful ecommerce retailers need to deliver a seamless client experience and avoid common shipping missteps," said Lila Snyder, Executive Vice President and President, Global Ecommerce at Pitney Bowes. "We are passionate about helping brands and retailers grow their ecommerce businesses. By partnering with Ordoro, we can help their community of online retailers drive increased sales through improved delivery to consumers."

With a multitude of sales channels and reliance on numerous suppliers, a merchant's back office - their inventory, orders, and shipping – is usually complex and costly. Ordoro's solution simplifies it, helping e-retailers manage their entire operations across all of their channels all in one place. Through the solution, merchants can quickly print labels, track orders, monitor inventory, and issue purchase orders, optimizing their workflow and providing them with more time to tackle other operations, like reaching more consumers.

For over a decade Pitney Bowes has provided online shipping technology to enterprise ecommerce providers, now this technology has been scaled for retailers of all sizes. These Shipping APIs provide easy access to shipping and tracking services that can be easily integrated into any web application such as online shopping carts or ecommerce sites. This highly scalable API technology from Pitney Bowes includes:

- Rate shopping, real time reporting of daily activities, pre-filled customs forms and discounts on postage rate for international shippers, verification of U.S. addresses, and print postage-paid labels for any single piece domestic/international mail class.
- Pitney Bowes line of credit as a postage payment option
- Scalable, cross-border and other international service offerings
- Native integrations with a variety of carriers in a single-unified, easy-to-use API
- Multi-carrier tracking and visibility services

The Pitney Bowes Shipping API technology is an integral part of the Pitney Bowes Commerce Cloud, enabling access to solutions, analytics and APIs across the full commerce continuum with speed and agility.

About Ordoro

Ordoro is an ecommerce software app tackling the unsexy but essential function of supply chain and order management. With an open API and integrations with all major marketplaces and shopping-cart platforms, Ordoro helps merchants streamline their shipping and inventory management across all their sales channels so they can focus on growing their business, rather than maintaining it. Ordoro offers tools to monitor inventory levels, manage supplier relations, bundle products and reduce shipping costs. For more information, visit www.ordoro.com.

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.