MAIL *and* DOCUMENT SECURITY

THE

PITNEY

BOWES

EXECUTIVE

ADVISOR

The Impact of Mail Security on your Business

Better Crisis Management

Procedures to Improve Mail and Document Security

Maximizing Direct Marketing Today

Products and Services that Help Protect your Business

Mail and documents are critical to the infrastructure of your business. Pitney Bowes has over 80 years experience providing secure mail and document management solutions—more experience than any other company. Our three-pronged approach—involving our dedicated people, proprietary processes, and innovative products and services—has been used to develop and operate secure mail and document environments for corporations and governments all over the world.

These are challenging times. Added to the full range of responsibilities we were all facing before September 11 are growing concerns about the safety of our mail, the linchpin of American commerce.

More than the telephone, more than the Internet, the mailroom is your company's main portal for inbound and outbound information – and for almost all its revenue. Last year, $528 billion of sales were made through the mail.

And now, the simple act of opening an envelope provokes suspicion, even fear. For business, the ripple effect could be serious and prolonged. Amid the uncertainty, we find ourselves questioning how all of this will affect our own particular company.

Will the bills you send out to customers go unopened?

Will the direct mail you rely on be ignored?

Will your mail center, and all the departments it touches, slow to a crawl?

Will your current mail security procedures be effective?

As events continue to unfold and emotions escalate around mail, pressure builds on companies to respond to these questions and take dramatic action. Under these unprecedented circumstances, perhaps you're wondering where to turn for advice.

At Pitney Bowes, the development of secure mailing technologies has been our expertise for more than 80 years. We invest more in research and development on mail security and quality than any other company. Currently, we are working with the U.S. government, as well as leading an industry task force, to restore confidence in the security of our nation's mail system. As a global company, we are also providing assistance to foreign postal authorities facing similar issues.

We believe that the single best way to undermine terrorism, and those who perpetrate it, is with the unwavering resolve to conduct our regular business with increased prudence but without fear and anxiety. As you evaluate your options to enhance your mail-related security, we offer you the enclosed special publication - *Mail and Document Security: A Pitney Bowes Executive Advisor*.

Our business now, as always, is to work with our customers as partners, providing leading edge, on-site and off-site secure mail and document management solutions. We are pleased to be able to share our expertise with you during this difficult period.

Thank you.

Michael J. Critelli

MICHAEL J. CRITELLI
Chairman and Chief Executive Officer

michael.critelli@pb.com

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How Mail Impacts Your Business

Until recently, most employees of a large organization viewed company mail like electricity or plumbing — a hidden process. Provided that mail was sent or received uneventfully, mail was considered an operations function that did not require the attention of the rest of the organization.

Today, concerns about mail have now moved from the mail center operation to the boardroom. Many companies are now conducting audits of their mail and document security, evaluating options, considering consequences, and implementing structural and operational changes.

It was inevitable that, over time, the mailing operation would be reviewed for re-engineering to improve operational effectiveness and efficiency. Recent events have accelerated that review process because of security concerns. As organizations analyze their processes, they achieve not only a greater level of security, but also greater quality, effectiveness and efficiency throughout their mailing operation.

Organizations are questioning every aspect of their mail operation – its purpose, process, and cost and considering alternative options for their messages, documents and packages. They are also exploring the combined use of physical and electronic communication.

The need to review your mail operations is a certainty, and how your organization responds will significantly impact your people and your processes.

A Flight to Quality and Security: People, Processes and Products

As decisions about mail become more complex, the quality and caliber of mail center employees must also change, requiring experience, higher educational standards and newly defined skills. All mail center employees need training programs with periodic updates. Many organizations are already outsourcing mail operations allowing them to leave the mail to professional, experienced and well-trained employees, utilizing rigorously designed processes and specialized equipment suited to their company's needs rather than incurring the cost, time and risk of trying to set up their own mail operation.

> Changes in MAIL and how it is PROCESSED were inevitable, now they will just *accelerate.*

Quality in mail processing, particularly outgoing mail processes, is no longer a choice but rather an imperative for organizations wanting to enhance the safety of their employees and to maintain the confidence of their customers. The safety of those who handle the mail and the contents of the mail depends upon the quality of the inbound and outbound mail processes you select. Quality mail center employees, processes, equipment and facilities are now essential to mail security.

