

Pitney Bowes Business Insight and Salesforce.com to Deliver Insurance Industry Solutions in the Cloud

Pitney Bowes Business Insight to Deliver Policy Quoting and Underwriting Solutions on the Force.com Enterprise Cloud Computing Platform

Troy, NY—May 19, 2010—[Pitney Bowes Business Insight \(PBBI\)](#), today announced an alliance with salesforce.com to deliver flexible, agile insurance solutions in the cloud on the Force.com platform. Through the alliance, Pitney Bowes Business Insight will deliver policy quoting and underwriting solutions on the Force.com platform to help agents and insurance carriers increase profitability and strengthen customer relationships. Pitney Bowes Business Insight is a unit of Pitney Bowes Inc. (NYSE:PBI).

Until now, insurance companies have wrestled with the challenge of reducing information technology complexity and costs while enabling insurance carriers and agents to maximize profitability, differentiate from the competition and reduce customer churn. The new Pitney Bowes Business Insight solutions will be delivered in the cloud on the Force.com platform, enabling carriers and agents to build stronger customer relationships from the very first interaction without the cost and complexity of managing software and hardware infrastructure.

“The alliance between salesforce.com and Pitney Bowes Business Insight will accelerate policy quoting and underwriting success with cloud computing,” said George Hu, executive vice president of marketing and alliances, salesforce.com. “With Pitney Bowes Business Insight on Force.com, financial services companies will be able to access and deploy new insurance solutions directly in the cloud via the trusted Force.com platform.”

“Pitney Bowes Business Insight is migrating more of its software solutions to the cloud, and this collaboration is an important advancement in that strategic direction,” said Mike Hickey, president, Pitney Bowes Business Insight. “PBBI solutions have been widely adopted by insurance carriers to improve the accuracy of the underwriting process, and working with salesforce.com, we look forward to empowering agents with improved policy acquisition solutions on the proven Force.com platform.”

Pitney Bowes Business Insight’s new cloud computing-based insurance solutions will accelerate policy acquisition and help enhance customer service throughout the life of the policyholder relationship. Agents and carriers will experience improved operating efficiency by automating workflows involved in the quoting and underwriting of new policies. The integration of location-based assessments will also increase the accuracy of the quoting and underwriting process. By improving portfolio management at the carrier level and increasing customer

interaction at the agent level, the new insurance solutions will enable end users to better understand and service the needs of policyholders.

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 leading enterprises with solutions to acquire, serve and grow customer relationships. Our software and services enable organizations to turn data into critical customer insight that provides the competitive advantage required to succeed in today's global markets. With a deeper understanding of its customers, organizations can establish meaningful connections and build more profitable customer relationships. Visit www.pbinsight.com and www.pb.com for more information.

About the Force.com Platform and AppExchange 2

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the [Salesforce CRM](http://www.salesforce.com/) (<http://www.salesforce.com/>) applications, more than 800 ISV partner applications like those from CA, FinancialForce.com and Fujitsu, and nearly 150,000 custom applications used by salesforce.com's 72,500 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel. Force.com also enables developers to make any enterprise app social by leveraging the social collaboration components including profiles, status updates, and real-time feeds available with Chatter.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the salesforce.com AppExchange 2 marketplace <http://www.salesforce.com/appexchange/>, now featuring the ChatterExchange.

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