Pitney Bowes Simplifies and Accelerates Data Accessibility with New Software and Data Marketplace

STAMFORD, Conn., February 15, 2018 - Pitney Bowes Inc. (NYSE:PBI), a global technology company that provides innovative products, solutions and data to power commerce, today announced the global availability of its new Software and Data Marketplace, simplifying access to hundreds of data sets across the Retail, Insurance, Real Estate and Financial Services industries.

This press release features multimedia. View the full release here:
http://www.businesswire.com/news/home/20180215005089/en/

The Software and Data Marketplace is a self-service resource for data users to download the Pitney Bowes industry-leading data catalog for sample categorical data, such as address, boundary, demographic, geoenrichment, point of interest, and street data in a matter of minutes. Additionally, a Software Development Kit (SDK) is also available through the Marketplace, which allows users to receive their products and updates automatically.

“Clients tell us that accessing good, clean and accurate data is a priority for analysis, insight and faster time-to-value. However, the process of sourcing, cleansing and managing that data is often tedious, time-consuming and costly for most organizations,” says Bob Guidotti, Executive Vice President and President of Software, Pitney Bowes. “By establishing the Pitney Bowes Software and Data Marketplace, we are removing the complexities our clients face by enabling access to the portfolio of location, individual, and address-centric data we’ve amassed from a century’s worth of mail-based data streams, and making it readily available and interoperable for critical business functions.”

According to the December, 2017 study, *Digital Is Driving The Next Generation Of Data Marketplaces*, commissioned by Pitney Bowes and conducted by Forrester Consulting, 99 percent of businesses have trouble using customer data; 69 percent have trouble detecting changes in data; 92 percent need to increase use of third-party data due to the rise of digital technologies and interactions; and 99 percent say they would make a data purchase online.

Many organizations now view data as a catalyst to growth and key to their digital transformation initiatives. Because of this, data marketplaces are seen by business leaders as a way to act contextually, confidently and quickly. The new Software and Data Marketplace provides organizations uninhibited access to reliable data relevant to their industry. For example, insurance providers can visualize sample data around properties to better assess risk for accurate underwriting; financial services providers can review demographic and location-based data to identify areas with the highest growth potential; and retailers can assess street, demographics, and points of interest data to plan store locations and maximize go-to-market channels.

“Our firm is built on helping clients to organize, enrich, report and predict outcomes with data. The comprehensive data portfolio from Pitney Bowes provides our clients with fresh, accurate data that helps to solve specific business problems,” says Tim Kreytak, CEO of Ironside. “With the new Pitney Bowes Software and Data Marketplace, companies know they’re getting accurate data, and the insights they gather from that data will enable them to deliver a superior customer experience, support product and service innovation and optimize business processes.”

The GeoEnrichment data sets available on the marketplace platform are also coded with the Pitney Bowes pbKey, a unique and persistent identifier for addresses, which not only helps data purchasers build a more complete “golden record” of addresses with detailed location attributes, but also keeps addresses up to date by storing them and then performing a reverse pbKey lookup to obtain the latest address. This is a key capability provided by Pitney Bowes that helps to overcome data management challenges organizations currently face.

For a nearly century-old company, Pitney Bowes has processed hundreds of billions of addresses, precision-matched thousands of data points to each address and ensured many billions of pieces of mail get to their intended recipients every year. Leveraging that experience, the company has created a robust portfolio of address-centric data products that precisely describe people, places and things. With this data, clients can develop a deep understanding of their customers in order to better manage risk, improve decision making, and increase customer engagement.

Pitney Bowes is removing the need and complexity for clients to source and process individual datasets from multiple providers by offering plug and play data capabilities for Business Intelligence and Business analytics applications. The Software and Data Marketplace will evolve over time, and will continue to add more learning resources, data content and

products, data samples and functionality to the Map Explorer.

To learn more about the Software & Data Marketplace, and to register for an account, please visit us online at: https://www.pitneybowes.com/us/data.html

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, services and data 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.