

State and Local Government

Solutions that meet critical
government needs



Solutions for State and Local Government

Information is Power. Hundreds of state and local agencies use Pitney Bowes Business Insight solutions.

Pitney Bowes Business Insight Provides Information to Citizens When and Where They Need It

We have worked closely with government entities – worldwide and at all levels – who need to modernize and enhance the value of services they provide to citizens and business, to improve how they:

- Service Constituencies
- Cut Costs
- Deliver eGovernment Solutions
- Support Federal Mandates

Pitney Bowes Business Insight delivers industry-leading technologies and solutions that support the most basic and critical functions of state, regional and local government, including:

- Health and human services
- Law enforcement, public safety and security
- Tax revenue and collections
- Eligibility and enrollment applications
- Courts and justice systems
- Registration and permitting
- Regulatory compliance and enforcement
- Motor vehicle departments

Success Story

The Challenge: Make tax and fee collection more accurate and more efficient

The Story The Comptroller of Public Accounts for a large U.S. state relies on the Pitney Bowes GeoTAX™ solution to automate the state's tax jurisdiction assignment process. As chief financial officer, the Comptroller collects taxes and fees and recommends ways of streamlining state government and making it smaller, smarter and faster. Because tax jurisdictions in the state are constantly changing, businesses need to account for a wide array of special purpose taxing districts that do not always correspond to established geographic boundaries when they collect local option sales taxes. GeoTAX™ gives the Comptroller's office a comprehensive suite of tools to standardize addresses and append more accurate state, county, municipal and special tax jurisdiction information to customer address records.

The Benefits

Greater Accuracy This technology provides current taxation boundary information available through a data update pro that continually tracks and updates taxation boundaries statewide.

Greater Visibility A Web-based resource for citizens, businesses and local governments is used to help ensure taxes are being accurately determined.

Greater Efficiency GeoTAX™ represents a major step forward in efficiency for the Comptroller's office by replacing manual processes centered on map-based research and utilization of other hard copy information.

Enhance Citizen Interaction

Improve the Value of Government Services

We enable government organizations to meet these imperatives and transition toward the next-generation of digital and eGovernment. Pitney Bowes Business Insight helps agencies integrate and share information at an enterprise level, develop best practices in IT management and ensure that interactions between citizens and their state and local government are efficient, effective, convenient and secure.

Pitney Bowes Business Insight solutions aggregate and cleanse data, locate the data to precise geographic areas, securely store information in data warehouses, enhance decision-support, create personalized multi-channel (web and surface mail) communications, enable citizen self-service and online bill payments and save millions of dollars in postal costs.

In a climate of rising expectations – and stringent budget oversight – Pitney Bowes Business Insight delivers solutions that modernize and enhance the value of government services while reducing overall costs to taxpayers.

Meeting Rising Expectations – While Saving Tax Dollars

Multiple hurricane-inflicted disasters along the Gulf Coast, tornadoes in the Midwest and the Plains, wild fires in the Far West, the threat of earthquakes in the West and Asia-Pacific and blizzards in the North – plus ongoing terror alerts and awareness – put unrelenting pressures on state and local government to be prepared at all times to protect citizens.

Agencies are also expected to provide or support an array of other programs – constituent services, health and social services, roads and infrastructure, public schooling and higher education and dozens more. The influence of globalization, changing demographics and the rise of the digital economy have compelled governments to reinvent themselves to meet new expectations and the priorities of citizens and businesses. These dynamics are compelling the government to create a new vision for its relationship with its citizens.



Characterized as a citizen-focused government, eGovernment is a vision that recognizes the different ways that people interact with their government, such as:

- Taxpayers who expect value and results
- Business and citizen “clients” who expect accessible, quality services
- Citizens who participate in the democratic process

All the while, governments must control costs and dramatically improve internal efficiencies. While Data Monitor has forecasted IT spending by U.S. states and local authorities to grow to over \$62 billion by 2009, the need for strong budget oversight and tangible return on investment (ROI) metrics is as acute as ever. State and local governments are struggling to consolidate IT management and radically transform business processes to reduce administrative costs across departments – enhancing employee productivity while reducing headcount.

