

Pitney Bowes Business Insight Announces Strategic Alliance with Leading UK Marketing Services Provider, RAPP

Windsor, Berks, 24 May 2011 –[Pitney Bowes Business Insight](#) (PBBI), a global leader in customer data, analytics and communication software and services, has announced a strategic alliance with leading marketing services provider [RAPP](#) for its [Portrait Customer Interaction Suite](#). Under the terms of the agreement, RAPP’s clients will be able to optimise customer interactions and drive efficiencies through one of the most advanced customer communications platforms in the industry.

John Markham, Technology Director at RAPP, says, “This is an exciting partnership for RAPP and one that will add a new dimension to our existing marketing technology platform and customer proposition. The PBBI solution is an exciting enhancement to RAPP’s portfolio helping empower our clients to interact with their own customers in real-time and drive retention efficiencies through sophisticated analytical modelling and targeting techniques.”

PBBI’s Portrait Customer Interaction Suite enables B2C organisations to improve their cross-sell, up-sell and customer retention strategies by providing the capability to understand and interact with each of their customers as an individual. RAPP, named as a leader by Forrester Research in a 2009 report on UK Database Marketing Service Providers¹, selected the solution due to the depth and breadth of the offering and in recognition that the same functionality couldn’t be sourced elsewhere.

“We are extremely delighted to be able to announce this alliance with RAPP” says Mark Smith, SVP & General Manager, Customer Analytics and Interaction, Pitney Bowes Business Insight. “Both organisations understand that customer data is the foundation of customer intelligence. PBBI’s solutions help clients to optimise customer interactions through insight-drive, multi-channel customer communications. This partnership acts as a glowing endorsement that PBBI can deliver an unparalleled marketing solution”.

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Footnote



¹Forrester Research, Inc., The Forrester Wave™ UK Database Marketing Service Providers, Q2 2009, May 2009

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About Pitney Bowes Business Insight

Portrait Software is now part of [Pitney Bowes Business Insight \(PBBI\)](#).

Pitney Bowes Business Insight is a software and services company that provides solutions to help organizations acquire, serve and grow relationships with customers and citizens. These solutions enable lifetime customer relationships by integrating data management, location intelligence, sophisticated predictive analytics, rules-based decision making and cross-channel customer interaction management to increase the value of every customer communication while also delivering operational efficiencies.

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.