

Pitney Bowes Business Insight  
**FEDERAL GOVERNMENT**

Better information is  
the key to success in your  
competitive world.



 **Pitney Bowes**  
Business Insight

## INFORMATION IS POWER

### All of the Cabinet Departments rely on Pitney Bowes Business Insight.

From data quality and integration to location intelligence to document composition, Pitney Bowes Business Insight provides the best-in-class information management solutions to the U.S. government.

For over two decades, we have helped government agencies achieve greater internal efficiencies, increase productivity and save tax dollars. This was done in addition to improving their ability to communicate with, and better deliver services to, citizens.

In the new era of eGovernment, both citizens and businesses demand more electronic access to government information and services. Therefore, the use of technology must meet the long-standing public-sector imperatives for economy, efficiency, security and accountability.

We enable government organizations to meet these imperatives and transition toward next-generation digital government. Pitney Bowes Business Insight helps agencies:

- Integrate and share information at an enterprise level
- Craft solutions that enable data integration across government agencies
- Improve communication across departments and to citizens
- Support business-critical functions of specific agency departments
- Ensure that interactions between citizens and the federal government are more efficient, effective and convenient through data quality and mailing efficiency solutions
- Support and provide secure online information access

Pitney Bowes Business Insight solutions aggregate and cleanse data, locate the data to precise geographic areas, create personalized multi-channel (web and surface mail) communications 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 and fulfill the evolving vision of eGovernment.



## INTRODUCING AN eREVOLUTION

The eGovernment initiative is the most visible and aggressive IT plan emanating from the U.S. executive branch in recent years. This initiative is nothing more than a reinvention of the ways in which the federal bureaucracy functions internally and deals with its citizens.

The four major components that make up the eGovernment initiative are:

- **eServices** - the electronic delivery of government information, programs and services
- **eDemocracy** - using information technology and communications to increase citizen participation in policy decision-making
- **eExchange** - empowering people to make transactions – from making tax payments to buying government surplus equipment – through electronic channels
- **eManagement** - streamlining the way the government operates by using IT to enable new business processes, integrate data and improve the flow of communications

In the quest to achieve a true eGovernment environment, the federal government is up against two major challenges. The first challenge is recasting the government as a single enterprise, rather than a conglomeration of almost 1,200 autonomous agencies. The second challenge is transitioning away from the traditional program-driven services model to fulfill eGovernment's vision of integrated information and services.

## MEETING RISING EXPECTATIONS – WHILE SAVING TAX DOLLARS

Federal government agencies are expected to provide or support an array of programs, and manage resources, people and facilities, while dealing with the overwhelming pressures of tightening budgets. These same agencies are constantly being asked to prove the value of existing and proposed programs. Whether by citizens, congress or other government entities, agencies are constantly being evaluated and graded.

Forrester Research, Inc. reports that the U.S. government's IT budget spending requests for FY 2009 will increase by 4% to \$70.9 billion. Funding demands for defense and Medicare, plus possible revenue shortfalls fueling the federal deficit, may force the government to focus on more IT projects that promote productivity increases and eliminate redundancies.

The influence of globalization, changing demographics and the rise of the digital economy has compelled government agencies 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. Software solutions that increase internal efficiencies, integrate information in disparate databases and improve communications with constituents are highly strategic investments for government agencies.

These challenges demand underlying technology that supports a revolution in business processes, work flows, security, data integration and management, online account management, location intelligence and constituent communications.

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 government agencies support these technology and operational objectives.

Pitney Bowes Business Insight solutions are the answer.

## **BETTER INFORMATION IS THE KEY TO SUCCESS**

## **INDUSTRY-PROVEN CORE TECHNOLOGIES**

Pitney Bowes Business Insight has been delivering government technology solutions for over 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 IS THE KEY TO BETTER INFORMATION**

### Success Stories

#### **The Challenge**

*Integrate geocoding into existing systems to deliver public health services and battle infectious disease*

#### **The Story**

The U.S. Centers for Disease Control and Prevention (CDC) is integrating Pitney Bowes Business Insight's GeoStan, Spatial+ and other geocoding software into its National Electronic Disease Surveillance System (NEDSS). The NEDSS is an initiative that promotes the use of data and information system standards to advance the development of efficient, integrated and interoperable public health surveillance systems at the federal, state and local level.

Pitney Bowes Business Insight's geocoding technology enables users of NEDSS to incorporate standardized address management, spatial relationship determination and geographic accuracy. This allows occurrence monitoring of hepatitis, tuberculosis and other infectious, chronic and environmental diseases and conditions across the U.S.