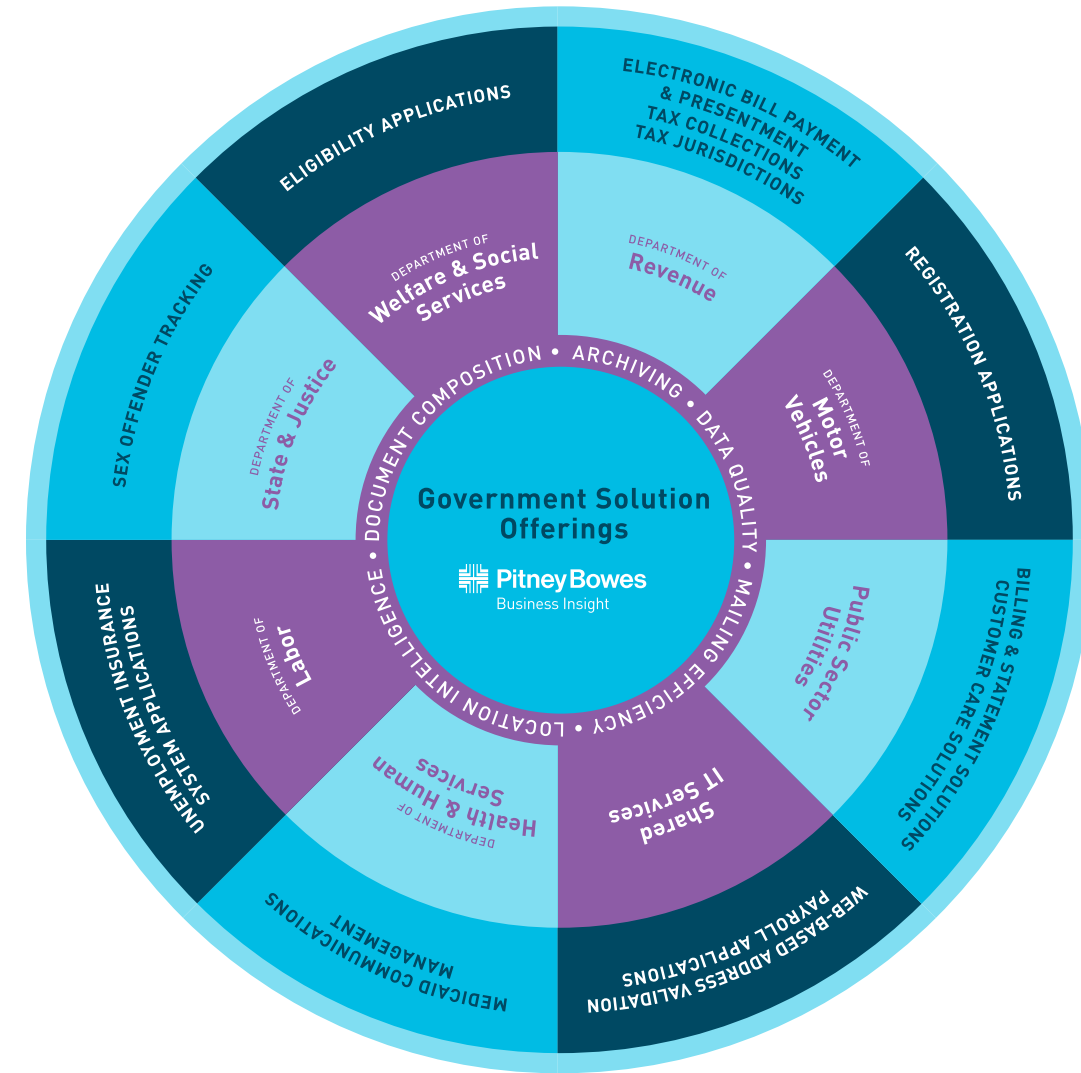
Software solutions that increase internal efficiencies, support legacy technologies, integrate information in disparate databases and data streams and improve communications with constituents are highly strategic investments for state and local government.

With our suite of data quality, location intelligence, document management, online account management and mailing efficiency solutions, Pitney Bowes Business Insight is uniquely able to help governments support these technology and operational objectives.

