

INFO SHEET

Pitney Bowes Business Insight Services



OVERVIEW

The Pitney Bowes Business Insight Services team enables organizations to bring location intelligence and mailstream solutions into daily operations, facilitating better informed business decisions. With its wide array of services, ranging from hosted online services to solutions delivered through experienced consultants, Pitney Bowes Business Insight can help governments and businesses make more insightful, location intelligent decisions.

Industry Standard Tools

As experts in location intelligence and mailstream technology, Pitney Bowes Business Insight has both the experience and the tools—CCM, Envinsa™, GeoStan, MapXtreme®, geocoding, routing, database and information products, for example—to help your organization truly harness the power of location intelligence and mailstream technology.

System Integration and Development

Pitney Bowes Business Insight Services can help you mitigate and manage risk in every aspect of Customer Communication Management (CCM), including the definition, measurement, and analysis of specific opportunities for improvement. Our services cover implementation of any improvement, including the deployment of new software, hardware or process changes, and the control of key business processes through customer training or specific process in-sourcing or outsourcing.

Software Expertise

Pitney Bowes Business Insight brings design and implementation expertise to solutions on a wide spectrum of architectures including desktop internet-enabled, internet, intranet and distributed services-based solutions, as well as solutions using rich clients and business intelligence platforms. Our areas of specialization also include data integration, customer data quality, global address cleansing, document creation, distributed output management, electronic document management, online account management, and mailing efficiency software applications.

Also available are database modeling and design support with RDBMS systems such as Oracle®, Informix®, DB2® and SQL® Server, coupled with extensive industry experience with standard development environments like Java, C++, C#, Visual Basic and JavaScript.

Predictive Analytics

Transform your business as you find new ways to examine and utilize location-based data. We believe that the most effective business strategies depend upon a comprehensive understanding of your business and markets. We can apply Predictive analytic techniques to solve a wide variety of business problems for example: Who are my customers?, What will they buy?, Where should I place my stores or facilities?, How will competition affect my market?

Pitney Bowes Business Insight Services

UNITED STATES

One Global View
Troy, NY 12180-8399

main: 518.285.6000
1.800.327.8627
fax: 518.285.6070

sales@mapinfo.com
www.mapinfo.com

24 Frank Lloyd Wright Drive
Lobby H, Suite 1700
P.O. Box 556
Ann Arbor, MI 48106
main: 734.930.4700

4200 Parliament Place
Suite 600
Lanham, MD 20706-1844
main: 888.413.6763

CANADA

26 Wellington Street East
Suite 500
Toronto, Ontario
M5E 1S2

main: 416.594.5200
fax: 416.594.5201

canada.sales@mapinfo.com
www.mapinfo.ca



Technology Transfer and Information

Through training and project collaboration your functional teams can become as involved in the development process and as knowledgeable about your solution as suits your organization's strategic goals and objectives. This allows for either the in-house management of your organization's business solutions or the external coordination of your projects.

Assessments and Analysis

Pitney Bowes Business Insight Services offers understanding and insights in software technology, customer communication management and key industry applications. This know-how pays dividends for any client looking to reduce operating costs, improve business processes or make great improvements in mission-critical areas such as customer retention, service delivery and revenue growth.

Our analysis projects start with a comprehensive assessment (2 to 8 weeks) that defines business objectives, infrastructure, processes, and recommendations. We then engage with our clients to implement these objectives in a multi-disciplinary effort that can last from a few months to years.

Data Services

Pitney Bowes Business Insight Services offerings also include tools, software and services to help your organization manage and leverage the power of proprietary or externally acquired data.

These tools and services include:

- Address standardization
- Geocoding
- Data cleansing
- Spatial extract, transform and load
- Association of demographic and psychographic characteristics to customer records

Online Services

Pitney Bowes Business Insight offers a suite of hosted services from which customers can garner the benefits of location intelligence and mailstream solutions with minimal investments in IT. These services are typically accessed via the Internet, providing organizations with the benefits of location, enabling their enterprise immediately, with minimal internal resources and without the need for significant capital investment.

Software Support

Pitney Bowes Business Insight offers its clients exceptional technical support, reducing the expertise and resources required in-house. The Global Services support team provides technical assistance to registered users of Pitney Bowes Business Insight Software, as well as problem-solving expertise in order to ensure that your organization is able to truly leverage the power of location intelligence for better business decisions.

Training and Education Services

You are invited to join any of our training courses, public or private, offered throughout North America, Europe and Asia Pacific. Classes are taught by our own product experts.

THE PITNEY BOWES BUSINESS INSIGHT SERVICES TEAM ENJOYS A LONG HISTORY OF PROVIDING CUSTOM SOLUTIONS. LIKE THOUSANDS OF OUR CLIENTS GLOBALLY, WE INVITE YOU TO BECOME LOCATION INTELLIGENT AND SEE THE DIFFERENCE IT MAKES TO YOUR ORGANIZATION.