



Pitney Bowes Spectrum Technology Platform

Deliver actionable customer and location intelligence
when and where you need it

Data empowers you to adopt a customer-centric approach to relationships IF you can rely on the quality of the data. Now, you can improve and accelerate end-to-end business performance with a multi-dimensional platform that improves data quality, integrates disparate data, appends location intelligence, and delivers decisive customer insight.

Can you trust the data?

The best business decisions are built on the best data. Quality data is the cornerstone for data analysis and is critical to data enrichment.

Almost all operational and analytical business processes rely on a solid, high-quality data foundation. Whether these processes are used to increase the value of customer relationships, gain leverage with suppliers, identify or prevent fraud, minimize mailing costs or meet regulatory requirements, good data quality is vital. With the quantity of data doubling every 12-18 months, maintaining data quality is an ongoing process that requires leadership, commitment and the right technology.

Consolidate applications while enhancing data quality

Many companies today are stymied by complex, overlapping, multiple-vendor systems that are inflexible, costly and leave noticeable gaps. These companies are looking to consolidate legacy systems and generate more accurate data for customer profiling. Once a 360° view of the customer is achieved, you can improve customer relationships and create targeted offerings that generate better returns.

The Spectrum™ Technology Platform from Pitney Bowes offers enterprise scalability and centralized configuration and management. Thanks to its modular architecture, you can select solutions that meet your business requirements today and going forward. Spectrum can be integrated quickly and easily for a lower total cost of ownership and quick investment payback.

“ We have one of the world’s largest data warehouses, a treasure trove of information assets, and wanted to increase our return on it. ”

Tatiana Mulry,
Vice President of Information
Products and Services

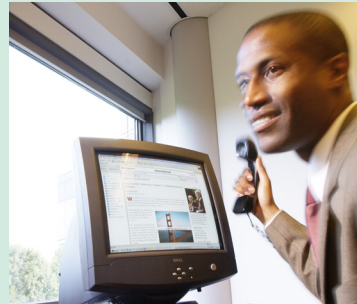
Financial Services: MasterCard

Standardizing on a global basis

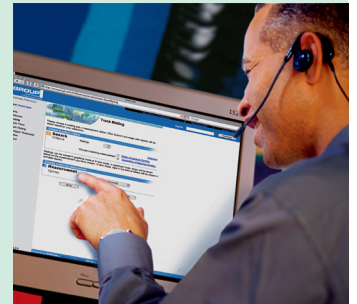
Having a single platform to match, merge and cleanse data on a consistent basis made it possible to detect fraud patterns and better serve customers.



30 percent of revenues are at stake



Communicate effectively with customers



Bridge the gap between IT and business managers

Poor data quality costs U.S. businesses a staggering \$700 billion per year

When business leaders make strategic decisions based on bad data, those decisions can result in financial loss, negatively impact customer relationships and irreparably damage organizational credibility.

The consequences of poor data quality include:

- waste, inefficiency, duplication
- lost revenues from missed opportunities
- increased risk because inadequate data controls enable fraud

Develop an accurate, single-view of the customer

A key aspect of creating a complete view of the customer involves recording names and addresses with precise accuracy. Companies can easily have 5+ records with variations in name or address for one customer. Spectrum enables you to recognize and track customer names so you know which Bob Smith you're speaking to when he calls, and can ensure the delivery of goods to correct addresses.

Monitor the integrity of information without any IT complexity

Spectrum makes it easy for line users to bolster data integrity, make better business decisions, instill confidence in those decisions and improve business performance. Now, line users can merge records and resolve duplicates, view reports and analysis through an intuitive web portal, as well as filter, edit, comment and approve with visual indicators. Plus, identify areas for automation and more efficiently manage exceptions.

Quality data takes these companies forward

Discover the power of improving data quality

Platform Integration and Consolidation

With the rate of data volume growth increasing at a breakneck pace, smart organizations are increasingly relying on reporting and analytics to not just run, but improve the way that business is done. Yet while decades of investments in transactional and operational business applications have led to virtual “islands of data,” there is a growing list of enterprise applications that require access to data sets from a variety of sources.

Data Management: Foundation for a 360-degree Customer View

Achieving a 360-degree customer view hinges on quality data and keen insights. This knowledge enables organizations to precisely target products and services to current customers, acquire more profitable customers, reduce marketing costs, improve customer satisfaction and maximize lifetime value.

