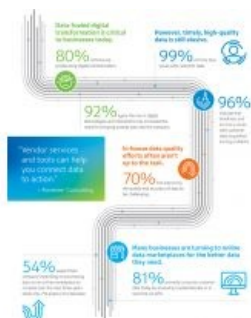# Pitney Bowes Releases New Software and Data Marketplace

Pitney Bowes Inc, a global technology company that provides innovative products, solutions and data to power commerce, has announced the global availability of its new Software and Data Marketplace, simplifying access to hundreds of data sets across the Retail, Insurance, Real Estate and Financial Services industries.

The Software and Data Marketplace is a self-service resource for data users to download Pitney Bowes' data catalog for sample categorical data, such as address, boundary, demographic, geo-enrichment, point of interest, and street data. Additionally, a Software Development Kit (SDK) is also available through the Marketplace, which allows users to receive their products and updates automatically.

"By establishing the Software and Data Marketplace, we are removing the complexities our clients face by enabling access to the portfolio of location, individual, and address-centric data we've amassed from a century's worth of mail-based data streams, and making it readily available and interoperable for critical business functions." said Bob Guidotti, Executive Vice President and President of Software, Pitney Bowes.

According to the December, 2017 study, Digital Is Driving The Next Generation Of Data Marketplaces, commissioned by Pitney Bowes and conducted by Forrester Consulting, 99% of businesses have trouble using customer data; 69% have trouble detecting changes in data; 92% need to increase use of third-party data due to the rise of digital technologies and interactions; and 99% say they would make a data purchase online.

The Software and Data Marketplace provides organisations uninhibited access to reliable data relevant to their industry. For example, insurance providers can visualise sample data around properties to better assess risk for accurate underwriting; financial services providers can review demographic and location-based data to identify areas with the highest growth potential; and retailers can assess street, demographics, and points of interest data to plan store locations and maximize go-to-market channels.

The Geo-enrichment data sets available on the marketplace platform are also coded with the Pitney Bowes pbKey, a unique and persistent identifier for addresses, which not only helps data purchasers build a more complete "golden record" of addresses with detailed location attributes, but also keeps addresses up to date by storing them and then performing a reverse pbKey lookup to obtain the latest address. This helps Pitney Bowes overcome data management challenges organisations currently face.

The Software and Data Marketplace is part of the Pitney Bowes Knowledge Fabric, which helps clients surface relevant business insights by understanding the relationships between people, places, and things. It will continue to evolve over time, and will continue to add more learning resources, data content and products, data samples and functionality to the Map Explorer.

To learn more about the Software & Data Marketplace, and to register for an account, visit: www.pitneybowes.com/us/data.html