

Pitney Bowes Business Insight to Demonstrate Industry-Leading Data as a Service Platform at AGI 2010

Windsor, Berks, 7 September 2010 - [Pitney Bowes Business Insight](#) (PBBI), a global leader in location intelligence, data management and customer communication management software, data and services, has announced that it will be attending the 2010 AGI Annual Conference - [AGI GeoCommunity '10](#) - in Stratford-upon-Avon, UK on September 28th to 30th 2010. The company will be speaking at the event and demonstrating on stand its recently released Data as a Service (DaaS) platform, [Geosk](#)[™].

Geosk is the most comprehensive location-based DaaS offering available, and provides cloud-based access to a comprehensive data catalogue that includes both free and fee-based geospatial data from PBBI, as well as content from third-party data providers. The PBBI stand at AGI will feature an interactive Geosk display demonstrating the ease with which data can be identified, selected and purchased.

AGI 2010 will also feature the following speakers representing PBBI:

- Wednesday 29 September, 2.30pm – “Using Online Mapping To Increase Citizen Satisfaction” – Stuart Carter, Corporate GIS Manager at Southwark Council. Stuart has worked closely with PBBI to enhance the online services available to citizens via the Council’s website using PBBI’s web mapping technology, Stratus Connect[™]
- Thursday 30 September, 2.45pm – “Taking Spatial Information Real-Time” – Christopher Royles, Technical Strategy, Pitney Bowes Business Insight

“It is always a pleasure to attend the AGI conference, but this year, we are particularly excited to be demonstrating Geosk, our industry-leading DaaS platform,” says Steve Deaville, Head of UK Sales & Strategy at Pitney Bowes Business Insight. “By making geospatial data as easy to find, review and purchase as music on iTunes, we believe that PBBI is once again trailblazing the way forward for location-based data as a core element of business decision-making. In keeping with the conference’s main theme this year, we will also be talking about how online mapping services can help public and private sector organisations to do ‘more with less’, while increasing the satisfaction levels of customers and citizens.”

About AGI 2010

AGI GeoCommunity is the largest and most comprehensive independent conference in the UK digital mapping and geospatial calendar. The conference provides real insight and leadership in current geographic information and location based issues via a range of keynote addresses and conference papers as well as by hands on training and face to face delegate networking. This year's event will focus on the use of location to deliver operational

efficiency savings, identifying and delivering excellence through the use of geographic information and measuring the positive affect spatial technology, data and insight can bring.

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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., helps organisations to acquire, serve and grow customer relationships. Our leading-edge solutions in the areas of Customer Intelligence, Customer Communications and Customer Care enhance our customers' operational systems and workflows, enabling them to manage their customer relationships more effectively. We offer unique and compelling capabilities, including location intelligence; GIS; predictive analytics; data quality, management and integration; and customer communications management. In combination, our solutions and capabilities deliver customer insights that create competitive advantages. Leading companies, government agencies and systems integrators rely on our global expertise and decades of leadership to improve their operational effectiveness and business results. Visit www.pbinsight.co.uk and www.pb.com for more information.