#### **The Benefits**

*Accuracy, Ease Of Integration and High Performance*

The CDC chose Pitney Bowes Business Insight's geocoding technology after a rigorous review process selecting Geostan and Spatial+ for the lower cost of total ownership and ease of deployment into the NEDSS Base System being deployed at the State and Local health agency level. Embedding the Geostan & Spatial platform in the NEDSS provides CDC the ability to easily add additional Spatial capabilities and point level geocoding without having to make any additional API changes .

*Establishing New Best Practices*

By promoting and supplying better standards and tools, such as Pitney Bowes Business Insight's GeoStan and Spatial+, the CDC established best practices for electronic data collection, identification, analysis and dissemination.

*Improving the State Of Public Health*

Accurate and in-depth data enables the CDC to make more informed decisions to combat the spread of diseases.

## INCREASE OPERATIONAL EFFICIENCY, REDUCE COSTS AND IMPROVE COMMUNICATION

Pitney Bowes Business Insight's 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 address integrity 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 multiple, and sometimes disparate, data sources to ensure data quality and integrity. This is done by standardizing and validating constituent address information, and enriching the 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.

### DOCUMENT COMPOSITION

Pitney Bowes Business Insight enable agencies to support eGovernment initiatives, as well as the Paper Work Reduction Act, by creating personalized communications for multi-channel delivery – including web, print, fax and email. 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 support 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 solutions provide government agencies with the most accurate location 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.



## ABOUT PITNEY BOWES BUSINESS INSIGHT

Pitney Bowes Business Insight helps customers make more insightful decisions. Through a combination of location intelligence, data quality and communication management capabilities, we drive better decisions and increase the accuracy and effectiveness of customer information delivery.

Location intelligence solutions range from powerful demographic and site analysis research tools to custom predictive analysis models. These tools help organizations more intelligently allocate resources, track assets and develop strategic emergency response programs.

Predictive analytic models help organizations prioritize capital expenditures and market deployment based on defensible, scientific methods. These models utilize real world customer and market data and proven methodologies to create a strategic blueprint for successful expansion.

We combine real world transactional data, demographics, psychographics, competitive intelligence, spatial analysis and more than 40 years of experience helping customers solve mission critical needs.

Our communication intelligence solutions range from the design and management of high-volume, on-demand and interactive personalized business documents for multi-channel delivery, to the creation and management of all forms of digital information. We offer the only end-to-end solution that is highly scalable, easy to integrate and deploy and has multiple entry points.

The Pitney Bowes Business Insight mailing efficiency solutions transform data running through a client's operation into actionable information. By managing, analyzing, cleansing and distributing communications effectively, we help organizations improve profitability and strengthen customer relationships. In addition, our customer data quality solutions enable consolidation of customer information across the enterprise into a single system for more effective decision-making.

Pitney Bowes Business Insight enables you to be location and customer intelligent – for more measurable results and more cost efficient operations.

Visit [www.pbbusinessinsight.com](http://www.pbbusinessinsight.com) for more information.

## PITNEY BOWES BUSINESS INSIGHT IS THE KEY TO BETTER INFORMATION

### Success Stories

#### **The Challenge**

*Fulfill eGovernment's mission as the centralized printing and production mail resource for all local education authorities in the United Kingdom (UK)*

#### **The Story**

Despite its corporate name, the Glasgow-based Student Loan Company (SLC) is a public sector body charged with the administration of all government-issued student loans in the UK – serving almost 3 million students and 700 universities and colleges. As part of the British government's drive to streamline and integrate work processes, SLC is also responsible for handling all printing and mailing services for 170 local education authorities (LEAs) or school districts in England and Wales, plus equivalent organizations in Scotland and Northern Ireland. SLC uses scalable Pitney Bowes Business Insight document composition, electronic archiving and online account management solutions, along with a Pitney Bowes Automated Document Factory, to meet the challenge.

#### **The Benefits**

##### *Integrated Data Streams and Work Processes*

Pitney Bowes Business Insight technology enables SLC to access and integrate information from multiple sources of data.

##### *Customized Communications*

Pitney Bowes Business Insight technology supports a wide variety of inbound data streams, including XML, to give SLC the flexibility to support the requirements and look-and-feel of each LEA.

##### *Secure, Electronic Archiving*

Pitney Bowes Business Insight enable SLC to securely store data electronically for at least seven years, meeting legal requirements.

##### *Online Document Access*

Both LEAs and contact center staff access documents online to speed resolution of issues and questions and improve service to citizens.



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