The flight to quality also applies to the appearance and contents of mail itself. Senders need to create mail with a more professional, credible appearance and to work with postal authorities to create tighter controls over the journey of each piece of mail. This means better envelopes and paper, more professional printing, and metering for payment, since metering implies quality. Mail recipients will make decisions on whether or not to handle or open mail you have sent based on its appearance. "Junk mail" may ultimately disappear.

As the mail recipient, there are steps you can take to enhance security throughout your operation. In making decisions about security, you have a range of tools to choose from that provide different levels of security.

Six Levels of Mail Security

1. Source Identification

Whether you send or receive mail, a strong component of security is the use of meters to screen mail based on whether or not it bears a meter imprint. Why?

Metered mail is far more secure than stamped mail or permit mail because the meter identification number on each piece of metered mail is traceable back to the location (and sometimes to a specific floor of a building) from where it was mailed. Terrorists sending hazardous mail content have used stamps, which are the postal equivalent of cash. Stamp users and their points of origin are untraceable if the senders don't identify themselves.

2. Source Authentication

Whether you are sending mail to an address or person with whom you are not familiar or receiving mail from an unknown person or an unknown or unfamiliar address, address management software is available to help you validate addresses on outgoing mailing lists and return addresses on incoming mail. This software can give you greater ability to detect suspicious incoming mail if a sender uses a non-existent return address (as in the cases of the recent terrorist mailings).

3. Source Transmission

The Postal Service, along with the mailing industry, has various systems for securely tracking end-to-end mail handling processes at every step along the way. Pitney Bowes products and technologies allow mailers and recipients alike to track and trace the mail along its journey.

4. Content Security

When you are sending mail, you want secure processes to help you determine whether anyone has tampered with the content of your outgoing mail. For your most important transactional and marketing mail, you want a precise and accurate record of the contents of every mail piece. Technology to provide content validation is available and in use today.

As a mail recipient, you will have varying degrees of concern about identifying the contents of mail before it is opened. Technologies are available to identify specific hazards such as explosives in unopened letters or packages, but processes also exist to validate the contents of mail from other organizations and to validate the security of the content.

While no feasible technology is broadly available yet for detecting the full range of hazardous content, highly trained mail center professionals can screen out individual letters or packages more likely to contain hazardous content.

5. Hazard Removal

There are a variety of technologies and processes available to remove hazards from mail recipients. One approach currently available is to have the mail opened and scanned at a secure facility and delivered electronically to the recipient. The second is to remove the hazard from the mail piece, but to preserve it for future analysis; and the third is to destroy the hazard. The choices of which approach to take and which technology to deploy are decisions that require expert advice, which Pitney Bowes is well suited to provide.

6. Selectively Filtering Incoming Mail

Organizations may choose to require that incoming mail, documents and packages fit a profile created by the recipient. Systems and processes can be deployed to create the profile and manage according to that profile.

The Paper/Digital Partnership

It is tempting to assume that, because of the emergence of digital electronic messaging, message security issues can be most easily addressed by a complete and immediate move from physical mail to pure digital, electronic communication.

While many people believe electronic communication will displace physical mail, the reality is that some mail volume is stimulated by electronic mail and vice versa. For example, the Internet has increased the need for package deliveries. It has also increased the need for direct mail to help drive customer traffic to a specific Web site. E-mail notification of direct mail campaigns can increase the likelihood that direct mail will be opened when it arrives. Synergies can be gained by using the inherent properties of paper and digital communication to their best advantage.

> Synergies can be gained by using the inherent properties of *paper and digital* communication to their best *advantage*.

Finally, greater focus on providing customer-centered service has heightened interest in understanding how mail recipients want to receive their bills, statements or other messages. Digital document delivery systems give mailers the flexibility to deliver messages in paper or electronic form, based upon the recipient's needs and preferences.

Harnessing the advantages of both physical and electronic mail can unlock new ways of building relationships with customers that have not yet been fully utilized.

Although experts have been predicting the demise of physical mail for almost 10 years, mail has endured and paper-based communications continue to grow. The reasons for the durability of paper-based letter mail will suggest why the better approach is to continue using both mail and electronic messaging in parallel:

- Paper-based mail has certain advantages for large segments of our population — universality, ease of access and use, portability, tangibility, privacy, and ease of crediting the source of the message — among them.

