

Partner Program Overview

How do you choose a partner?



Welcome to Pitney Bowes Business Insight.

Pitney Bowes Business Insight (PBBI) provides partners with an extensive portfolio of industry-leading location and communication intelligence software products and solutions.

These tools enable the partner's clients to make more informed decisions about customers, competition and market expansion. As a result, your customers can increase market share, grow sales and improve profitability.

PBBI offers partners highly scalable solutions from the desktop to the mainframe and makes most of its solutions available in a hosted or on-demand delivery model. Partners ranging in size from global systems integrators to local, niche resellers experience increased revenue, greater profits and higher customer satisfaction as a result of their PBBI affiliation.

How do you choose a partner?

For most companies, partnering is a necessity. It just doesn't make sense to go it alone in today's challenging business environment. So the question isn't "Should I partner?" but "With whom?"

Your choice often depends on three factors:

- Can I better serve my clients by partnering with this company?
- Can I reduce business risk with this alliance?
- Will my investment in the relationship be financially rewarding?

This overview addresses these questions as you consider partnering with Pitney Bowes Business Insight. If you like what you read here, our experienced partner managers will guide you through the process of determining how PBBI can help you meet your business objectives through this partnership.

PARTNERS

Pitney Bowes Business Insight seeks business alliances with clear mutual benefit, that creatively solve customer problems, and that reward all parties financially. We have a compelling story to tell about our offerings and a long list of benefits for you and your customers. We're big enough to have well-defined partner programs yet small enough to respond to your specific needs.

Let's take a closer look.



Our solutions expand your business



Your partnering decision starts with your business plan. Are you trying to penetrate new market segments? Do you want to add new customers in an existing market? Are you expanding your product and service offerings to your existing customers?

Pitney Bowes Business Insight can help. Our broad range of solutions will help you expand your customer base and sell more to your existing customers.

We also have a strong presence in key vertical markets:

- Communications
- Financial Services
- Insurance
- Public Sector
- Retail, Restaurants and Real Estate
- Natural Resources

If you're strong in another vertical or are looking to penetrate a new industry, let's work together to build your business. We can help each other with both market expansion and market penetration. And our presence in virtually every geographic region of the world means that no matter where you want to operate, we can be there to assist.

We have new solutions for your customers

A key partnering goal is to find complementary technology that can help your customers save money, increase revenues or reduce risk.

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Consider how our expertise might add value to your solutions in these areas:

Location Intelligence. Leverage geographic information to make better decisions about insurance risk, retail store locations, cell phone coverage and other location-specific business problems.

Customer Communication Management. Create, customize, store, and retrieve documents that communicate with customers through multiple media (mail, email, internet, SMS and others), greatly improving the overall customer experience.

Data Quality. Create, maintain and organize the highest quality customer and product data to reduce costs, coordinate data across systems and minimize data redundancy.

Communications Intelligence. Wring the last penny out of invoice and statement delivery, direct mail campaigns and regulatory compliance notifications while streamlining operations and meeting increasingly demanding postal regulations.

Predictive Analytics. Project the impact of decisions using current and historical data. Answer what-if questions about customers, facilities, resource allocation, competitors and other market dynamics.



Technology you can count on

Software vendors and system integrators rely on PBBI's best-of-breed technology to enrich their own software offerings and vertical applications. We avoid proprietary platforms, so when you add our solutions to yours, you remain compliant with international standards.

PBBI solutions run on almost all major operating systems, so we're likely to be compatible with your platform of choice – from desktop to webtop to mainframe. Many PBBI offerings are available in both on-premise and on-demand (SaaS) delivery models.

Our solutions are easy to integrate, learn and use, so you can focus more on serving your customers and less on struggling with software integration, training or support.

With our vast product portfolio and breadth of platforms, you may even find more than one way to partner with us, multiplying the value you can gain from a single relationship

Partner network growth
is a major business
initiative for PBBI.

Increase opportunity—decrease risk

There's risk in going it alone, and there's risk in choosing a partner. You can diminish both when you partner with PBBI.



PBBI: A Relationship You Can Trust

- *Top 100 Software Company*
- *Global Outsourcing 100 Leader*
- *Philanthropic Programs "Corporate Exemplar"*
- *Data Quality "One to Watch"*
- *"World's Most Ethical Companies" List*

CONFIDENCE

PBBI has a history of over 25 years of product excellence and a long-standing, committed base of customers and partners. You can be confident you're teaming up with an established leader. And you'll spread your own business risk by tapping into our unique expertise and resources. Together, we can share the investment in pursuing joint business while simultaneously increasing our chances of winning.

