

Independent Research Firm Ranks Pitney Bowes Business Insight as a “Leader” in Document Output for Customer Communications Management

Troy, New York, September 20, 2011... [Pitney Bowes Business Insight](#), a global leader in customer data, analytics and communication software and services, today announced that it was ranked a “leader” in the September 2011 Forrester Research, Inc. report, The Forrester Wave™: Document Output For Customer Communications Management [DOCCM], Q3 2011.

In this evaluation, Pitney Bowes Business Insight’s top personal scores include “breadth of use case and application support,” “product strategy” and “revenue.” The company received the highest score for overall strategy receiving 4.67 out of 5.

“We found improved product capabilities to support structured, interactive, and on-demand segments of customer communications,” according to the Forrester report. “Pitney Bowes enters the Leader circle through acquisition and planned integration of analytics software to guide customers across channels – a potential game-changer for DOCCM.”

Forrester evaluated 12 major DOCCM vendors using 36 criteria that were grouped into three high-level buckets including current offering, strategy and market presence. The companies selected have a strong market presence and the ability to meet a broad set of DOCCM needs.

“We believe this recognition reflects the strength of our Customer Communication Management offerings,” said John O’Hara, President, Pitney Bowes Business Insight. “We are committed to providing innovative solutions that enable our customers to build lifetime relationships with their customers.”

Pitney Bowes Business Insight’s offering of dynamic and scalable Customer Communications Management solutions enables business users to manage relevant and engaging communications across all delivery channels for greater consistency, efficiency and impact.

For more information on PBBI’s Customer Communication Management solutions, visit www.pbinsight.com/products/customer-communication-mgmt.

About Pitney Bowes Business Insight

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.

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