



Customer Information Management

Customer Analytics

Spectrum Visual Insights™

Business Intelligence you can really use

Now everyone can see the value in your information.

You have no shortage of data. The challenge is putting it to work. Once you have integrated and optimized data across your organization, you need to transform it into actionable Business Intelligence that everyone can use.

Spectrum Visual Insights makes self-service analytics and reporting simple. It combines our industry-leading data management and integration capabilities with Yellowfin's intuitive dashboard, storyboard and collaboration tools.

The result: Easy-to-use access to extraordinary insight. Empower business analysts and users alike, so everyone can get more value from Business Intelligence. Greater agility and more informed decisions are within your reach.

Discover opportunity at every step.

- Integrate, improve and enrich data across platforms
- Connect and visualize insights in real time
- Embed Business Intelligence into key processes and applications
- Add to the accessibility and reusability of learning
- Streamline sharing of information and analytics

Take a more intelligent approach to business insight.

Start with superior data management.

With Spectrum Visual Insights, you can tap seamlessly into Spectrum® data quality, integration, master data management and analytics capabilities. Add context, create a single view of the customer and enrich your insights with industry-leading Location Intelligence for more actionable Business Intelligence.

Add award-winning access.

User-friendly dashboards, storyboards and collaboration tools from Yellowfin make Business Intelligence more accessible and easier to put to work. Business users and analysts alike can perform the analytics they need, brainstorm ideas and act fast using tools recognized for their "standout usability and collaborative capabilities."¹

Make smarter decisions every day.

You'll approach each question with new agility and can solve pressing business challenges using more precise insights. When you enable your business users to visualize information, they can recognize new opportunities, uncover relationships and take steps that impact results.

¹ Source: Nucleus Research

Achieve more with self-service Business Intelligence.

Capitalize on decades of data expertise.

True Business Intelligence requires access to robust high-quality data. Pitney Bowes combines data quality, data access and ETL (extract, transfer, load) scheduling to optimize the breadth, usability and accessibility of insight through Spectrum Visual Insights™. Data federation lets you seek answers easily across multiple sources. Visualization makes it simple to see patterns and pockets of opportunity.

Tap into a wealth of capabilities and insight.

You'll also be able to tap into the full power of Spectrum®, a single, powerful platform that offers seamless access to a wealth of Customer Information Management capabilities, Location Intelligence and Customer Analytics. This scalable solution accommodates an extraordinary range of analytic needs in a format that is flexible and repeatable.

Collaborate with ease.

Yellowfin tools make all the power of Spectrum more accessible than ever. Designed for ease of use, Yellowfin's dashboards, storyboards and other tools create an acclaimed, visual environment for working collaboratively to uncover opportunities, share insights and move business forward. These tools are Web-based and rich with analytics capabilities.



Spectrum Visual Insights is the result of a technology partnership between Pitney Bowes and Yellowfin.



www.yellowfinbi.com

About Yellowfin.

Yellowfin is a global Business Intelligence (BI) and analytics software vendor passionate about making BI easy. Founded in 2003 in response to the complexity and costs associated with implementing and using traditional Business Intelligence tools, Yellowfin is a highly intuitive 100 percent Web-based reporting and analytics solution. Yellowfin is a leader in mobile, collaborative and embedded Business Intelligence.

About Pitney Bowes.

Pitney Bowes is a global technology company offering innovative products and solutions that enable commerce in the areas of Customer Information Management, Location Intelligence, Customer Engagement, Shipping and Mailing, and Global Ecommerce. More than 1.5 million clients in over 100 countries around the world rely on the proven products, solutions and services from Pitney Bowes.

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16-DCS-03061