



# POST INSIGHT

Your companion newsletter to  
[www.postinsight.pb.com](http://www.postinsight.pb.com)  
 featuring Pitney Bowes news

Pitney Bowes @ POST-EXPO 2001

Pitney Bowes' Survey of Mail Operations Professionals

Pitney Bowes Partners With Philippines on Automation of Stamp Tax Collection Project

Pitney Bowes IntelliLink™ - Providing Innovation and Enhanced Value to Customers and Posts Globally

Pitney Bowes is Named Among "100 Best Corporate Citizens"

Pitney Bowes/USPS to Present Mailing Industry Task Force Findings

Pitney Bowes Solution to Oregon's 21st Century Mail/Distribution Facility



## PITNEY BOWES TO SHOWCASE PEOPLE, PRODUCTS AND TECHNOLOGY AT WORLD'S LEADING POSTAL EVENT

**P**ITNEY BOWES, the world's leading provider of informed mail and messaging management, will be unveiling new systems and technologies at the annual global technology forum for the world's postal industry -- POST-EXPO 2001. Here are some of the highlights:

### PRODUCTS



emailAngel™, a revolutionary corporate email forwarding service by Pitney Bowes docSense, is ready to help resolve problems with undeliverable email for business partners and customers. The emailAngel system is a breakthrough corporate email forwarding solution and a good investment in customer satisfaction.

### DM300™

The DM300™ Digital Mailing System with IntelliLink™

technology in a compact, stylish design includes the ability to electronically process USPS Delivery Confirmation and Signature Verification for Priority Mail as well as Certified Mail. This service provides tracking and tracing capability at no additional postage cost. These features will soon be available in other global markets.

### TECHNOLOGY

#### IntelliLink™

Pitney Bowes plans to transform the global mailing industry by developing a networked platform for its mailing systems -- IntelliLink™. The information capture and exchange made possible by the IntelliLink infrastructure, turns the postage meter into an "intelligent" terminal that networks the mailer to postal and carrier information and systems. This two-way information architecture, in turn, enables convenient access to and delivery of value-added services such as tracking, delivery confirmation and rate information.

### PRESENTERS



#### MICHAEL J. CRITELLI

Chairman and Chief Executive Officer

#### RETHINKING STRATEGIC PARTNERSHIPS

(day 1, Strategic Forum, 16.30 - 17.00)

Posts need to take a broader view than traditional for opportunities of partnering. Presentation highlights will include:

- Evaluating the Marketplace
- Technology Development
- Worksharing
- Pricing Flexibility
- CRM/Direct Mail
- Delivery and Returns
- Retail
- "Intelligent" Mail Piece
- Value Proposition of Mail



#### ERIK MONSEN

Director, Global Mail Finishing

#### INFORMATION ARCHITECTURE - A FUNDAMENTAL REQUIREMENT FOR EFFICIENT POSTAL SYSTEMS

(day 1, Technology Forum, 10.40 - 11.00)

With a Web-based communication infrastructure, an expanded array of offerings can be made available through customers' mailing machines, including existing services from the postal counter (certified and registered mail) and also new services (undeliverable mail notification, date-certain delivery, and bidirectional communication).



#### LESLIE ABI-KARAM

President, Global Mail Creation and Mail Finishing

#### ENHANCING THE CUSTOMER'S MAILING VALUE

(day 2, Technology Forum, 10.20 - 10.40)

Using a unique user interface, compliant mailing machines can provide new levels of service such as postage refill and payment options, mail usage information and profiling, high-value mail special services, postal and carrier rates updates, printing and processing features on demand, information notification and access, supplies ordering, and remote mailing machine fault detection and correction.

### CEO RECEPTION



Thomas E. Leavey,  
 Director General of the International Bureau, Universal Postal Union and



Michael J. Critelli,

Chairman and Chief Executive Officer, Pitney Bowes, will cohost an invitation-only special Post-Expo reception/dinner in honor of CEOs of participating postal administrations.

VISIT PITNEY BOWES BOOTH # 1340



# PITNEY BOWES SURVEY OF MAIL OPERATIONS PROFESSIONALS

## In-Depth Survey Illustrates Need for Digital Job-Tracking Solutions

**A** recent survey of 200 mail and document production professionals conducted by Pitney Bowes Inc. suggests that document production facilities are inefficient mainly due to system errors, scheduling conflicts and communications problems that could be solved with access to a digital job-tracking method.

Over half of the survey population believed that a Web-enabled tracking solution could help them more accurately adhere to their contractual obligations, called Service Level Agreements, from start to finish. Of the respondents whose shops process from 50 to over 100 print/finish jobs per day, 65 percent admitted to using either manual job-tracking methods or none.

"Too many document managers track jobs manually -- that is, with a clipboard, a pen and a spreadsheet," says industry expert Mark Fallon, President & CEO of The Berkshire Company, a print/mail consulting firm. "With no means of tracking jobs or collating job history, document managers cannot effectively manage their operations. Instead, they must contend with partial jobs, unexpected jobs and jobs that compromise their Service Level Agreements."