Better Information is the Key to Success

Industry-Proven Core Technologies

Pitney Bowes Business Insight has been delivering government technology solutions for more than 20 years. Our software solutions have steadily evolved to meet the demands of an ever-changing public sector environment – thereby enabling our clients to better understand and connect with their citizens. By integrating core capabilities in location intelligence, customer data quality, document management and mailing efficiency, we provide agencies with the tools needed to increase operational efficiency, reduce costs and improve constituent communication services.



Pitney Bowes Business Insight provides a full range of services to state and local agencies

Success Story

The Challenge: Personalize correspondence and provide secure, online access to key data

The Story An agency of a state-level Social and Health Services Department acquired a new Medicaid Information Management System designed to process more than \$50 million a week in Medicaid billings and payments. The new system, which replaced a legacy information system dating to 1982, did not provide the ability to create personalized correspondence. The agency also needed to store reports generated from their new Medicaid Information System and other sources, and provide employees with online access.

The agency uses Pitney Bowes DOC1™ – for document composition capability – and e2™ Suite – for secure online access and storage. Pitney Bowes Business Insight also offers Medicaid Communications Management (MCM) processes and services that help state agencies:

- Increase labor productivity by reducing the manual activities involved in the preparation, generation and processing of communications
- Enable providers and beneficiaries to specify their communications preferences without incremental cost or productivity loss to agency operations
- Support emerging medical record management
- Ensure data quality to improve communication precision
- Implement mass-customized communications to constituents

The Benefits

Better Communication The agency communicates Medicaid benefits far more clearly using personalized correspondence.

Greater Productivity Employees easily store, view, print or copy reports, access data securely over the web and integrate report content with Microsoft Office™ applications for Customer Communication Management (CCM) and reporting.

Increase Operational Efficiency and Improve Communication

The Pitney Bowes Business Insight suite of solutions deliver functionality to help support critical customer communications and business processes. Our best-of-breed and end-to-end solutions provide a unique way for organizations to maximize control, flexibility and cost efficiency.

Mailing Efficiency

Pitney Bowes Business Insight solutions enable agencies to maximize postal discounts by standardizing addresses,

validating postal codes and presorting, thereby ultimately reducing return mail costs for significant savings. By using these applications, agencies ensure the integrity of duplicate addresses, and accurate, on-time delivery of vital communications.

Constituent Data Quality

Data quality is essential to effective citizen-facing technologies and outreach programs. Pitney Bowes Business Insight data quality solutions integrate data streams from disparate data sources regardless of data type, help ensure data quality and integrity by standardizing and validating constituent address information and enrich data with valuable location, demographic and business-oriented intelligence. Pitney Bowes Business Insight solutions identify and consolidate duplicate records to obtain a more accurate view of information.

Success Story

The Challenge: Provide citizens with instantaneous and accurate crime information

The Story The Town of Cary, North Carolina, located adjacent to Raleigh and Research Triangle Park, needed a way to consolidate crime data and make it available to town citizens. The Town of Cary is utilizing the Pitney Bowes location intelligence solutions to power its interactive crime statistics website. Through the use of MapXtreme™ and Maps Online, Cary citizens can instantly view the types and locations of crimes that have occurred across the entire town. This technology also gives prospective and current residents direct access to recent and historical crime data in a very efficient and visual format.

The Benefits

Up to the Minute Crime Statistics The MapXtreme-powered virtual map displays unique icons for each of the different types of documented crimes. The site allows instant online data searches providing citizens with accurate crime information

and statistics. This information also helps potential Cary citizens to quickly identify the safest neighborhoods.

Detailed Information with Less Administration The interactive crime site enables users to enter a specific address and obtain information on crimes occurring within a one-mile radius for a specific time frame. This automated information reduces the time spent by town clerks completing crime map requests. Users now have real-time access, around the clock, making citizens more informed and more active in the town's crime prevention crusade.

