

## Press Release

### Pitney Bowes Harnesses the Power of the Industrial Internet to Reinvent Production Mail

*New Clarity Solutions Suite Connects Data, Machines, People and Processes to Drive Operational Performance*

**STAMFORD, Conn., March 15, 2016** - Pitney Bowes Inc. (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, today announced its latest innovation in production mail, the Clarity solutions suite. The new SaaS-based offering leverages the physical and digital technologies of the Industrial Internet to integrate and organise data collected from sensors on production mail machines to support real-time insight, predictive analytics and prescriptive maintenance.

Hosted on GE's Predix platform, Clarity represents the first commercially available solution generated by [Pitney Bowes' collaboration with GE](#) to bring the power of the Industrial Internet to the production mail industry.

"The Industrial Internet is transforming everything from aviation to healthcare to oil field and energy services," said Yonatan Hagos, GM of Emerging Verticals for GE Digital. "The Pitney Bowes Clarity solutions suite demonstrates how companies are using cloud technologies – like the Predix platform – and analytics to transform their go to market strategy and reinvent their businesses."

Many of the world's leading insurers, telecommunications companies and financial institutions rely on Pitney Bowes to process billions of pieces of mail annually. There is an intense focus on security, speed, accuracy and precision. Faced with increasing competition and cost pressures, mail operations are constantly looking for ways to improve efficiency and productivity, and maintain a competitive advantage. By connecting industrial sensors, machine data, people and processes, the Clarity™ solutions suite helps clients access new intelligence to drive higher levels of operational performance.

"In its simplest form, production mail is about getting the right information, in the right envelope, to the right customer at precisely the right time, millions of times each day. It is

an industry measured in tenths-of-pennies and fractions-of-seconds. Clarity provides our clients with a view of their operations and our industry on a micro and global level that was never before visible – from the performance of a specific motor on a single machine, to the productivity benchmarks of leading print and mail operations around the world,” said Jason Dies, president, Pitney Bowes Document Messaging Technologies. “The insights derived from Clarity allow us to quickly identify strengths and weaknesses in our clients’ print and mail operations and recommend solutions to improve both productivity and capability.”

Clarity is a disruptive technology that will help clients achieve operational excellence. The suite includes three offerings:

**Clarity Advisor** offers an intelligent view into equipment performance to help drive machine efficiency. It proactively monitors trends and patterns to diagnose and resolve many issues before they occur resulting in increased runtime capacity and reduced risk of downtime.

**Clarity Optimizer** leverages actionable insights and industry benchmarks to identify an optimal combination of jobs, machines and operators to help clients improve equipment performance, operational productivity and capacity.

**Clarity Scheduler** provides real-time adaptive scheduling to help clients meet critical service-level agreements and drive productivity. It learns and becomes more intelligent overtime, linking a range of variables, including available operators and equipment, jobs in production and planned downtime into one dynamic schedule.

Clarity will be available on Pitney Bowes production mail inserting solutions in North America in March, 2016, Europe in Q2 and globally by 2017.

Pitney Bowes is a member of the Industrial Internet Consortium (IIC). Jason Dies, President of Document Messaging Technologies, will be discussing Clarity at an [IIC public forum](#) on March 17 in Reston, Va.

Clarity will be on display at [drupa2016](#), the world’s leading trade show for graphic and industrial print, media and multichannel, May 31 – June 10 in Dusseldorf, Germany. Attend the Pitney Bowes press briefing on June 1<sup>st</sup> at 1400 in Room 7A, or visit the Pitney Bowes booth, D59 in Hall 4.

### **About Pitney Bowes**

Pitney Bowes (NYSE:PBI) is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location

intelligence, customer engagement, shipping and mailing, and global ecommerce. More than 1.5 million clients in approximately 100 countries around the world rely on products, solutions and services from Pitney Bowes. For additional information, visit Pitney Bowes at [www.pitneybowes.com](http://www.pitneybowes.com).

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