"This survey clearly illustrates the challenges faced by mail operations managers, and reaffirms Pitney Bowes' commitment to helping customers Web-enable their business processes with products like SiteView™, a document production management system from Pitney Bowes that provides visibility of the entire document production process on-line," said Karl Schumacher, president of Pitney Bowes docSense. "SiteView is the most comprehensive job-profiling capability on the market, encompassing IT, print, finish, sortation and digital delivery processes to enable full-scope, integrated, closed-loop messaging."



### According to the survey:

- **Sixty-nine percent of all managers surveyed routinely received calls from dissatisfied customers.**
- **More than half said they were under internal pressure to reduce costs.**
- **Thirty percent said that they had faced financial penalties as a result of missed Service Level Agreements.**

Most mail production facilities are equipped with systems from different manufacturers. Companies either purchased the equipment at different times as they acquired new business, or inherited another vendor's equipment and systems through an industry merger or facility consolidation. This provides heightened challenges for document production management and operations, especially when the equipment operates at varied levels of technical sophistication.

Pitney Bowes docSense developed SiteView to be vendor-neutral, capable of collecting, transmitting and storing data from the equipment of any manufacturer, from the first work step to its completion, as defined by the Service Level Agreement. SiteView facilitates analysis for better preparation, adherence to Service Level Agreements and reduced costs and cycle times.



**Pitney Bowes docSense is a global provider of premier solutions for the creation and distribution of efficient and effective documents in paper and digital form.**

More information about the end-to-end solutions provided by Pitney Bowes docSense can be found at [www.docSense.pb.com](http://www.docSense.pb.com).

# PITNEY BOWES PARTNERS WITH PHILIPPINES BUREAU OF INTERNAL AFFAIRS ON AUTOMATION OF STAMP TAX COLLECTION PROJECT



## Benefits Include: Fraud Prevention, Accountability, Convenience and Speed

Pitney Bowes, the world's leading developer of mailing technologies, is nearing completion of a multimillion dollar project to automate the collection of the Documentary Stamp Tax (DST) by the Philippines Bureau of Internal Revenue (BIR).

Four thousand Pitney Bowes Gem meters (shown below) have been installed in thousands of financial and government institutions across the Philippines. Gem meters feature the latest Pitney Bowes Postage by Phone™ technology utilizing a telecommunications-based secure meter resetting system and indicia verification software. The DST, a tax on “documents, instruments and papers as proof of acceptance, assignment, sale or transfer of an obligation, rights or property” is mainly used by banks, law firms, shipping companies, insurance agents and leasing agencies.

“The use of paper stamps for collecting the DST has changed over the years and now the benefits of remote resetting and digital metering have been chosen as the best way to get the job done,” explains Jeff Brennan, Philippines Country Manager, Pitney Bowes Asian Operations. “The Pitney Bowes system gives the BIR the ability to view up-to-date information about taxpayers while also providing the proven secure technology found in Gem meters and their digital indicia.”

Following a successful pilot test with several major taxpayers, the BIR issued a revenue regulation calling for the use of an “on-line electronic DST imprinting machine” for payment of the DST, formalizing the automation of this tax collection process. Also under consideration is the use of this system for different types of revenue collection, such as excise and other taxes.



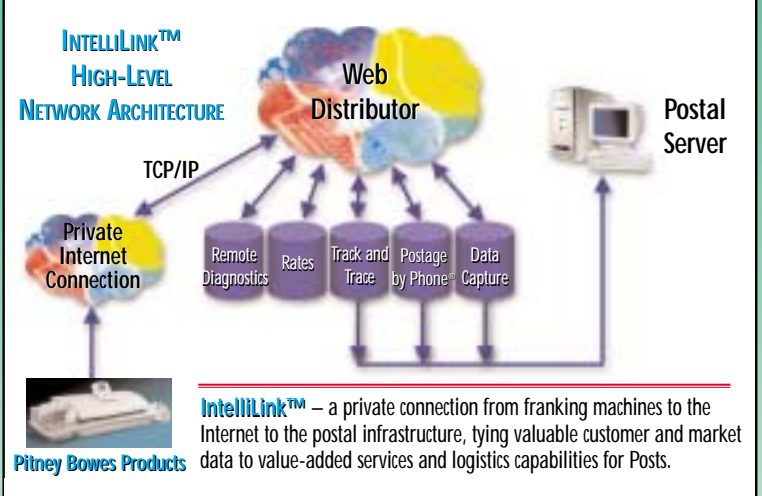
The DST is an unspecified portion of the Other Taxes that made up 5.37% of the total revenue collection in the Philippines. The BIR is hoping to significantly increase this amount through implementation of the Pitney Bowes solution.

# IntelliLink™

Providing Innovation and Enhanced Value to Customers and Posts Globally

In the mailing industry, putting the customer first makes good business sense. In light of recent industry and postal trends toward privatization, globalization, deregulation, and increased competition, Posts are looking for ways to innovate their products and services to enhance their customers' experience and grow their businesses simultaneously. Pitney Bowes is introducing a new line of digital solutions that will accomplish both of these objectives – enhance the customer experience and help Posts grow their business.

