

Partner Program Overview

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For most companies, partnering is a necessity. It just doesn't make sense to go it alone in today's challenging business environment. So the question isn't "Should I partner?" but "Who should I partner with?"

Your choice 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?

This overview addresses these questions as you consider partnering with Pitney Bowes Business Insight. If you like what you read here, our experienced partner managers will guide you through the process of determining how PBBI can help you meet your business objectives through this partnership.

"Businesses once grew by one of two ways; grass roots up, or by acquisition... Today they grow through alliances."

Peter F. Drucker

WE'RE LOOKING FOR EXCELLENT PARTNERS

Pitney Bowes Business Insight seeks business alliances with clear mutual benefit, that creatively solve customer problems, and that reward all parties financially. We have a compelling story to tell about our offerings and a long list of benefits for you and your customers. We're big enough to have well-defined partner programs yet flexible enough to meet your specific needs.

Let's take a closer look.

Our solutions expand your business

Your partnering decision starts with your business plan. Are you trying to penetrate new market segments? Do you want to add new customers in an existing market? Are you expanding your product and service offerings to your existing customers?

Pitney Bowes Business Insight can help. Our broad range of solutions will help you expand your customer base and sell more to your existing customers. We also have a strong presence in key vertical markets:

- Communications
- Insurance
- Retail, Restaurants and Real Estate
- Financial Services
- Public Sector
- Natural Resources

If you're strong in another vertical or are looking to penetrate a new industry, let's work together to build your business. We can help each other with both market expansion and market penetration. And our presence in virtually every geographic region of the world means that no matter where you want to operate, we can be there to assist.

We have new solutions for your customers

A key partnering goal is to find complementary technology that can help your customers save money, increase revenues or reduce risk. Consider how our expertise might add value to your solutions in these areas:

- **Location Intelligence.** Leverage geographic information to make better decisions about insurance risk, retail store locations, cell phone coverage and other location-specific business problems.
- **Customer Communication Management.** Create, customize, store, and retrieve documents that communicate with customers through multiple media (mail, email, internet, SMS and others), greatly improving the overall customer experience.
- **Data Quality.** Create, maintain and organize the highest quality customer and product data to reduce costs, coordinate data across systems and minimize data redundancy.
- **Communications Intelligence.** Wring the last penny out of invoice and statement delivery, direct mail campaigns and regulatory compliance notifications while streamlining operations and meeting increasingly demanding postal regulations.
- **Predictive Analytics.** Project the impact of decisions using current and historical data. Answer what-if questions about customers, facilities, resource allocation, competitors and other market dynamics.

Many software vendors and systems integrators rely on PBBI's best-of-breed technology to enrich their own software offerings.

TECHNOLOGY YOU CAN COUNT ON

Software vendors and system integrators rely on PBBI's 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.

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

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

With our vast product portfolio and breadth of platforms, you may even find more than one way to partner with us, multiplying the value you can gain from a single relationship

Increase your chances – Decrease your risk

There's risk in going it alone, and there's risk in choosing a partner. We can diminish both.

CONFIDENCE

PBBI 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. And 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.

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 and Pitney Bowes creates a strong brand impression and permission in a broad opportunity space. 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. While a "big name" doesn't guarantee a sale, it most definitely can get you in the door.

STRATEGIC COMMITMENT

Pitney Bowes Business Insight is strategically committed to partners. Our alliance-driven revenues are significant – about 25% globally, ranging from 15% to 100% in each region – and are a key plank in our growth platform. We don't take our partnerships for granted or treat them as second rate.

INDUSTRY RECOGNITION

Almost every potential partner will tell you their solutions lead (or will transform) the industry. To reduce your partner decision risk, you may want to pay more attention to what industry analysts, trade publications and customers say. We've worked diligently to establish our reputation in the court of independent opinion, and would be happy to share recent feedback from Gartner, Forrester, TowerGroup, Ovum and others.

Financial success from partnering

While relationships can be their own reward, the real metric of alliance success is the financial value realized by each partner. PBBI has been partnering for over 20 years. We're constantly building on this foundation to evolve our partner program, to make it more lucrative, and to optimize your ROI.

PBBI: A Relationship You Can Trust

- *Top 100 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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SOURCES OF ECONOMIC RETURN

At its core, our program offers you attractive, competitive margins and flexible pricing and licensing models. With this as a starting point, you can:

- Generate revenue from PBBI products and services
- Increase the average deal size, or add features that improve the value proposition
- Reduce development costs and accelerate time to market
- Gain access to higher decision-making levels in accounts
- Deliver a broader solution, increasing customer satisfaction
- Create a more comprehensive solution with the addition of professional services
- Leverage marketing and sales tools to generate more leads and close more sales

FLEXIBLE STRUCTURE

The Pitney Bowes Business Insight Partner Program offers a variety of established business models and relationship types to match almost any desired alliance arrangement.

- Platinum, gold, silver and bronze tiers
- System integration, OEM, reseller, distributor, technology and referral partnerships

These options can be tailored to meet your specific go-to-market and financial requirements.



PERSON-TO-PERSON PARTNERING EXCELLENCE

Human connections are important determiners of your financial success in an alliance. PBBI has a staff of over 50 alliance professionals – solid, experienced, dedicated partner managers – whose knowledge and sense of urgency are 100% committed to helping you prosper throughout the partnering life cycle. From product presentations to contracts to on-boarding and market launch, your PBBI team will work shoulder-to-shoulder with you to develop and close business.

TOOLS FOR PARTNER OPERATIONS

Our infrastructure is aimed at getting you productive quickly and keeping you operating at your best. Foremost in your toolkit is our on-demand PBBI 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.

Our partner on-boarding process will help you make the most of this online system, and will introduce you to a broad array 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 PBBI's own specialized direct sales force. Our strategic alliance team is specifically chartered to encourage, support and drive joint revenue in this manner. It's a powerful option within the PBBI Partner Program.

The next step is yours to take

A partnership with Pitney Bowes Business Insight can bring new value to your customers while earning substantial rewards for your company. You and your customers will gain access to solutions that are uniquely positioned to perform in both expansionary and recessionary markets. In turn, this expanded portfolio can increase the "stickiness" of your solutions within your existing customer base and lead to enhanced customer satisfaction.

A partnership with Pitney Bowes Business Insight can also reduce your revenue risk by aligning your sales objectives with those of an established brand leader. By taking advantage of PBBI's dedicated people, program and processes you can increase the long-term return from your investment in partnering.

Finally, you'll become a vital part of PBBI's influential partner community, a set of business partners with strategic value to Pitney Bowes and tremendous leverage for your own business development goals.

THANK YOU FOR REVIEWING OUR PROGRAM. WE LOOK FORWARD TO BUILDING OUR BUSINESSES TOGETHER.

Please contact us at 1-800-327-8627 or email us at sales@mapinfo.com.

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