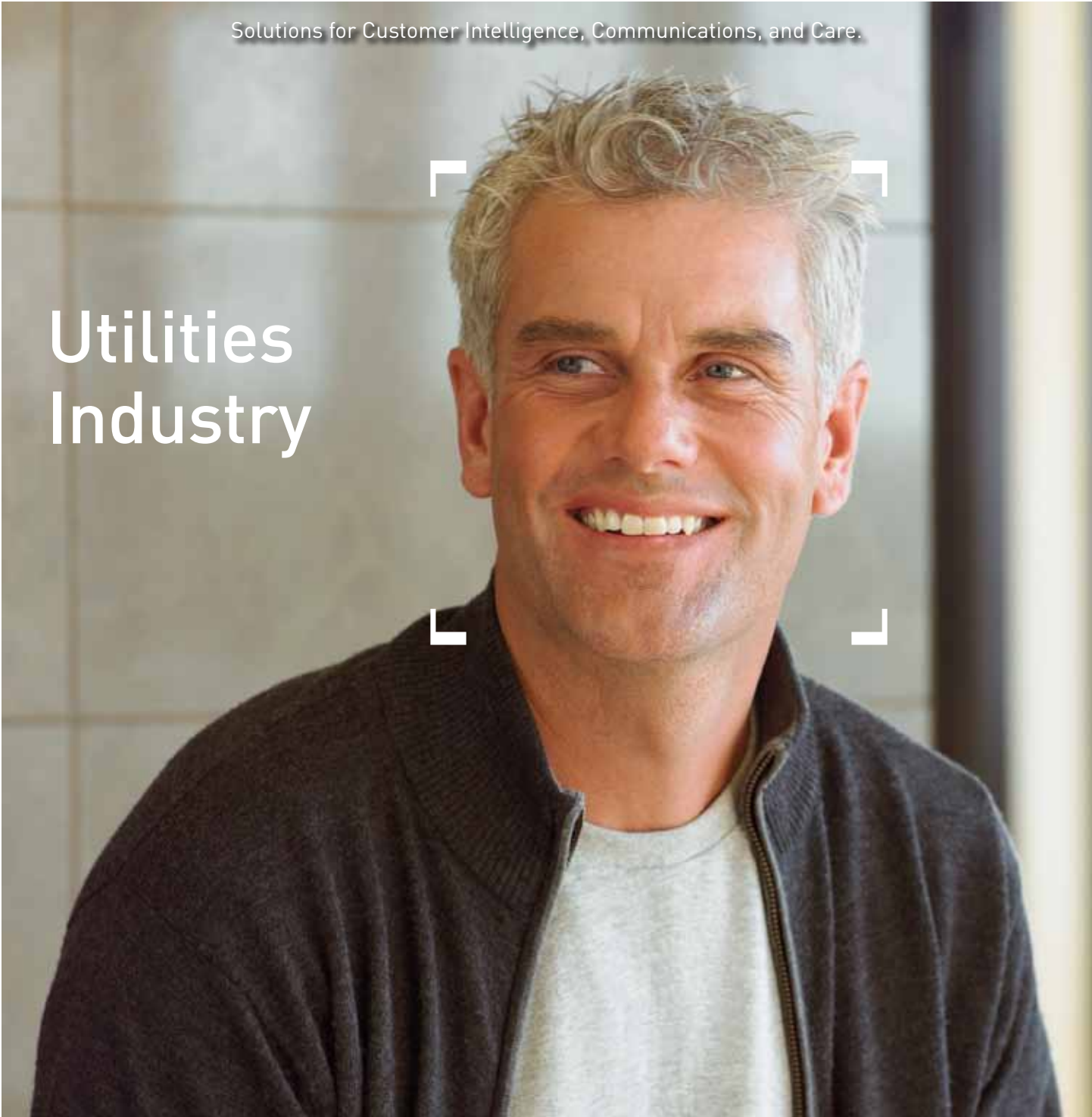


Solutions for Customer Intelligence, Communications, and Care.

Utilities Industry



Every connection is a new opportunity™

 **Pitney Bowes**
Business Insight



Pitney Bowes Business Insight's solutions help utility providers manage assets, improve operational efficiency, minimize risk and offer customers/constituents the services they demand at the best value.