- Mail is being adapted to take advantage of the capabilities of electronic communications. One compelling example is the ability to employ hybrid paper-electronic communications in which a single message is delivered electronically to eliminate geographic and time barriers, followed by paper-based rendering of the message at the point of receipt. Another example is the ability of the Internet to track the movement of specially tagged letters and packages.

- Individuals, organizations and societies overly dependent on electronic communications have quickly discovered that they have not reduced security risks, but have simply traded one set of security risks for another.

What Role Does Pitney Bowes Play in Mail Security?

Pitney Bowes has the expertise that can provide the level or levels of security appropriate for different mail, document, or package streams in your organization. We are also uniquely qualified to look concurrently at your entire mail and document management processes and develop a business plan that will enable your organization to realize optimal security, quality and cost-effectiveness from your mail and document management process.

Mail in all its forms will continue to be essential to the way we live and work. It is only the choices we make about how to manage it that will change.

People

The key to your company's strength is people empowered with knowledge and equipped to lead.

Communicating With Employees

In times of crisis, people are desperate for information and, in the absence of facts from a credible authority, may tend to rely more on rumor and conjecture. Today the Internet accelerates this process. This can result in a situation that is unproductive or out-of-control.

To protect both the physical and mental welfare of your employees and the integrity of your business, it is essential that you communicate accurate information rapidly to the workforce.

Communication Strategies

Talk to Everybody at Once
Control the message from the beginning. Use every form of communication—memos, e-mails, company-wide e-broadcasts—and best of all, if possible, personal contact. Now is the time for management leaders to be seen and heard.

Don't Delay
Communicate even if you don't have all the information necessary for a full briefing; in a crisis situation, responsive leadership can be reassuring.

Be Calm
Your employees will be watching you for any sign of fear or confusion. Communicate confidence and assurance.

Avoid Vagueness
The more information people have, the more limited the opportunity for rumors and fear. Admit what you don't know.

Disclose Actions Taken
Begin by informing employees of the actions underway to address their safety. This will help enable employees to refocus on their work.

Allow Time for Questions and Suggestions
People feel better when they have an opportunity to express themselves.

Offer Assistance
Ask management and supervisors to be alert to signs of emotional impact. If counseling is called for, make it available to those who need it. Assist employees with transportation or other emergency arrangements.

Be Understanding
Acknowledge the crisis and create a climate of acceptance for the range of reactions to it. Make allowances for less than peak performance so as to allow employees to cope and to avoid accusations of managerial insensitivity.

> With leadership and communication, even a *crisis* can become a *manageable* situation.

The Frontline: *Building Your Crisis Team*

Managing and preventing a crisis requires a team of selected people that can formulate a response that is swift, well planned and well coordinated.

Experts agree that during a crisis, the most effective team is trained (preferably in advance), able to act quickly and is relatively small. The Pitney Bowes core crisis team for our corporation of some 32,000 people worldwide consists of 11 people.

The Right People

The nature of your business will determine the composition of your team. For example, if your business involves chemical materials that may cause a potential crisis, an environmental specialist is critical to the team. Team members should be experienced, able to remain calm under pressure, and command compliance.

> During a crisis, the most effective team will be WELL-TRAINED, able to *act quickly* and be relatively small.

Recommended Core Crisis Team Positions

CEO or COO

An ultimate decision-maker who can determine and order the appropriate action.

Public Relations

A person experienced with external communications who can maintain the integrity of corporate statements.

Internal Communications

A person who can create and craft messages quickly to communicate to employees, as needed.

Compliance and Security

A person with experience in investigation, reporting and enforcement.

Human Resources

A person who can advise on all matters pertaining to your employees.

Attorney

A counselor who can offer a legal perspective on the ramifications of various courses of action and advise on liability.

CIO

A technology person familiar with company systems and processes.

CFO

An advisor who can judge the costs and risks of any potential action.

Investor Relations

A person who understands how the market might react to a crisis in your company and who can communicate with security analysts and other stakeholders.

Sales and Marketing

An advocate for the needs of the customer who can formulate contingency plans for maintaining revenue.

Medical

A doctor or other health professional to advise on medical matters impacting employees or the public.

Suggested First Steps for the Crisis Team

- Conduct a detailed audit of potential areas of weakness in company security, confidentiality and response procedures.
- Based on the audit, develop crisis scenarios with detailed responses for each.
- Identify key internal and external contacts including government agencies (CDC, FBI) and local resources.