Document Composition

Pitney Bowes Business Insight enables state and local agencies to support eGovernment initiatives, as well as the Paper Work Reduction Act, by creating personalized communications for multi-channel delivery. Agencies can personalize letters, notices, reports, tax bills, applications and contracts for on-demand printing and distribution. This one-stop, single source solution creates dynamic personalized documents that speak to the unique needs of constituents.

Document Archiving

Whether integrating into a document composition tool or not, Pitney Bowes Business Insight supports eGovernment initiatives by providing agencies with advanced government to constituent (G2C) and government to business (G2B) online account management, e-billing and customer care solutions. Our interactive document vault solutions integrate e-presentment, e-payment and collaborative e-services.

Location Intelligence

Pitney Bowes Business Insight location intelligence solutions provide government agencies with the most accurate geographic intelligence through four, distinct channels – interoperability, economic development, emergency planning and asset management. By combining point and parcel technology with street level data, our applications pinpoint locations by geocoding not only to the street level, but to the individual parcel and target point within that parcel.

This high-level of accurate address determination allows agencies to perform spatial and predictive analysis. This analysis is vital to successfully planning for both internal and external location-based service offerings.

With an accurate, current and wide-coverage point and parcel data set, our location intelligence solutions empower agencies to be more efficient, more responsive and more effective through the use of location-based data.

Pitney Bowes Business Insight is the Key to Better Information

Solutions that meet critical government needs

Departments of Revenue

- Revenue Collection – authorities and departments need to accurately assign tax jurisdictions and manage constantly changing rate changes within those jurisdictions
- Automate tax jurisdiction assignment process in the state
- Streamline the process of tax collection, increase accuracy and account for ever-changing tax jurisdictions
- Account for a wide array of special purpose tax districts not always corresponding to established geographic boundaries
- e-payment/e-presentment
- 24/7 web access to accounts to get information and check on payments online
- Provide customer electronic bill presentment and payment (EBPP) thereby deflecting calls, improving payment processing and increasing revenue

Welfare and Social Services

- Prevent fraud by ensuring citizen receipt of critical communications such as check disbursements

Departments of Justice

- Provide a more accurate view of the distance, direction and location of registered sexual predators to the specific places where children may be present
- Streamline jury pool assembly process by ensuring that jury candidates are selected from an accurate, comprehensive and up-to-date master jury list

Departments of Labor

- Provide real-time address validation, down to the Federal Information Processing Standards (FIPS), place and municipal county boundary, to ensure that proper federal funding and funds are distributed based on exact coordinates and not just ZIP code data
- Produce multi-channel forms and documents with ease

Health and Human Services

- Support client's need to easily re-format and add content, such as barcodes, into the print stream, without touching the original composition
- Apply pre and post mailing accuracy to the print stream, resulting in postal discounts
- Enable agencies to track documents and mail, from inception through delivery, thereby cutting processing costs

Departments of Motor Vehicles

- Validate addresses in real time for license and automobile registration
- Determine if registrants have moved since last renewed
- Identify, locate and show a map of all registered criminals
- Identify last address location of taxes paid by a constituent or business
- Validate address of applicants with employment agencies
- Detect fraud and validate address data for Department of Human Services (DHS)

Central IT Services

- Obtain single constituent view
- Merge disparate records integrating data sources from multiple agencies regardless of data type
- Validate addresses through system built on service-oriented architecture (SOA)
- Produce personalized communications, including letters, notices, statements, bills, checks and reports via any delivery channel – in print and/or electronically



United States

One Global View
Troy, NY 12180
800.327.8627
pbbi.sales@pb.com

4200 Parliament Place
Suite 600
Lanham, MD 20706-1844

Canada

26 Wellington Street East
Suite 500
Toronto, ON M5E 1S2
416.594.5200
pbbi.canada.sales@pb.com

Europe/United Kingdom

Minton Place, Victoria Street
Windsor, Berkshire SL4 1EG
United Kingdom
+44.1753.848.200
pbbi.europe@pb.com

Asia Pacific/Australia

Level 7, 1 Elizabeth Plaza
North Sydney NSW 2060
+61.2.9437.6255
pbbi.australia@pb.com
pbbi.singapore@pb.com
pbbi.china@pb.com

www.pbbusinessinsight.com

