1ntegrate.

— **Print & Mail** — make it **1**.

It's powerful.

It's revolutionary.

It's only from Pitney Bowes.

Pitney Bowes

THE **POWER** OF
1ntegration

Pitney Bowes Production Intelligence brings your print and mail processes together. We unify your production environment to optimize the production and effectiveness of your transactional mail operations. We provide the essential hardware, software and services required to make print and mail an end-to-end process from **1** reliable, trusted partner. When you tightly integrate print and mail processes and workflow, you begin to harness the power of Production Intelligence so you can reduce costs, create efficiencies and significantly improve the quality of your customer communications. We can improve operational performance, help you build stronger customer relationships and drive better business results.

We can help make your print and mail operations **1** with Production Intelligence.

Only Pitney Bowes gives you the power to 1ntegrate.

1ntegrate
TO **OPTIMIZE**, **REDUCE** COSTS

Achieve Breakthrough Results

We deliver solutions that help you produce and mail your documents in the most intelligent, cost-effective and reliable way. In today's business environment, we realize it is imperative to achieve your organization's business goals of producing faster, smarter customer communications while reducing costs. Pitney Bowes is the only company that offers a solution that can integrate print and mail to optimize processes that ultimately add greater value to your customer communications.

& **OUTPERFORM**

Production Intelligence® software delivers a streamlined approach for tracking and managing your entire production process. We provide full visibility across your print and mail operations with **1** integrated solution. We enable the delivery of more accurate, complete and relevant communications to your customers— on time, every time by integrating Production Intelligence® software into your workflow. Through vertical integration and lean manufacturing, companies can reduce waste and inventory. Pitney Bowes is uniquely positioned to help your organization link print and mail to streamline business operations for better results.

Outperform with Faster, Smarter Processing
When you bring print and mail operations together you will benefit from faster processing and superior production performance. Our expertise in mail technology and our world-class finishing systems are valued for their ability to manage and control communication processes for thousands of companies globally. Let us help you effectively optimize your mailings through the entire document creation, print and mail finishing process. Production Intelligence® software consolidates your workflow and enables you to monitor not only the quality of your communications but the process itself.

Make Communicating with your Customers More Profitable
The benefits of linking print and mail expand beyond operational efficiencies. Marketing can grow revenue by including timely, relevant and highly-targeted messages in existing communications. With high-impact, valuable customer communications we can help you increase customer loyalty and give you the ability to deliver:

• Personalized **1**-to-**1** communications to your customers
• Targeted and relevant marketing messages in real-time
• More effective communications with your organization's target audience
• Faster time to market for campaigns
• Higher response rates when you leverage transpromo opportunities

The result is more powerful, smarter and effective transactional documents, providing a greater return on marketing investments and a distinct competitive advantage.

Backed by a world-class support organization, Pitney Bowes can transform your customer communications with breakthrough productivity, versatility, economics and performance.

THE PITNEY BOWES
INTELLIJET™ PRINTING SYSTEM
Making Print & Mail 1

You have come to know us for our high-standards of service, our ability to foresee your future needs and our intelligent solutions that meet your production demands. We have helped you manage your postal spend, gain control of your production workflow, produce, deliver and sort high-integrity customer communications.

It only makes sense that we would bring you the next advancement in print and mail operations— the Pitney Bowes IntelliJet™ Printing System. Our expertise in mail now joined with HP's expertise in print delivers a solution that will revolutionize the production of customer communications. The Pitney Bowes IntelliJet™ Printing System is based on the innovative HP T300 Color Inkjet Web Production System, powered by Production Intelligence® and supported by 1 service team to ensure peak performance.

The speed of the Pitney Bowes IntelliJet™ Printing System can help you to produce higher quality, smarter documents in less time. When you link this to the proven performance, high productivity and throughput of Pitney Bowes mail finishing systems you can optimize efficiencies across the entire process.

Take your transactional documents from monochrome to digital color and gain the ability to target and personalize your communications. The Pitney Bowes IntelliJet™ Printing System allows you to produce transactional documents leaner and faster to lower your total operating expenses. Pitney Bowes can offer you a comprehensive end-to-end solution.

Integrate your print & mail—make it 1 with Pitney Bowes.