BRAND

A strong brand improves the ability to compete, and we have some of the best brands in the business. The combination of **MapInfo, Group 1 Software and Pitney Bowes** creates a strong brand impression and permission in a broad opportunity space. The name recognition and integrity of Pitney Bowes, established through more than 90 years of innovation and success, adds credibility and power to our relationship. While a "big name" doesn't guarantee a sale, it most definitely can get you in the door.

COMMITMENT

Pitney Bowes Business Insight is strategically committed to partners. With hundreds of alliance relationships, we generate over 25% of our global revenue through partners, ranging from 15% to 100% in each region. It's no wonder that partners are a key plank in our growth platform. As a result, we don't take our partnerships for granted or treat them as second rate.

RECOGNITION

Almost every potential partner will tell you their solutions lead (or will transform) the industry. To reduce your partner decision risk, you may want to pay more attention to what industry analysts, trade publications and customers say. We've worked diligently to establish our reputation in the court of independent opinion, and would be happy to share recent feedback from Gartner, Forrester, TowerGroup, Ovum and others.

Financial success from partnering

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While relationships can be their own reward, the real metric of alliance success is the financial value realized by each partner.

PBBI has been partnering for over 20 years. We're constantly building on this foundation to evolve our partner program, to make it more lucrative, and to optimize your ROI.

Sources of Economic Return

At its core, our program offers you attractive, competitive margins and flexible pricing and licensing models.

With this as a starting point, you can:

- Generate revenue from PBBI products and services
- Increase your average deal size, or add features that improve your value proposition
- Reduce development costs and accelerate time to market
- Gain access to higher decision-making levels in accounts
- Deliver a broader solution, increasing customer satisfaction
- Create a more comprehensive solution with the addition of professional services

- Leverage marketing and sales tools to generate more leads and close more sales
- Offer enhanced solutions that reduce competitive threats to your business

Flexible Structure

The Pitney Bowes Business Insight Partner Program offers a variety of established business models and relationship types to match almost any desired alliance arrangement.

- Multiple partner tiers that match your interest and commitment to appropriate program features and benefits
- Programs for partners who wish to resell our products, embed PBBI technology in their own solutions, or jointly sell a combined solution to a shared customer

These options can be tailored to meet your specific go-to-market and financial requirements.

Over 1,000 partners in more than 60 countries depend on PBBI for business-building support.



Person-to-Person Partnering Excellence

Human connections can greatly influence your financial success in an alliance. PBBI has a staff of over 50 global alliance professionals – solid, experienced, dedicated partner managers – whose knowledge and sense of urgency are 100% committed to helping you prosper throughout the partnering life cycle. From product presentations to contracts to on-boarding and market launch, your PBBI team will work shoulder-to-shoulder with you to develop and close business.

Tools for Partner Operations

Our infrastructure is aimed at getting you productive quickly and keeping you operating at your best. Foremost in your toolkit is our on-demand PBBI Partner Portal and Global Partner System, based on the Salesforce.com Partner Relationship Management system. This connecting point gives you access to lead and deal tracking, technical support, marketing programs, feedback and collaboration tools, and much more.

Our partner on-boarding process will help you make the most of this online system, and will introduce you to a broad array of sales, marketing, technical and financial enablement tools. When appropriate, we can also help you gain access to our established customer base as a target for your unique solutions.

Co-selling with our Direct Sales Force

In some alliance relationships, the best way to approach target customers is with a joint value proposition, presented and sold jointly with PBBI's own specialized direct sales force. Our strategic alliance team is specifically chartered to encourage, support and drive joint revenue in this manner. It's a powerful option within the PBBI Partner Program.

The next step is yours

A partnership with Pitney Bowes Business Insight can bring new value to your customers while earning substantial rewards for your company.

You and your customers will gain access to solutions that are uniquely positioned to perform in both expansionary and recessionary markets. In turn, this expanded portfolio can increase the “stickiness” of your solutions within your existing customer base and lead to enhanced customer satisfaction.

A partnership with Pitney Bowes Business Insight can also reduce your revenue risk by aligning your sales objectives with those of an established brand leader. By taking advantage of PBBI’s dedicated people, program and processes you can increase the long-term return from your investment in partnering.

Finally, you’ll become a vital part of PBBI’s influential partner community, a set of business partners with strategic value to Pitney Bowes and tremendous leverage for your own business development goals.

**THANK YOU FOR REVIEWING OUR PROGRAM.
WE LOOK FORWARD TO BUILDING OUR BUSINESSES TOGETHER.**

Please contact us at 1-800-440-9215
or on the web at www.pbinsight.com/partnerform.

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