Pitney Bowes and IBM Powering Advanced Geospatial Analytics with Consumer Behavior Insights for Mobile Applications

STAMFORD, Conn., October 24, 2016 - At IBM World of Watson 2016 in Las Vegas, Nev., Pitney Bowes (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, announced that it is working with IBM (NYSE: IBM) to deliver deeper location-based insights for enhanced customer experiences. IBM selected the world boundaries data from Pitney Bowes to supplement the geospatial capabilities of the IBM Cognos Analytics and IBM Watson Analytics platforms.

Geographic boundaries—like city or state borders—serve as the technical underpinnings for the alignment of data around specific location-based information of all types including demographics, mobile location data, customer data and more. The Pitney Bowes boundaries data that is built into Cognos Analytics and Watson Analytics applications will enable customers to ingest other geographically-relevant data for richer and more accurate reporting and insights. Savvy businesses are using location intelligence to better communicate with customers, create more targeted promotions and promote sophisticated cross selling opportunities using popular mobile and social platforms.

Geospatial data is used in a host of different industries and can inform a wide range of decisions based on traffic planning, mobile marketing, tax forecasting, delivery optimization and more. Furthermore, it can enhance advanced decision-making capabilities of key stakeholders to help:

- Financial Services companies select optimal branch sites, re-evaluate underperforming branches and increase customer service by installing ATM locators.
- Telecommunication companies create easily digestible maps to communicate with customers more efficiently and provide real-time updates.
- Ad Tech companies create context information to enhance locations identifying where users are and what they are near.

“We are thrilled to be working with IBM to enable advanced consumer insights and experiences through geospatial insights,” said Bob Guidotti, EVP and President, Software Solutions. “Highly detailed and accurate data has been proven to shed insights on understanding customer segments, managing risk and making important decisions with greater confidence.”

The Pitney Bowes boundaries data provides a consistent depth of information across global locations so that businesses and customers can make timely and informed decisions, as well as suggest the next-best action. Access to this dataset offers expansive coverage of over 240 geographies worldwide.

“Working with Pitney Bowes, we will be able to unlock insights tied to location and geographies, which has applicability across a wide range of use cases and industries. Cognos Analytics and Watson Analytics customers will be able to leverage these integrated capabilities without special geospatial skills, bringing geospatial analytics to business analysts and executives,” said Marc Altshuller, General Manager of Business Analytics, IBM.

For more information on Watson Analytics, visit: www.watsonanalytics.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.