Drive business success by reducing operating costs, improving customer satisfaction, increasing profitability and making more informed decisions.

Pitney Bowes Business Insight has core capabilities in:

Data Management

- Data Integration
- Data Quality
- Data Enrichment
- Data Profiling and Monitoring
- Business Intelligence

Location Intelligence

- Mapping and Analytics
- Geocoding
- Enterprise Tax Management
- Geographic/Risk Data
- Asset Management

Analytics

- Site Selection
- Customer Demographics
- Customer Segmentation and Modeling
- Custom Services

Customer Communications Management

- Document Management
- Web Self Service
- E-Billing
- Transpromo
- Customer Service and Support

Mailing Efficiency

- Mail and Postal Compliance (US, Canada, Australia)
- Move Verification (US, Canada)
- Address Quality (Global)



To become more competitive and profitable in today's deregulated climate, electricity, gas and water utilities must deliver more with less.

Customers demand higher reliability and better service. Stakeholders—whether taxpayers or shareholders—expect greater financial returns. And staying on top of the market means investing in advanced metering, network integration, mobile technologies, Web 2.0 tools and more. Utility providers must also enhance compliance infrastructures and practices to stay on track with industry standards, which includes addressing today's most pressing environmental concerns.

But wringing costs, while simultaneously striving to improve operations and service, seems contradictory at best. Nevertheless, the demand exists.

For this reason, utilities understand better than most the value of accurate customer and location-based information to help manage assets, improve operational efficiency, minimize risk and offer customers/constituents the services they demand at the best value.

Pitney Bowes Business Insight's solutions help utility providers optimize these processes.

Pitney Bowes Business Insight solutions improve operational performance and bottom-line results for these utility companies and more:

Albuquerque Bernalillo County Water Authority	Duke Energy (Union Gas)	National Grid
Allied Waste	Enbridge Energy	Nicor Gas
American Electric Power	Energy Future Holdings	Pennsylvania One Call System
Aquarion Water	Florida Power & Light	Pepco Holdings
Berliner Wasserbetriebe	Greater Cincinnati Water Works	PG&E
British Gas	Hampton Roads Sanitation Department	Puerto Rico Electric & Power
BT Ignite	Hydro Quebec	Questar Gas
CenterPoint Energy	Interelectra	Regional Water Authority
Centrica	Kansas City Water	San Francisco Public Utilities Commission
Charlotte County Utilities	Knoxville Utilities Board	Santee Copper
Cincinnati Water	Las Vegas Valley Water District	Scottish Power
City of Phoenix	Louisville Gas & Electric	Seattle Power & Light
City of Winnipeg	Manatee County	Tennessee Valley Authority
Con Edison	Miami Dade County MLGW	United Illuminating

Improve vital operations and initiatives with Pitney Bowes Business Insight location and customer intelligence solutions.

Customer Profiling and Segmentation

Pitney Bowes Business Insight solutions enhance customer-centric initiatives and marketing strategies by performing advanced customer profitability analyses; identifying potential “green” products and markets; managing and tracking energy-efficiency campaigns; and changing marketing mix based on demographics. Additionally, with these solutions utilities can quantify cost-to-serve for technology and service enhancements; determine the competition’s threat potential; and predict demographic demand for new services.

GIS for Location-Aware Business Intelligence

Pitney Bowes Business Insight solutions enhance operations and maintenance performance; support ongoing compliance activities, such as carbon dioxide footprints; improve communication with management, regulators and other stakeholders; avoid financial and/or reputation impact of non-compliance; improve productivity levels; find new ways to leverage data; and enhance renewable resource feasibility, intelligent grid, asset management and customer analytic initiatives.

Enterprise Asset Management

Pitney Bowes Business Insight solutions enable utilities to gain more comprehensive information on asset worth and productivity to utility; analyze impact of failure, repair time, cost to support, and delay time due to location and distance; optimize decision-making for asset repair, upgrade or replacement; and prioritize spending by asset impact and business contribution.

Customer/Constituent Communication Management

Pitney Bowes Business Insight solutions improve billing statement readability and presentation; offer online access to statements and payments; provide status updates of networks, products and services; minimize call number and times; increase customer address accuracy; and create highly targeted, personalized up-selling and cross-selling messages.

