Pitney Bowes Geospatial API Providing Location Intelligence for Data Analytics Now Available as a SaaS Subscription Offering on AWS Marketplace

STAMFORD, Conn., November 17, 2016 - Pitney Bowes (NYSE:PBI), a global technology company providing innovative products and solutions to power commerce, today announced that the Pitney Bowes Geospatial API is now available with direct SaaS subscriptions on AWS Marketplace.

The Pitney Bowes Geospatial API provides highly accurate geocoding and reverse geocoding for data analytics. Uses include creating address lists from latitude and longitudinal coordinates and identifying latitude and longitudinal coordinates from an address or list of addresses. The geospatial capability is mission critical to data analytics that drive business outcomes for companies of all sizes. For instance, geospatial data helps insurance companies identify flood zones, telecommunications companies plan placement of their cell tower network, and marketers target consumers for omni-channel communications. Pitney Bowes is bringing this geospatial API to market on AWS Marketplace so that AWS customers can easily access the offering and pay through their existing AWS bill.

“The Pitney Bowes Geospatial API delivers the high level of accuracy required for developers and clients to create the location-enhanced solutions that drive commerce today,” said David McCann, Vice President of AWS Marketplace and Catalog Services, Amazon Web Services, Inc. “Our AWS customers want to be able to find and immediately start using solutions like the Pitney Bowes Geospatial API to speed their innovation around data analytics, and our new SAAS Subscriptions API on AWS Marketplace enables businesses to deploy Pitney Bowes solutions more easily than ever, and pay for their services on a unified AWS bill.”

“AWS is foundational to the Pitney Bowes Commerce Cloud, and we are delighted that Pitney Bowes is one of the first companies to support the new SaaS Subscription functionality on AWS Marketplace,” said Roger Pilc, Chief Innovation Officer, Pitney Bowes. “This collaboration is an excellent example of how Pitney Bowes is making it easier for our clients of all sizes to consume our industry leading geospatial offerings and drive positive business outcomes with both speed and agility.”

On a broader scale, Pitney Bowes leverages AWS services to accelerate product development, testing, deployment and delivery of mission critical production applications supporting the Pitney Bowes Commerce Cloud on AWS. Launched in April 2016, the Pitney Bowes Commerce Cloud is a commerce enabler providing access to solutions, analytics and APIs across the full commerce continuum with speed and agility. It helps clients identify customers, locate opportunities, enable communications, power shipping from anywhere to everywhere, and manage payments.

Additionally, Pitney Bowes has eight other spatial and data offerings on AWS Marketplace. These offerings provide developers with access to Pitney Bowes technology for Location Intelligence (LI) and Customer Information Management (CIM). Pitney Bowes also created a “Cloud Center of Excellence” which provides a vehicle to drive innovation and best practices through access to tools and technology from AWS. The Center of Excellence will help Pitney Bowes work with AWS to continue to create new digital commerce solutions.

Pitney Bowes clients can now access 25 Pitney Bowes products and solutions which are powered by AWS representing the full span of Pitney Bowes offering areas of Identify, Locate, Communicate, Ship and Pay. Such AWS-powered products include Universal Address Management, Confirm, Spectrum OnDemand, EngageOne Video, Shipping APIs, SendSuite Tracking Online, Relay Hub, Smartlink, SendPro, and Financial Services APIs.

To access Pitney Bowes Geospatial API on AWS Marketplace, please visit:
https://aws.amazon.com/marketplace/pp/B01MF8N3OD

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.