According to Pitney Bowes' Corporate Compliance and Integrity Chief, retired FBI agent John Walker, "the existence of a trained, prepared crisis team following established crisis-management procedures can significantly limit the risk for employees and business."

Your mail needs to be fast, dependable and secure. Only the combination of a well-trained staff and sound processes can deliver all three.

Process

Achieving Mail and Document Security

The events of the past few months have demonstrated the importance of securing the mail center. Although today the security of your incoming mail may be perceived as the primary focus, your outgoing mail must also be guarded to instill confidence in your customers in the mail they receive from you.

While government agencies are doing all they can to safeguard the mail, they can only go so far. To maximize the safety of your employees, your business and your customers, we suggest that you perform a comprehensive audit of mail center security, followed by action to secure this critical area.

As the global leader in mail and document management, Pitney Bowes has developed a set of best practice guidelines for mail center security that provide the foundation for a comprehensive safety and security program. The following are suggested protocols that can help you secure your mail center.

Mail Center Security

Mail and document security begins with securing your mail center, and all mail centers are different. The actions you take will depend on many factors: where the mail center is situated in the building, how many people work there, how many people the mail center serves, and the volume and type of mail it processes, among others.

Ultimately, deciding on the appropriate security measures for your mail center is a complex task. It is possible to overestimate or underestimate the necessity for certain procedures and technologies. You may wish to contact Pitney Bowes, who will begin by auditing your processes and assessing your needs.

Mail Center Staff

While mail center security today is focused on incoming mail, risks to your business, employee safety and company privacy can also originate internally.

To maintain a safe mail center environment, it is essential to have mail center employees capable of dealing with all aspects of mail security. In addition to being gatekeepers of incoming mail, mail center personnel are privy to confidential information about the company and the private information of employees and customers, including credit card numbers and other financial and personal details. We suggest legally compliant background checks of prospective and current mail center employees that include:

- ***criminal background checks***
- ***drug screens***
- ***previous employment history and reference checks***

Authorizations in writing from and advance notifications to the employee are legally required for certain reports, screenings and employment actions.

A stable, well-trained work force is the foundation of effective and secure mail, parcel and document operations.

Basic Mail Center Protocol

Appoint one person to oversee the mail and mail center operations and limit and monitor access by all others. Be alert to and report attempts at unauthorized access.

Item Tracking and Accounting
Accept packages only for listed employees and only from authorized mail delivery personnel with identification. Create a detailed audit trail for each piece of mail that captures each point of transfer. Make special provisions for the safekeeping of valuable incoming items, especially temporarily undeliverable packages and keep outgoing mail in a separate, secure area until pick-up.

Securing the Postage Meter
Limit usage of the postage meter to authorized users who are accountable for its proper use.

Train and Retrain
To maintain a constant state of alertness, refresher training of employees is recommended at least annually. For example, Pitney Bowes provides both initial workforce training and periodic updates on procedures, including a refresher on suspicious letter/parcel identification and security video training.

Additional Security Precautions to Consider
Certain businesses may require special precautions such as: using access control systems with card readers, intrusion alarm systems, surveillance cameras or x-ray screening.

Refresher
training of employees is
RECOMMENDED
at least
ANNUALLY

Restoring Customer Confidence In Mail

For many of your customers – individuals or companies – mail now may elicit suspicion, or fear. This is clearly a cause for concern but the situation is not irreparable.

There are steps you can take to renew your customers' trust in your mail.

1. Secure Your Mail Center

Today, many mail centers are as open as company cafeterias. Employees and, even, outsiders are able to make use of company stationery and mail machines. Securing your mail center is not only extremely important for the security of your employees but also the first and most effective step you can take to instill confidence with your customers.

You should be concerned with the following :

- **Personnel**

Your mail center is only as secure and dependable as those who work in it.

- **Place**

A mail center accessible to everyone makes it easy for an incident to take place.

- **Procedure**

Procedural checks and balances ensure that mail is handled only by those with the authority to do so.

2. Meter Your Mail

Metered mail is more secure. Through the indicia imprinted on the mail, metered mail is traceable to the holder of the meter. It is highly improbable that anyone intending to cause harm through a piece of mail would leave themselves vulnerable to identification and arrest by using a meter traceable to them. As issues with mail security continue, both consumers and companies are beginning to recognize and trust metered mail more than stamped mail.