The ROI of Data Quality

For at least a decade now, analysts and experts have been touting the economic benefits of improvements in data quality. Many businesses find that achieving what they consider to be true data quality across their enterprises continues to be an elusive goal—but now organizations have new ways to tackle the unrealized revenues and savings embedded along with data errors, inconsistencies, omissions and duplications.

“By merging duplicate customer accounts with Spectrum Enterprise Data Quality Solution, we have vastly improved customer service and realized significant time and cost savings.”

Connie Gugel,
Senior Systems Analyst

Retail: Schwan's Shared Services

360-degree customer view

Real-time standardization helped eliminate duplication and enabled operations to increase efficiency of deliveries. Access to customer order history provided an extra personal touch to foster loyalty.

Spectrum from Pitney Bowes = Simplicity

With a single, unified framework, Spectrum offers insight-driven, flexible, affordable and future-proofed data management. Now you can deliver actionable customer and location intelligence when and where you need it so you can better understand your customers and discover what drives them.

Continually monitor and improve data quality

Quickly gain an accurate and detailed understanding of your data through profiling. Monitor data quality by creating rules to check and validate the data used in your business systems and applications. Generate alerts when data quality is not achieved and manage data quality issues to resolution with an easy-to-use dashboard, saving you time, effort and money.

Cleanse, organize and standardize data to create consistent communications

Amend or remove data that is incorrect, incomplete, improperly formatted, or duplicated with data cleansing. Achieve a complete and accurate single view of the customer through data matching. Now, you can synchronize disparate business units and systems and improve business processes up-front.

Using data cleansing technology saves time and can be less costly than fixing errors manually – and significantly less costly than dealing with the fallout from poor data quality.

Gain a true understanding of your customer's location

Go beyond the address to create a true view of your data and your customers with rich location intelligence. Geo-coding helps you determine the exact geographical coordinates for any address. Now you can easily confirm target locations within specific boundaries and the closest site for customer service activities.

Spatial analysis enables you to discover, for example, if a property is in a flood zone, has experienced tornado damage or is near a school or airport.

Unlock the value of your existing data assets

Spectrum makes data integration easy, so you can access, combine and deliver information from disparate data sources. For example, integrate accounting data from Oracle EBS to legacy GL systems to complete your monthly close faster with greater integrity. Leverage Siebel contact history with on-demand web applications to serve up relevant offers and boost cross-sell response.

Our turnkey data services for the leading CRM and ERP systems provide pre-built content for frequently used business information – accelerating projects and reducing risk. With no coding required, you can eliminate programming complexities, saving time and money.

Meet exacting business requirements

To ensure accurate billing for customers and payroll for your employees, you need to know their precise tax jurisdiction. If your business relies upon collecting personal property tax and insurance premium taxes, the tax jurisdiction is equally important.

With a single platform to standardize addresses and identify local, state and federal tax jurisdictions, you can obtain tax data to increase tax compliance while cutting down on billing errors and returned mail.

To facilitate transit routing and efficiently move goods between two points, Spectrum calculates distance by taking two latitude/longitude coordinates as input and returns the distance between the coordinates.

Spectrum grows with your company thanks to modular architecture

Data Quality	Data Governance	Location Intelligence	Data Integration	Business Services
Universal Addressing	Profiler Plus	Enterprise Geocoding	Data Services for Oracle	Enterprise Tax Management
Address Now	Monitor Plus	Location Intelligence	Data Services for Siebel	Enterprise Routing
Data Normalization	Business Steward	Enterprise Routing	Data Services for SFDC	DQ Connector for MySAP
Universal Name			Data Services for MySAP	DQ Connector for Siebel
Advanced Matching			Sagent Data Flow	Global Sentry

The Pitney Bowes Spectrum Technology Platform includes components, modules and applications that easily integrate with each other as well as your core CRM, ERP and legacy systems. These modular solutions enable organizations to optimize the performance of existing enterprise applications, improve business processes and drive more intelligent decisions. Considered best in class, Spectrum brings you an end-to-end solution – achieving MDM-type results without an MDM price tag.

Standing behind Spectrum is Pitney Bowes, a global technology leader with a 90-year legacy of innovation. To find out more about how Spectrum can help you reduce operating costs and build stronger customer relationships contact us today.

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Every connection is a new opportunity™



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