The collage displays several key software components:

- Field Order Form:** A detailed form for GRN Energy Public Utilities Division, including customer information, service details, and a 'Special Customer Alert' section.
- Billing Statement:** A document titled 'Hurricane Katrina Relief' with a table of charges and a total amount due of \$498.20. It includes a 'Business Previews' section with various service charges.
- Customer Profile:** A page showing customer details, account information, and a 'Business Previews' section with a total amount due of \$498.20.
- Electricity Usage Chart:** A bar chart titled 'Electricity Usage by Month (KWH)' showing usage trends over time.
- Customer Profile Page:** A comprehensive page with a navigation menu, customer details, and a 'Business Previews' section.

Improve customer communications with more effective documents, speed document development time, and maintain consistent branding.

Pinpoint customers and identify markets more effectively.



Demographic segmentation is a powerful tool. Utility providers can use it to offer optimum pricing plans, product/service bundles and contract terms that will be the most likely to attract and retain customers and create appropriate messages for each audience.

Location-based analysis helps utilities become more customer-centric,

while gaining insight on customer profitability. In addition, utility providers must focus investments in marketing, selling green products and managing energy-efficiency campaigns, including tracking participation in mandatory energy-efficiency programs.

Profiling and segmentation also help utilities identify competitive threats, quantify the cost-to-serve and predict demographic demands when rolling out technology and service enhancements to different regions and customers/constituents.

Pitney Bowes Business Insight customer profiling and segmentation solutions for utility providers focus on utilizing location and customer intelligence to better identify markets based on demographics and sales potential, and to prioritize product rollouts, plan network expansion and market more effectively.

Pitney Bowes Business Insight software, data and services for profiling and segmentation initiatives include:

- Target marketing and segmentation for predictive analytics with powerful geo-demographics and easy-to-use mapping
- Predictive analytics services that employ the latest macroeconomic indicators
- Location intelligence and GIS to easily visualize the relationships between data and geography
- Data integration and extract, transform and load (ETL) to integrate information from disparate sources
- Data quality and enrichment for better accuracy, integration, accessibility and value of information
- Street, geocoding, parcel, geographic and demographic data
- Business location and business summary data for B2B profiling and segmentation
- Geospatial industry's largest online data catalog with Pitney Bowes Business Insight and third-party content

“With Pitney Bowes Business Insight’s DOC1® Solution, our bills are clean and easy to read. In addition, we’ve added more detailed account information, as well as a graphical annual consumption history.”

– Marge Vizcarra,
*Manager of Customer Service,
San Francisco Public Utilities
Commission*

Map out business intelligence and management systems for better insight and visibility.

In order to become more profitable, utility providers must improve the way they plan, monitor, support and report on operations and maintenance performance, including mobile scheduling and interaction. Ongoing compliance activities, such as tracking and managing carbon footprint, are another concern for providers. In addition, these organizations must improve the way they convey critical information to management, regulators and other stakeholders for true and sustained business success.

Pitney Bowes Business Insight solutions for GIS to support location-aware business intelligence in utilities concentrate on integrating location intelligence with outage management systems (OMS), energy management systems (EMS and SCADA), enterprise asset management (EAM) and analysis, customer relationship management (CRM), and energy trading and risk management (ETRM).

Additionally, GIS solutions improve personnel and investment performance tracking; shop work and equipment performance; and strategic improvement programs.