Powered by **Production Intelligence**

- **Greater productivity with high-speed wide-format printing**

- **Exceptional quality with high-impact, four-color documents**

- **Gain efficiencies with one service team across print and mail**

- **Optimize your mail finishing process and reduce postal costs**

- **Achieve highest integrity by linking print and mail**

- **Streamline costs and processes by eliminating pre-printed shells**

- **Integrate relevant customer data for more meaningful communications**
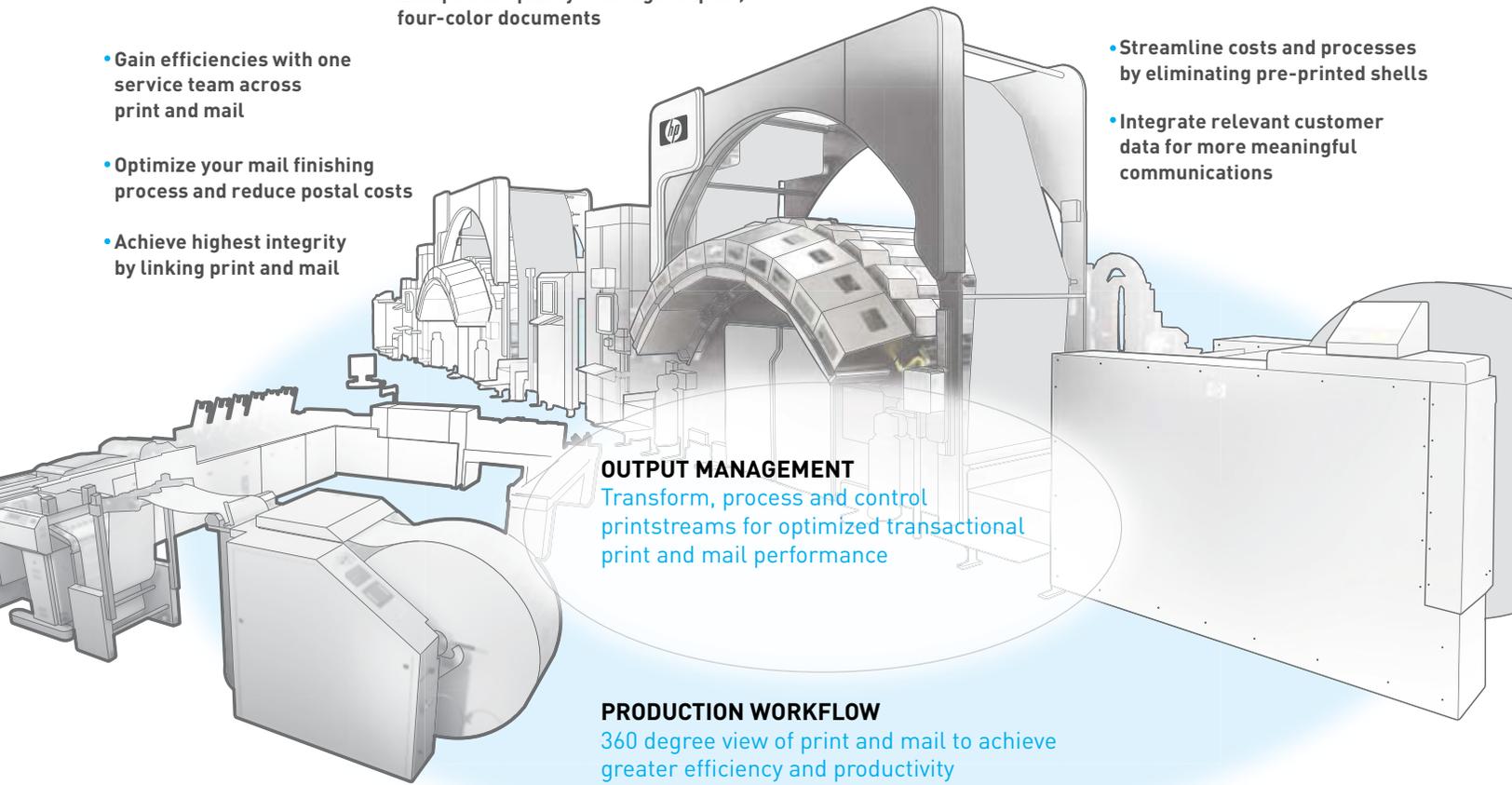
OUTPUT MANAGEMENT
Transform, process and control printstreams for optimized transactional print and mail performance

PRODUCTION WORKFLOW
360 degree view of print and mail to achieve greater efficiency and productivity

The Result:

High value customer communications powered by Production Intelligence® software

Pitney Bowes

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For more information call
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www.pb.com/transactionprintandmail