



Pitney Bowes Selects EMC Captiva Enterprise Capture for Digital Communications Centre Solution

Partnership With EMC Extended Across Europe

Watford UK, April 7th 2010 – Pitney Bowes Management Services (PBMS) has selected the EMC Captiva enterprise capture solution as an integral element of its Digital Communications Centre (DCC) services.

PBMS will use Captiva technologies to drive all data extraction and classification work for its DCC customers throughout Europe.

PBMS' DCC provides a single, high-capacity receipt and processing point for inputs from all channels – mail, email, Web, SMS, fax, eForms, and more. The DCC is a front-end system that automatically locates and extracts key pieces of data from each input, enhances them with customer details and third party information, processes the information according to our Clients business rules and then inserts them into core business systems. These 'decision-ready' inputs then allow core systems to operate at their optimum speed and efficiency. The result is faster customer decisions, transparent management reporting and greater levels of automation.

The extended relationship with EMC builds on a long and successful partnership in France where the two companies worked together to capture and process the data generated by a French Government Department. Using Captiva, PBMS processed several million responses in 2009.

Richard Thompson, Managing Director, PBMS UK & Ireland, comments: "We are delighted to be able to offer EMC's market's leading and most complete set of enterprise capture solution to our customers across Europe.

"Captiva brings a sophisticated self-learning data classification and extraction capability to our DCC solution. Businesses can provide their customers with channel choice and can extract and use the data generated through these channels to speed customer response times, expedite query resolution and boost customer satisfaction – all at a reduced cost.

"Having Captiva as the standard front-end of our DCC makes it easier for us to provide a consistent level of service excellence to our customers."

Jean-Claude Broido, Vice President of EMC's Content Management and Archiving Division in EMEA, comments: "EMC is delighted that Pitney Bowes has standardised on Captiva across Europe.

"Captiva is helping organisations overcome the inefficiencies and costs associated with processing paper. The combination with Pitney Bowes' DCC service delivers a robust and powerful solution to the marketplace."

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About Pitney Bowes Inc.

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