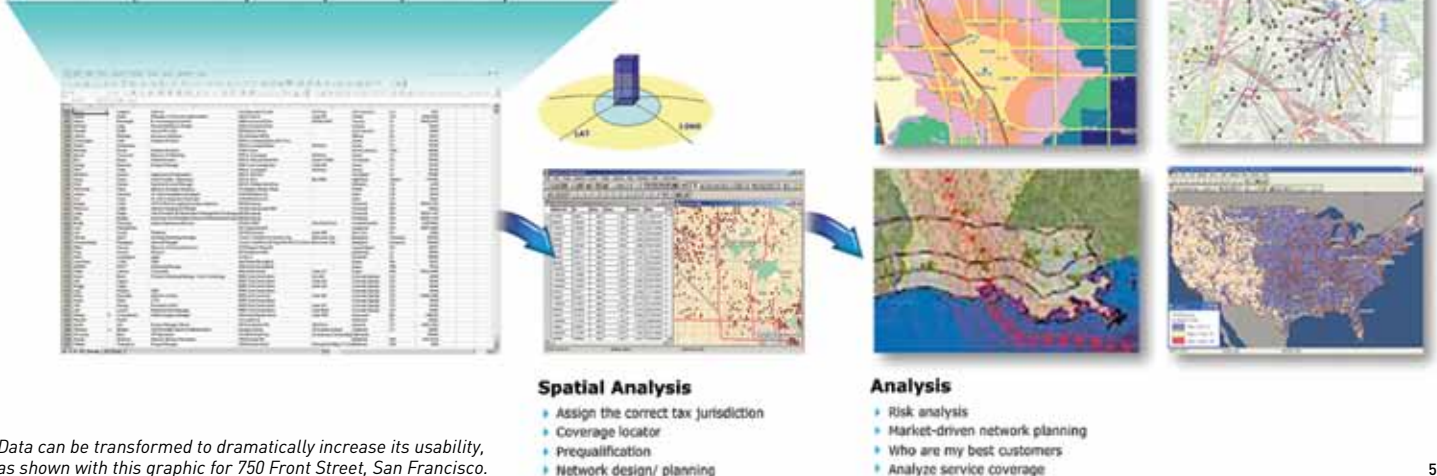
Pitney Bowes Business Insight software, data and services for GIS initiatives include:

- Location intelligence and GIS to easily visualize the relationships between data and geography
- Web 2.0-based mapping with live information about the location of assets and services

- Configurable applications and web portals for on-demand employee and customer access
- Grid-based continuous spatial information for various analysis tasks
- Developer tools for integrating location capabilities into enterprise applications
- Developer kits for building custom mapping applications
- Data integration and ETL to integrate information from disparate sources
- Data quality and enrichment for better accuracy, integration, accessibility and value of information
- Street, geocoding, parcel, geographic and risk data
- Geospatial industry's largest online data catalog with Pitney Bowes Business Insight and third-party content

When applied to location-aware business intelligence, GIS can help utilities improve productivity levels, avoid the costly impact of non-compliance and uncover new ways to leverage data to create greater value beyond original expectations. This is especially true in the areas of renewable resource feasibility, intelligent grids, asset management and customer analytics.

Street	City	State	Zip	Latitude	Longitude
758 Front Street	San Francisco	CA	94123	-122.398925	37.794000



Data can be transformed to dramatically increase its usability, as shown with this graphic for 750 Front Street, San Francisco.

Understand the true value of critical enterprise assets.

Utility plants typically have thousands of devices with embedded intelligence and use this information to monitor performance and manage predictive maintenance. Unfortunately these operations are frequently silo'ed, which can mask a more complete story about an asset's worth or productivity contribution, and hinder effective decision-making for repair, upgrade or asset replacement.

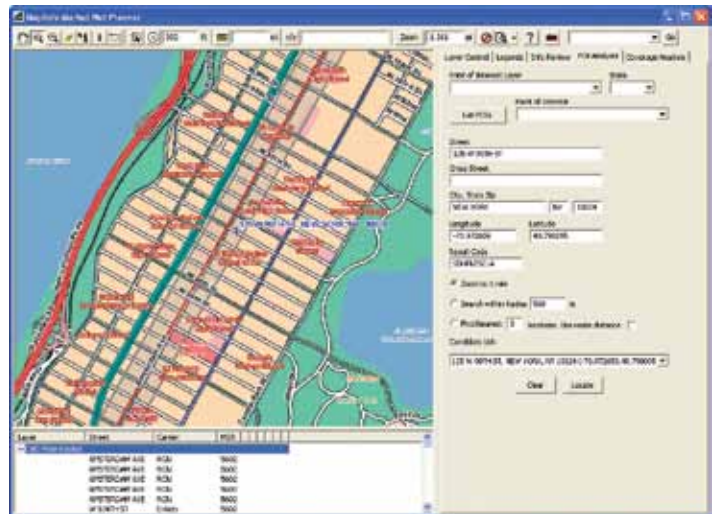
More comprehensive, reliable data for analyzing the overall performance and impact of utility assets, including the costs to support and potential risks, enables utility providers to perform more effective proactive planning and response in these, and many other areas, including:

- Safety and compliance – by reducing risks and improving operational and asset visibility
- Design, build and commissioning – by streamlining implementations
- Operation and maintenance – by integrating real-time network monitoring to help achieve optimal stability and uptime
- Mobile response – by more efficient deployment of field technicians or emergency first-responders

Pitney Bowes Business Insight software, data and services for enterprise asset management initiatives include:

- Data integration and ETL to integrate information from disparate sources
- Data quality and enrichment for better accuracy, integration, accessibility and value of information
- Location intelligence and GIS to easily visualize the relationships between data and geography
- Web 2.0-based mapping with live information about the location of assets and services
- Configurable applications and web portals for on-demand access
- Grid-based continuous spatial information for various analysis tasks
- Risk, tax, street, geocoding, parcel and geographic data

These focus areas help utility providers better understand the overall performance and impact of assets in terms of cost or delays, and the impact of growth on network performance—with the ultimate goal of well-balanced service coverage, capacity and quality. Our enterprise asset management solutions also concentrate on customer accounts as a key asset, and nurture this asset through better customer relationship management, including customer communications, remittance mail tracking, customer profiling/segmentation and sales territory optimization.



Highly accurate location intelligence for such applications as “call before you dig” greatly increases pro-active asset protection and enables more efficient responses.

“Better formatted bills have reduced the number of customer calls that our service center receives, and access to archived bills has made the customer service and resolution process faster and easier.”

– Alisa Mann,
Customer Services Manager,
Las Vegas Valley Water District

Case in Point: Northern Ireland Water Service's network management system was built around our MapXtreme® engine and incorporates a Microsoft Access database to store, maintain and manage water and sewer data for easier updates.



Improve communications and simplify interaction for happier customers.

In today's market, the quest to achieve higher levels of customer service is an increasingly critical component of high performance for utility providers. Additionally, the regulatory climate serves as a motivator for utilities to improve customer satisfaction to better manage against risk of regulatory scrutiny or fines. Expectations of utility customers have steadily changed as non-utility companies have significantly raised the bar on customer service. Therefore, utility customers are now holding the utility providers to the same high customer experience standards as companies in other industries.

Utilities typically do not interact with customers except by sending a bill or responding to billing and service issues. Because most customer contacts are related to resolving customer issues, a consistent and timely issue resolution capability is critical for utilities to meet the expectations of customers. By properly managing increased call volume activity, utilities have an opportunity to exceed customer expectations as well as enable customers to exercise greater control over their accounts.



Pitney Bowes Business Insight software, data and services for customer/constituent management initiatives include:

- Consolidated billing, bill redesign and web-service
- Combined data and communication management, demographic segmentation and postal compliance for increased value
- Web self-service and e-billing convenience
- Consistent and targeted communications for stronger customer relationships
- Greater accuracy, personalization, efficiency and control in communications
- Optimize postal discounts to reduce costs of large volume mailings
- Move update and USPS® standard compliance to avoid postal penalties
- Mail track and trace capabilities to manage cancellations, collections and customer service
- Data integration and ETL to integrate customer information from disparate sources
- Data quality and enrichment for better accuracy, integration, accessibility and value of customer information
- Location intelligence and GIS to easily visualize the relationships between data and geography

Pitney Bowes Business Insight gives you a competitive advantage

With Pitney Bowes Business Insight, you are able to analyze and understand your customers more accurately and completely. Beyond what and how, we help you know why. Our solutions for the utility industry lives within a set of *Customer Intelligence*, *Customer Communications* and *Customer Care* solutions that work together to enable better business analysis and decision-making and to enhance operational systems and workflows.

With Pitney Bowes Business Insight, you can:

- Satisfy customers with consolidated billing, relevant offers and efficient self-service
- Improve planning and instantly pinpoint service disruptions
- Comply with all regulatory requirements, including tax, fraud reduction and reporting
- Automate processes, streamline customer response and reduce postage expenses

With Pitney Bowes Business Insight, you will be better able to acquire, serve and grow your customer relationships.

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