Pitney Bowes has been developing an infrastructure to support the linkage between mailers and the “Postal Portal.” This IntelliLink™ infrastructure can significantly enhance the value proposition for customers of all sizes by allowing Posts and customers to interact in increasingly novel and mutually beneficial ways. Pitney Bowes' next generation of digital franking machines, just beginning to be deployed around the world, represents the tool connecting Posts and mailers to the IntelliLink infrastructure. Further, value-added services and products are the way to ensure success in an increasingly competitive world.



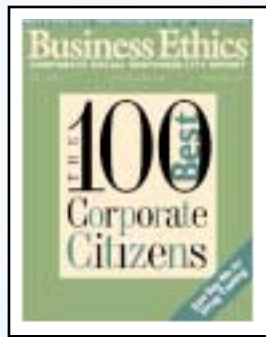
### For Posts, the benefits of IntelliLink can include:

- Improved Mail Acceptance and Processing Capabilities
  - Enhanced Revenue Security
  - Efficient Collection of Postage Payment
  - Better Knowledge of Customer Product Usage Patterns
  - On-time Customer Use of New Rates
  - Profitable Promotion of Postal Products and Services
  - Augmented Usage of Additional Value-Added Services
  - Innovative Cross-Selling Opportunities

### For Customers, the benefits of IntelliLink are equally tangible:

- First-Time Connections and Accurate Downloads
- Faster Mail Delivery
- Flexible Postage Refill From Selected Payment Option
- Updated Postage Rates Installed Prior to Effective Date
- Electronic Notification of Special Service Mail
- New Ad Slogans Purchased As Needed
- Correct Type and Amount of Supplies
- Early Detection and Diagnosis of Faults: Fixed Remotely!
- On-site Meter Inspections





**STAMFORD, CONNECTICUT**

**Pitney Bowes was recently elected one of the "100 Best Corporate Citizens" by Business Ethics Magazine.**

Since 1987, Business Ethics has been the only national publication focused on socially responsible business and investing. The exclusive annual listing of the "100 Best Corporate Citizens" is based on a quantitative measure of corporate service in the following areas: environment, community relations, employee relations, diversity and customer relations.

One of Pitney Bowes' original and most enduring strengths is the company's commitment to the communities in which it works. These relationships are an integral feature of the Pitney Bowes culture, as is reflected by the company's mission statement: *Pitney Bowes will deliver shareholder and customer value by providing leading-edge global, integrated mail and document management solutions for organizations of all sizes.*



**DENVER, COLORADO**

**Mr. John Nolan, Deputy Postmaster General, United States Postal Service and Mr. Michael J. Critelli, Chairman and Chief Executive Officer, Pitney Bowes will present the recommendations of the Mailing Industry Task Force during the "Focus on Leadership" session at the upcoming National Postal Forum (Denver, Colorado).**

The Mailing Industry Task Force's mission is to determine the best methods to:

- meet evolving customer needs
- enhance the competitive capabilities of mail versus other communications methods
- identify new learning and opportunities for growth within the industry

The Task Force, comprised of leading mailing industry experts led by Pitney Bowes, will recommend a course of action necessary for the industry to compete effectively and thrive in the future.



**SALEM, OREGON**

**Pitney Bowes has been chosen by the State of Oregon to provide a technology solution that addresses issues of workflow within the government as an integral part of their integrated electronic document strategy. The solution involves creating a state-of-the-art centralized printing and distribution operation for 120 agencies across the State of Oregon. This will eliminate massive hidden costs associated with hard copy reports and realize significant savings in printing and distribution.**

"The State of Oregon had separate printing and mailing operations with no interrelationship at all," explains Mike Freese, State Printer and IT Manager for the Oregon Department of Administrative Services. "Printing was primarily offset and just beginning a migration to digital print." During the selection process, most of the companies took a very narrow view of the problems that Oregon was facing and offered solutions built, for the most part, around their specific areas of expertise. "Pitney Bowes was really the only organization that saw the whole end-to-end vision: document processing, mail hygiene, electronic distribution...the works. They presented solutions that leveraged our existing physical distribution model and enhanced output and distribution capabilities while protecting our investment in legacy systems."

The Pitney Bowes solution includes value-added processes and software such as Digital Document Delivery™ (D3) and Streamweaver™ that give users the flexibility to vary the output to fit their needs while achieving the goal of a centralized print/distribution facility.

**PostINSIGHT** has been selected as the official Website for PRESENTATIONS from the Fall 2001 National Postal Forum, Denver, Colorado (October 14 -17). Visit [www.postinsight.pb.com](http://www.postinsight.pb.com) daily to keep the world at your fingertips!

Chicago, ILL, October 27-31, DMA Conference & Exhibition

Toulouse, France, December 6-7, IDEI Conference on Competition & Universal Service in the Postal Sector

Produced by:

Pitney Bowes Inc.,  
Global Postal Development



For your comments or information contact: Gary Battaglia  
phone: 001-203-351-6984  
e-mail: [gary.battaglia@pb.com](mailto:gary.battaglia@pb.com)

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Volume 3, Issue 5