

Pitney Bowes Business Insight Releases Portrait Miner 6.0 For Predicting Customer Behavior

New Predictive Analytics Solution Enables Users to Identify Customers Most Likely to Defect, Most Likely to Purchase, and Provides Insight into Customer Lifetime Value

Troy, New York, March 8, 2011 – Pitney Bowes Business Insight, a global leader in customer data, analytics and communication software and services, today announced a major version upgrade to its Portrait Customer Analytics product line in the form of [Portrait Miner 6.0](#), the industry's most visual and automated software solution for accurately predicting customer behavior. By deepening customer understanding and automating the predictive modeling process, Portrait Miner empowers customer insight professionals to improve campaign targeting and profitability and increase ROI from sales and marketing campaigns.

Current Portrait Customer Analytics customer, Christian Reder, Senior Professional, Customer Insights at [T-Mobile Austria GmbH](#) states, "This is an exciting release for us. The new user interface will help get users up to speed even faster and the new wizards and automation will help our power users complete their projects in record time."

Customer insight teams face extreme time pressure to understand data, profile customers and make smarter business decisions. Using Portrait Miner's rich visualization and analytic automation capabilities, teams can now generate accurate predictions of customer behavior and accelerate the delivery of analytic insight throughout the organization. With this ability to tap into customer data and achieve a 360 degree view of the customer base, Portrait Miner empowers users to predict profit-impacting behaviors and propensities, including customer churn, cross-sell and up-sell opportunities, campaign planning and segmentation, customer satisfaction and loyalty, and customer lifetime value.

As a direct upgrade from existing Portrait Customer Analytics environments, Portrait Miner 6.0 includes numerous new capabilities that enable businesses to solve a wider range of business challenges including:

- Market basket analysis
- Mass best-next-product
- Purchase sequencing
- Marketing impact analysis

This release also incorporates new extensions for location intelligence which can improve predictive accuracy by as much as 30% and powerful new data preparation options which can fast-track datamart creation. Additional enhancements include powerful new algorithms and data prep capabilities, improved speed and performance, extended Microsoft Office integration and platform support, and a refined user interface for faster and easier insight.

"Any business intelligence tool can provide insight into how many customers defected last month. Few solutions can tell businesses which percentage of those customers are the most likely to defect next month, which ones could possibly be saved and how to take the right action today to save them," said [Mark Smith](#), Senior Vice President and General Manager, Customer Analytics and Interaction at Pitney Bowes Business Insight. "Portrait Miner 6.0 gives business

users such as marketers and front-line employees a clear picture of how to segment their customer base and of how each segment is going to behave.”

To learn more about how Portrait Miner can help your company achieve greater customer understanding and deliver more profitable customer interactions, contact your Pitney Bowes Business Insight representative or visit www.pbinsight.com.

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.

#