



Customer Information Management
Data Management and Integration

Pitney Bowes
Single View of Customer

Finally, a single view you can depend on.



The most critical customer insights are hiding in your data. Unlock greater value with a true view.

Better decisions depend on a single view.

There's much more you can learn about your customers.

The basics sound easy: name, address, account numbers. Yet, sometimes, getting that right is a challenge.

A complete single view offers more. What they buy. How they shop. Where they spend their time. What they value. Sadly, most organizations can't capitalize on the deluge of data that's available today.

It's time to crush data barriers, connect hard-to-access information and share it across your entire business. Finally, a fully integrated 360-degree view is within your grasp. Accurate, enriched and accessible, Pitney Bowes delivers the singular Single View of Customer you require—when and where you need it.

The single view you need, when and where you need it.

Integrating data technology is a major challenge.

When critical information isn't connected, you miss important business-building opportunities. An organization that can't control its data simply can't control its business.

Change is a constant battle.

It's not easy to hit a moving target. Place names, street names and people are constantly changing. People get married, divorced, change names and some die.

The challenges don't stop there. With the explosion of social media, people interact with your business across more channels and locations, and some even connect through more than one channel at the same time. Without the right tools, you'll never gain insights based on the most accurate, precise and up-to-date data.

Traditional Master Data Management projects can take years to implement. By the time they're ready, business needs have changed. Fortunately, there's a better way.

Improve business decisions today and tomorrow.

- Connect siloed data
- Add context to customer profiles
- Uncover timely, actionable insights
- Create powerful customer experiences
- Satisfy your customers

Pitney Bowes delivers the single view that works.

Now you can quickly connect customer data across every aspect of your organization. You'll gain a flexible 360-degree view that can help you identify relationships, uncover opportunities and engage your customers in meaningful ways.

01 Business agility

Instead of hard-coded links, the Pitney Bowes Single View of Customer solution takes advantage of new technologies that allow you to uncover obvious and non-obvious relationships, no matter the source, scale or type of data.

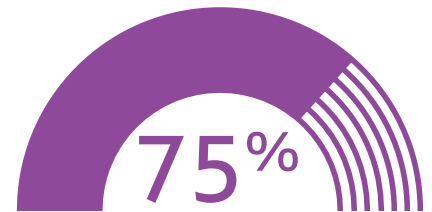
02 Greater accuracy

Data quality is an integral part of our Single View of Customer. We standardize, validate and verify information, bringing greater accuracy to the customer information deployed across your organization.

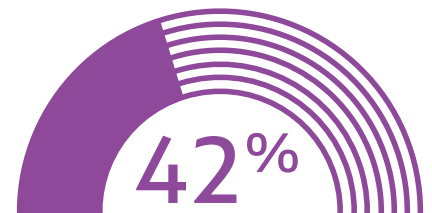
03 Deeper insights

Enrich your data with over 350 unique geographic, demographic and industry-specific datasets to expand your customer insight. Easily integrate these with Single View of Customer and you'll gain profitable perspectives you can put to work.

Every day, businesses discover how an agile single view leads to smarter strategic decisions. They're targeting customers in the right place at the right time and serving them better at every point of interaction. This enhanced insight helps them decrease costs, increase profits, improve customer satisfaction and enhance marketing efficiency.



75%
of all firms feel a single customer view across all touchpoints is important or essential.



42%
of global CEO/CIOs say that integrating technology is their biggest challenge.

Source: KPMG, "Going behind the data. Achieving actionable insights with data and analytics." 2014

Plug into accelerated success.

Discover valuable insights you can apply in so many profitable ways.

Financial Services

Increase your share of wallet.



- Comply with anti-money laundering and KYC.
- Enhance entity resolution to combat financial crime.
- Create personalized customer experiences.
- Optimize branch, ATM and online networks.
- Reduce call center volume.

Telecommunications

Capitalize on your coverage.



- Optimize wireless confirmed coverage mapping.
- Assess network assets versus subscriber locations.
- Plug into big-data opportunities.
- Optimize cross-sell and upsell activities.
- Increase customer loyalty.

Insurance

Profit from a precise perspective.



- Price, assess, manage and mitigate risk.
- Detect fraud in near real-time.
- Create personalized customer experiences.
- Acquire new customers and retain existing customers.
- Make all customers more profitable.

Public Sector

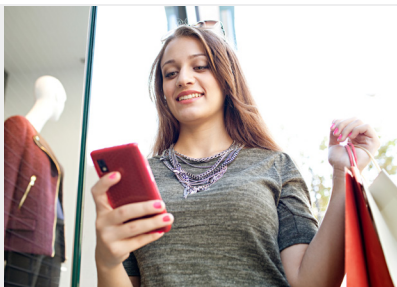
Connect with your community.



- Allocate and manage government assets and services.
- Analyze crime by day, time, location and type.
- Improve agency efficiency through better citizen service.
- Take steps to reduce waste, fraud and abuse.
- Reduce improper payments and investigation costs.

Retail

Create powerful customer experiences.



- Inform real-time, mobile interactions.
- Enable best-next engagement.
- Place stores in the most profitable locations.
- Optimize omni-channel sales.
- Reduce risk and combat fraud.

Healthcare

Enhance connections and compliance.



- Reduce onboarding time and costs.
- Improve member/patient satisfaction.
- Enable collaboration across payers and providers.
- Identify gaps in care networks.
- Create comprehensive, compliant customer records.

Pitney Bowes offers a smarter, more agile Single View of Customer.

Tap into the big-data goldmine.

We can help you integrate data-quality processing directly into big-data platforms, so you can process vast quantities of data at an amazing pace. Pull unstructured content into multidimensional views, enhance data quality instantly, then harness and share that information enterprise-wide.

A wealth of capabilities within a single platform.

We'll help you assemble the best Single View of Customer for your business needs. Distinct components, all within a single, powerful platform, make it possible to achieve extraordinary results.

- Name/Address Management
- Data Quality
- Information Governance
- Data Integration
- Data Federation
- Master Data Management
- Customer Analytics
- Visual Insights

Open for business.

Built with open architecture that easily integrates with your existing technology, the Pitney Bowes Single View of Customer works seamlessly within your operation. A single view lets you visualize your analytics and take advantage of customer data and insights like never before.

Market leaders rely on Pitney Bowes. You can, too.

With a 30-year track record of accuracy and precision, our software and data sets impact performance for today's market leaders:

- 40 of the top 50 telecommunications providers.
- Over 300 insurance companies worldwide.
- Hundreds of government agencies.
- Thousands of corporations.

Get the comprehensive customer view you need, when and where you need it. Contact Pitney Bowes today and discover how our Single View of Customer can add to your success.

Optimize every interaction.

The possibilities are endless. For example, a Single View of Customer helps you turn Interactive Personalized Video into a powerful business-building tool.

Viewers chart their own paths through a compelling personalized video experience.

Real-time interactivity engages them, so they view longer and learn more.

Anytime access improves the customer experience throughout lifecycles.

Expedites action. Increases efficiencies. Reduces costs.



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