## Pitney Bowes Joins Hortonworks Partnerworks Program for Modern Data Solutions

STAMFORD, Conn., January 04, 2017 - Pitney Bowes Inc. (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, announced today that it has joined Hortonworks Partnerworks in the Modern Data Solutions (MDS) partner program to enhance data management and analytics for clients so that they may be able to leverage the power of a Big Data platform. Clients will now have access to data quality, advanced geospatial foundation and geo-enrichment capabilities that will result in faster, more scalable business insight.

Through the partnership Pitney Bowes will deploy its data quality and geospatial capabilities, which recently achieved Hortonworks Certification. These data quality and geospatial capabilities are critical in driving business transformation and outcomes in a data-driven world. Location-based data, in particular, plays an important role in how businesses understand their customers because it is one of the most consistent ways to link people, places and things.

Data storage and analytics are both equally critical to how businesses interpret this data. Traditional infrastructures are designed to analyze large quantities of data, on premise, through hardware devices. However, these infrastructures cannot handle the tremendous amounts of structured and unstructured data that today's consumers produce each day, both on and offline. Businesses that rely on traditional infrastructures are challenged to analyze data with speed and scale.

Hortonworks is a leading industry innovator, focused on creating, distributing and supporting enterprise-ready, open and connected data platforms, and modern data applications that deliver actionable intelligence from all data. Its connected data platforms, powered by open source technologies, are making it possible for clients to analyze mass amounts of structured and unstructured data, while Pitney Bowes adds the spatial and vertical market-specific data to allow customers to fully leverage the power of a Hortonworks Data Platform.

"Hortonworks is dedicated to expanding and empowering the modern data solution ecosystem, which ultimately accelerates adoption of connected data platforms," says Chris Sullivan, Senior Vice President, Global Channels & Alliances, Hortonworks. "We are pleased to welcome Pitney Bowes to the Partnerworks community and look forward to working with them to strengthen the role of connected data platforms for the enterprise."

Pitney Bowes' spatial analytics solutions are utilized across many verticals including insurance, financial services, telecommunications and retail, with many applying these analytics across massive, global data sets. Insurance firms rely on Pitney Bowes' spatial capabilities to better understand risk profiles by geography. Financial services firms leverage spatial analytics to optimize branch and ATM locations. Telecommunications providers and retailers use spatial data to better understand their subscribers and customers to present the most attractive offers to them. Additionally, analytics for the Internet of Things (IoT) require location attributes in order to fully address asset management use cases.

"Our partnership is extremely beneficial for Pitney Bowes and Hortonworks clients because it's one that will enable our clients to get tremendous business value out of their Big Data investments through geospatial analytics," says Roger Pilc, Executive Vice President, Chief Innovation Officer, Pitney Bowes. "By making our solutions available through one of the market's most respected big data providers, we're making it easy for partners and clients to derive meaningful insight, quickly and at scale."

Pitney Bowes Big Data solutions enable end users to quickly visualize patterns and relationships, inform interpretation and decision making, and generate richer insights and a faster return-of-investment. With data quality and geospatial analytics embedded directly into Big Data applications, it's easy to keep pace with the extraordinary speed and scale required. Clients can expedite insights, break down data silos, boost accuracy and precision with geospatial and geo-enrichment capabilities, and link information across and with datasets like never before.

Currently, the Pitney Bowes capabilities offered through Hortonworks include Spectrum Geocoding for Big Data, Spectrum Location Intelligence for Big Data, Spectrum Data Quality for Big Data and the Spectrum Technology Platform. These offerings enable clients to work with structured and unstructured data to extract insights that can be applied for better outcomes.

**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.
- See more at: http://news.pb.com/article_display.cfm?article_id=5740#sthash.U3j7LuQE.dpuf