



Pitney Bowes Business Insight  
Partner Program

Every connection is a new opportunity™



# We have new solutions for your customers

## Pitney Bowes Business Insight Your partner

Your choice of partner often depends on three factors:

- Can I better serve my clients by partnering with this company?
- Can I reduce business risk with this alliance?
- Will my investment in the relationship be financially rewarding?

Pitney Bowes Business Insight meets all these requirements and more for our existing partners around the globe and we can meet them for you.

Pitney Bowes Business Insight provides partners with an extensive portfolio of industry-leading location, communication and marketing intelligence solutions.

These tools enable our partners' clients to make more informed decisions about customers, competition and market expansion. As a result, your customers can increase market share, grow sales and improve profitability. We offer partners highly scalable solutions from the desktop to the mainframe and make the most of solutions available in a hosted or on-demand delivery model. Partners ranging in size from global systems integrators to local resellers experience increased revenue, greater profits and higher customer satisfaction as a result of their Pitney Bowes affiliation.

### Partners

Pitney Bowes seeks business alliances with a clear mutual benefit, that creatively solves customer problems, and that rewards all parties financially. We have a compelling story to tell about our offerings and a long list of benefits for you and your customers, with a well-defined partner program that is responsive to your specific partner needs.

### Solutions

Pitney Bowes' broad range of solutions can assist you to expand your customer base and sell more to your existing customers. Add this to a strong presence in key vertical markets and you have a formula for success. With a presence in virtually every geographic region of the world we can support a relationship wherever you are or want to operate.

Pitney Bowes' solutions for your customers will enable lifetime customer relationships, incorporating location intelligence, customer communication management, data quality, communications intelligence, and predictive analytics.

### Technology You Can Count On

Software vendors and system integrators around the globe rely on Pitney Bowes' best-of-breed technology to enrich their own software offerings and vertical applications. We avoid proprietary platforms, so when you add our solutions to yours, you remain compliant with international standards.

Pitney Bowes' solutions run on most major operating systems, so we're compatible with your platform of choice – from desktop to webtop to mainframe. Many Pitney Bowes offerings are available in both on-premise and on-demand (SaaS) delivery models.

Our solutions are easy to integrate, learn and use so you can focus more on serving your customers and less on struggling with software integration, training or support.

With a vast product portfolio and breadth of platforms, many partners find more than one solution component to utilise in their go-to-market offerings.

### Confidence

Pitney Bowes has a history of over 25 years of product excellence and a long-standing, committed base of customers and partners. You can be confident you're teaming up with an established leader. You'll spread your own business risk by tapping into our unique expertise and resources. Together, we can share the investment in pursuing joint business while simultaneously increasing our chances of winning.



# Increase opportunity, decrease risk



## Brand

A strong brand improves the ability to compete, and we have some of the best brands in the business. The combination of MapInfo, Group 1 Software, Portrait and Pitney Bowes creates a strong brand impression. The name recognition and integrity of Pitney Bowes, established through more than 90 years of innovation and success, adds credibility and power to our relationship. Pitney Bowes has an established reputation in the market place and a high standing with analysts such as Gartner, Forrester, Tower Group, Ovum and others.

## Flexible Structure

Pitney Bowes has been partnering for over 20 years and at its core, our program offers you attractive, competitive margins and flexible pricing and licensing models. The program offers a variety of established business models and relationship types to match almost any desired alliance arrangement. With programs for partners who wish to resell our products, embed Pitney Bowes technology in their own solutions, or jointly sell a combined solution to a shared customer, these options can be tailored to meet your specific go-to-market and financial requirements.

## Person-to-Person Partnering Excellence

Human connections can greatly influence your financial success in an alliance. Pitney Bowes has local dedicated partner managers with solid experience committed to helping our joint partnership prosper. From product presentations to contracts to on-boarding and market launch, your Pitney Bowes team will work shoulder-to-shoulder with you to develop and close business.

## Tools for Partner Operations

Our platform is geared to rapidly maximise your productivity and keep you operating at your best. Foremost in your toolkit is our on-demand Pitney Bowes Partner Portal and Global Partner System, based on the Salesforce.com Partner Relationship Management system. This connecting point gives you access to lead and deal tracking, technical support, marketing programs, feedback and collaboration tools, and much more.

**Over 1,000 partners in more than 60 countries depend on Pitney Bowes Business Insight for business-building support.**

Our partner on-boarding process will help you make the most of this online system, and will introduce you to a broad spectrum of sales, marketing, technical and financial enablement tools. When appropriate, we can also help you gain access to our established customer base as a target for your unique solutions.

## Co-selling with our Direct Sales Force

In some alliance relationships, the best way to approach target customers is with a joint value proposition, presented and sold jointly with Pitney Bowes' own specialised direct sales force. Our local strategic alliance team in conjunction with our sales force is specifically chartered to encourage, support and drive joint revenue in this manner. It's a powerful option within the Pitney Bowes Partner Program.

## The Next Step is Yours

Contact us today to enjoy the benefits of Pitney Bowes' influential partner community; a set of business partners with strategic value and tremendous leverage for your own business development goals.

## Pitney Bowes Business Insight is a:

- Top 150 Software Company
- Global Outsourcing 100 Leader
- Philanthropic Programs "Corporate Exemplar"
- Data Quality "One to Watch"
- "World's Most Ethical Companies" List

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