

Pitney Bowes Business Insight Launches MapInfo Manager

Intuitive software delivers efficient access and management of GIS data

Windsor, Berks, 29 March, 2011 - Pitney Bowes Business Insight (PBBI), a global leader in customer data, analytics and customer communication software and services, today announces the launch of MapInfo Manager, a revolutionary application that allows GIS managers, IT managers and data stewards to more easily catalogue, search and locate geospatial data. By ensuring that users are never more than three clicks away from finding the data sets they need, MapInfo Manager reduces wasted hours spent hunting for raw information, and instead frees up time for data visualization and analysis.

Organizations around the world struggle with managing, searching and understanding their data. As an intuitive data management application, MapInfo Manager enables users to create a highly customizable catalogue of their geospatial data assets and increases the understanding of data characteristics and appropriate uses for data through metadata.

The solution does not replace existing databases, but instead creates metadata records for finding and accessing the correct data from the secure location in which it is already housed, ensuring both smarter version control and user-friendly search functionality. By providing this single point of truth for spatial data, organizations save costs by avoiding duplicate data collection or multiple purchases being made by different departments of the same company.

In addition, European public sector organisations today face increasing compliance challenges such as the INSPIRE initiative, a European Union mandate designed to improve the sharing of environmental spatial data between organisations. MapInfo Manager v1.1 also adds support for the Gemini v2.1 metadata standard being used in the United Kingdom.

"At Colchester Borough Council we have been using MapInfo Manager and find it easy and intuitive," said Sarah Taylor, Geospatial & Core Data Manager, Colchester Borough Council. "It was obvious from the interaction that we and other customers had during the development of the product that Pitney Bowes Business Insight is serious about providing a solution that really meets our needs."

"Our customers were spending a disproportionate amount of time trying to find and understand relevant data sets from their extensive databases," said Gary Roberts, Executive Vice President, EMEA, Pitney Bowes Business Insight. "It is much more important for these customers to focus instead on analyzing and reporting their data. In MapInfo Manager, we've created a groundbreaking dashboard that will truly change the way enterprises access and manage their GIS data, meaning more time for analysis that better supports business strategy and execution."

For more information on MapInfo Manager, please participate in one of our [web seminars](#) or visit our [web page](#).

-ends-

About Pitney Bowes Business Insight



Pitney Bowes Business Insight is a software and services company that provides solutions to help organizations serve citizens and grow lifetime relationships with customers.

These solutions improve business effectiveness by integrating asset and data management, location intelligence, sophisticated predictive analytics, rules-based decision making and cross-channel customer interaction management to provide the best possible service, while also delivering operational efficiencies and reducing costs.

Pitney Bowes Business Insight is a wholly-owned subsidiary of Pitney Bowes Inc. (NYSE:PBI), a customer communications management technology leader. For more information, please visit www.pbinsight.com and www.pb.com

For further information, please contact:

Geraldine Fernandez/Robert Hickling
Say Communications
+44 (0)20 8971 6400
PBBI@saycomms.co.uk