

Lack of Location Awareness is ‘Analytical Blind Spot’ for Organisations

80% of all data has a location component, yet is not being capitalised by organisations and IT systems today, says Pitney Bowes Business Insight

Windsor, Berks UK – 19 May 2010 - Lack of Location Awareness is an ‘analytical blind spot’ for the majority of organisations, according to [Pitney Bowes Business Insight](#), the leading global provider of location intelligence, data management and customer communication management solutions. Whilst 80 percent of all data has a location component, it is not being capitalised by organisations and IT systems today.

Traditional Business Intelligence has looked at the ‘who’, ‘what’, and ‘why’ around data, but has ignored the ‘where’. Location is a core analytical dimension. Within this data lies a vast pool of intelligence that largely remains untapped for organisations. This rich data source is particularly important for UK Public Sector organisations in enabling a single view of the citizen, delivering citizen self-services, improving compliance, and optimising cost efficiencies.

“Location is ubiquitous. Location influences most, if not all, business behaviour and outcomes, making its applicability almost universal,” said Mark Bishop, Product Marketing Manager EMEA, Pitney Bowes Business Insight. “Yet many organisations have not thought about the geographic and location aspects of their business data across processes or decision making.”

According to Ventana Research, 61 per cent of organisations found that using location data helps to improve customer services, yet only 28 per cent of organisations are truly innovative in their business when it comes to the context of location.

Pitney Bowes Business Insight is addressing this critical requirement through its Location Aware CRM solutions, comprising Location Intelligence, Data Management and Customer Communications Management, which enable customers to harness the power of the ‘where’ dimension in their operational, business, and strategic decisions. Location Aware CRM solutions enable organisations to analyse vast amounts of multi-dimensional data for greater business insight and better decision making. PBBI believes that Location Aware CRM is set to break into mainstream business computing over the next two to five years.

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About Pitney Bowes Business Insight

Pitney Bowes Business Insight, a division of Pitney Bowes Software Inc., a wholly-owned subsidiary of Pitney Bowes Inc., provides organisations with solutions to acquire, serve and grow customer and citizen relationships. Our software and services enable organisations to turn data into critical customer insight that provides the advantages required to succeed in today's global markets. With a deeper understanding of customers and citizens, organisations can establish meaningful connections and build more engaging customer relationships. Visit www.pbinsight.co.uk and www.pb.com for more information