



Pitney Bowes Business Insight Announces Collaboration with JBA Consulting

PBBI enriches location intelligence solutions with high quality risk data for more informed decisions

Windsor, Berks UK, 29 June 2011 – [Pitney Bowes Business Insight](#) (PBBI) – a global leader in customer data, analytics and communication software and services – has announced a collaboration with specialist risk and environmental management consultancy JBA Consulting, to enrich its [location intelligence solutions](#) with high quality flood risk data across a number of European countries.

“We’re delighted to have entered into this agreement with Pitney Bowes Business Insight,” said Jane Toothill, Head of Catastrophe Analysis, JBA Consulting. “Its presence across international territories and markets will help to make our data as accessible as possible to the widest number of users.”

JBA’s flood risk data has already been incorporated into [PBBI’s Risk Data Suite](#), a product for the insurance industry designed to assist underwriting decisions, improve risk awareness and monitor exposure. By tagging each postcode (or other administrative area) with its associated flood risk, it enables insurance companies to visualise a specific area for increased insight and detailed analysis, and then quickly make more informed risk decisions.

“Accessing JBA’s European Floodplain Maps through PBBI’s Risk Data Suite has significantly improved our service to brokers and delivered a competitive advantage as the data is more accurate and we benefit from wider geographic coverage,” said David Horan, Corporate Catastrophe Accumulations Manager at Barbican Insurance. “The ability to assess a property’s risk against a number of flooding types gives us the utmost confidence that we are underwriting deals at the right price.”

JBA’s European flood hazard maps cover the UK and Northern Ireland, France, Germany, Slovakia, Hungary, the Czech Republic and the Danube. This high-resolution dataset is due to be extended to include Belgium, Switzerland, Austria, Romania and Poland during 2011 and 2012. By incorporating this industry specific data, PBBI can now offer clients the deepest level of insight when assessing a geographic area’s propensity to flood.

End.

For further information, please contact:

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

Jane Toothill / Cressida Ford
JBA Consulting
+44 (0) 1756 799919
jane.toothill@jbaconsulting.co.uk / cressida.ford@jbaconsulting.co.uk

About Pitney Bowes Business Insight

Pitney Bowes Business Insight is a software and services company that provides solutions to help organisations 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.

About JBA Consulting

JBA Consulting was founded in 1995 and now has 220 staff in 13 offices across the UK and Ireland. JBA is one of Europe's leading specialists in risk and environmental management and our expertise in hydrology and hydraulic modelling is respected worldwide. We also have key strengths in software development and programming, GIS, engineering, spatial modelling and extreme value statistics. JBA has a history of quality consulting to government organisations and private companies alike. In the insurance and reinsurance sector, we provide probabilistic analysis and loss calculation services to a range of clients and are the leading provider of flood hazard mapping solutions aimed at underwriting in the UK, Ireland and France. In 2010, JBA was named Medium Consultant of the Year at the New Civil Engineer Awards.

For more information please visit <http://www.jbaconsulting.co.uk/insurance>.