

# Shift into TransPromo

*Production Intelligence™  
takes your documents further.*



# Discover the possibilities of Production



TransPromo documents have transformed the industry, turning traditional statements into relationship-building communications that drive cross-sell, up-sell and customer loyalty.

Faced with legacy systems, technology limitations, time-consuming integrations and workflow challenges, production mailers must find cost-effective ways to take advantage of these new marketing opportunities.

Production Intelligence™ gives you the power to overcome these challenges and create documents that are flexible, relevant and personal. With Pitney Bowes, you can transform ordinary statements into TransPromo statements, making the documents you produce a revenue-generating asset.

## **Get the right message to the right person.**

As customer communications become more targeted and personalized, the importance of integrity increases. File-based processing allows you to build each mailpiece according to exact specifications, with each sheet, each insert and each component verified for each recipient.

This automated integrity allows you to selectively insert specific offers to individuals based on their profiles and preferences, so you can cross-sell more effectively. You can also prioritize messages, adding the optimum number of inserts without exceeding desired weight and postage limits.

## **Enhance statements on the fly to maximize impact.**

Printstream re-engineering software makes it easy to modify print-ready documents with no need to change the underlying business application. Add color, manage white space and generate personalized promotional messages directly on your documents. You can combine several communications into one, manipulate and reformat content and gain the flexibility you need to deliver TransPromo advantages to your organization.

## **Leverage customer insights to increase returns.**

Geography, demographics, neighborhood dynamics, household income and past buying habits are just a few of the data points that can turn ordinary statements into powerful, personal TransPromo documents. And with Pitney Bowes solutions, including our location intelligence applications, you can capture, manipulate and merge that data in your production environment, whether it's provided by in-house or third-party sources.

## **Start selling before the envelope is even opened.**

Production Intelligence™ lets you make better use of envelope real estate. With variable envelope messaging, you can connect with your customers through targeted offers and promotional copy directly related to the documents inside. In-line printing helps improve open rates and can help increase response to your company's marketing efforts.

# Capabilities Production Intelligence™

## The Downstream Advantage

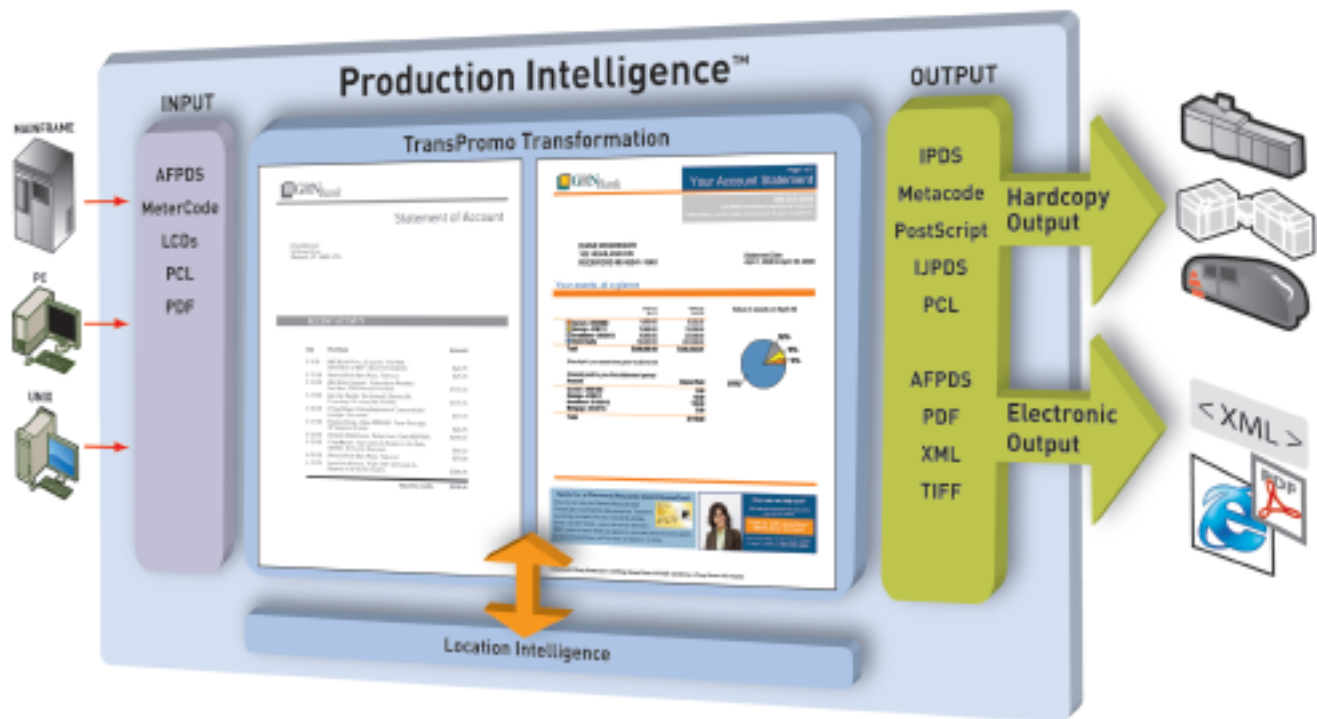
When you apply Production Intelligence™ to modify, enhance and personalize documents, you can overcome a host of issues normally associated with document changes.

