

Pitney Bowes Business Insight Customer Communications Management Solution Recognised with Celent 2011 XCelent Award

Windsor, Berks, 14 July, 2011 – [Pitney Bowes Business Insight](#) (PBBI) – a global leader in customer data, analytics and communication software and services – today announced it has been recognised as a winner of [Celent's](#) 2011 XCelent Award for the Breadth of Functionality for its [Customer Communication Management Suite](#) (CCM).

The Breadth of Functionality award evaluates the features, function, and training required for a given solution and assesses the following additional factors: availability of indicative advanced functionality, capability in terms of creation, management of rule-based workflows for documents and capability of the solution to send documents via different communication channels.

The Pitney Bowes CCM Suite was built to meet the changing requirements of organisations which need greater flexibility in transactional, on-demand, and interactive communications with their customers.

According to Celent's assessment, Pitney Bowes Business Insight's clients believe the full document automation suite is a complete and robust solution supporting high-volume processing. The award recognises the CCM suite as a complete end-to-end offering with strong data quality features, powerful customer analytics, scalability and performance in all environments.

"Obtaining and retaining customers has never been more important. Organisations understand that managing all communications across all channels is critical to strong relationships -- ensuring that no matter how or where contact is made, customers feel that you know them, understand their needs, and value the relationship." stated Jay Bourland, senior vice president and general manager, Pitney Bowes Business Insight. "We are honored to be recognised for the breadth of functionality of our Customer Communication Management technology. It validates what we hear so often -- customers want one vendor who can supply a complete solution."

"The Pitney Bowes Business Insight CCM Suite is a comprehensive document automation system that offers a great scope of functionality. With the continuous investment and effort put in to R&D by Pitney Bowes Business Insight, we think that its document automation system will gain more traction in the insurance market in the near future," said Nicolas Michellod, Senior Analyst with Celent's Insurance Group and coauthor of the report.

About Pitney Bowes Business Insight

Pitney Bowes Business Insight is a software and services company that provides solutions to help organisations 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.co.uk and www.pb.com.

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