- > Leverage multiple data sources
- > Minimize impact to legacy applications
- > Support a variety of print drivers and workflows
- > Incorporate more timely, relevant data
- > Take full advantage of technology investments

## TransPromo can make you more productive, too.

The same technologies that help transform your statements can also enhance your overall print and mail operations. Reduce errors, lower operating costs and increase productivity with real-time intelligence, added flexibility and data-driven controls.

- > Balance workloads across printers, inserters or sites
- > Cleanse addresses and maximize postal presort discounts
- > Generate electronic documents for web presentment
- > Automate reprints and other manual processes
- > Accelerate time to market



Production Intelligence™ makes it easy to promote relevant offers, target onserts based on geo-demographics, drive messages with transactional data and transition to color printing—all so you can make a more powerful statement.

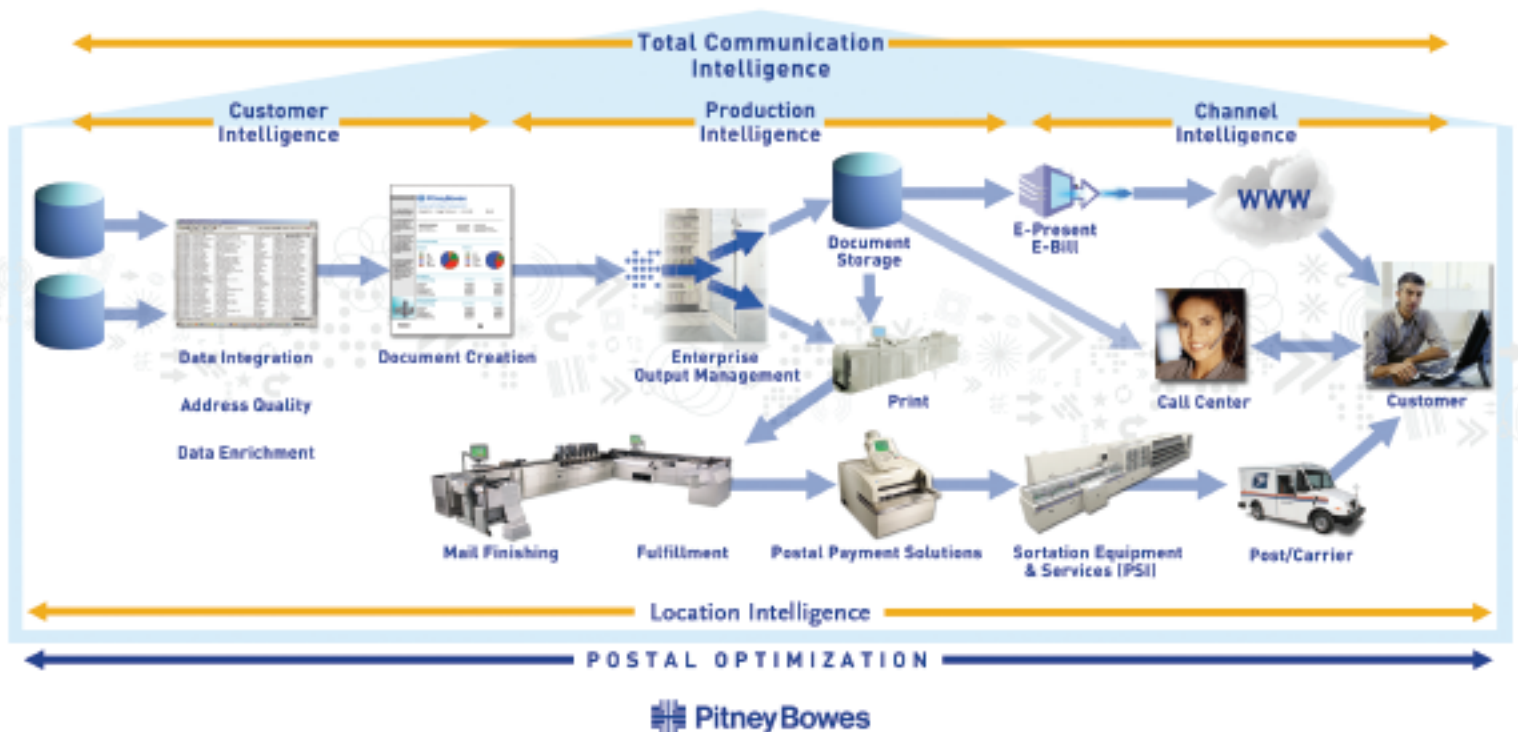
***Shift your documents into higher gear.***

Pitney Bowes can show you how.

# The Connected Mailstream—powered by Production Intelligence™

You'll find Production Intelligence™ at the heart of the connected mailstream. Here, our integrated print and mail solutions provide the controls and high-speed performance needed to create, modify, produce, manage and distribute customer documents with greater integrity, flexibility and efficiency – giving you the power to turn ideas into action.

## Customer Communication Management (CCM) Value Chain



## Put Production Intelligence™ to work for you.

By integrating leading-edge software, marketing services and high-productivity systems, Pitney Bowes is unique in its ability to deliver customer insight and more effective communication. With our TransPromo solutions, you can bring marketing and operations together to grow customer relationships.



*Speak with the experts today.  
Visit [www.pb.com/transpromo](http://www.pb.com/transpromo) or call 1-877-536-2736.*

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