3. Secure Your Meter

Ensure that only a limited number of screened and trusted employees have access to your meter by locking it in a secure room and giving only those authorized the key. Your meter now becomes the location of final checking of outgoing mail and a final seal of security.

4. Tell Your Customers

Using a postcard, inform your customers and prospective customers about the steps you've taken to secure your mail center and the mail they receive from you. If possible, also inform them of any imminent mail from you in the form of promotions or offers.

5. Leave It to the Experts

In the past few months it has become all too clear how complex secure mail can be. Speak to the experts, be it the United States Postal Service, Pitney Bowes or others who have proven mail to be their area of expertise.

Making Mail Welcome

With the right procedures and precautions, mail can return to the everyday process it once was, free of fear and suspicion and a powerful, cost-efficient and welcome communication tool.

> Today, many *mail centers* are as **open** as company cafeterias.

Direct Mail:
Maximizing Response Today

The vast majority of companies continue to depend upon and utilize mail to communicate with their customers by direct mail. Here are some simple measures that a direct mailer can apply to maximize mail response.

Beyond securing your mail operation (as described in the article on page 11), there are some simple measures that direct mailers can apply to reassure mail recipients.

Notification
Use e-mail, telemarketing or postcards to notify consumers that mail is on the way.

Use a clear and identifiable return address
Consider including your company logo printed in color in the address.

Add logos
Display your color printed logo prominently on the envelope.

Use what recipients have come to expect
If your ink-jetted envelope is a regular and recognizable occurrence, the recipient will be more disposed to opening it. Use of windowed envelopes may also be helpful.

Use postcards
Sometimes, depending upon the content, postcards may be an appropriate alternative to letters.

Seal contents
When sending samples, enclose them in a poly-bag and identify the contents on the envelope or container. You may also want to inform the recipient in advance via a postcard that the sample is coming.

Eliminate non-stick powders
Limit the use of cornstarch-based slip agents or talcum powders to keep material from sticking together or slowing equipment.

Use tamper-evident seals
Envelopes with tamper- evident seals are available and can be printed with a warning "Do not open if tampered with".

Use printed tape
Sealing packages with tape printed with your company name increases confidence that the sender is credible.

Secure your operations
Audit and monitor your receiving and shipping procedures.

Make Decisions Based on Facts, Not Fear
There is concern about the effect of recent events on the direct mail industry. Yet according to a recent Direct Marketing Association survey, ninety-two percent of direct mailers contacted "have no present intention of altering current mailing plans." Most have not seen any change in the response of recipients to mail.

92%
of Direct Mailers
have no intention of altering current mailing plans.

DIRECT MAIL ASSOCIATION SURVEY
OCTOBER 30, 2001

Services & Products *for* Mail & Document Security

Built on unparalleled experience and patented technology, Pitney Bowes products and services can organize, streamline and greatly increase the security of your mail and document operations.

Services

Secure, cost- efficient mail handling and document management have long been a core competency of Pitney Bowes. Our services are an integral part of our customer mail centers throughout the world. From small businesses to some of the largest corporations and governmental organizations, we have built a base of intelligence and learning that is proving invaluable in developing best practices for today's security needs.

Mail Center Management

Auditing Mail and Document Management Systems
Pitney Bowes can provide a totally comprehensive audit of your entire enterprise or a specific central mail center, mailing hub, division or department. An audit is usually an excellent first step to help you understand where you are and outline what is needed to achieve your objectives.

We manage more than
1300
Mail Centers
worldwide.

Outsourcing Secure Mail Centers
Many companies prefer to outsource their mail centers for operational efficiency and cost-savings. We are the leading choice, managing more than 1300 mail centers worldwide. Our outsourcing may be done on- or off-site, depending upon the sensitive nature of your incoming and outgoing mail.

Employee Screening and Training
As part of Mail Center Management, we conduct the most rigorous employee screening process in the industry. Our initial training is also unparalleled with continual updates on the newest guidelines and procedures. Employees continually receive training to better secure the mail environment, including the identification of potentially hazardous letters and packages and protocols for handling suspicious mail. And we have effective strategies to retain highly competent and knowledgeable employees, as indicated by a turnover rate that's lower than the industry standard.

Creating Customized Mail Center Security Procedures
Every company has its own specific business needs. We design specialized security procedures to meet each of them.

Ergonomics to Minimize Mail Handling
We have developed techniques and equipment to help companies optimize and reduce the number of procedures involved with handling mail, increasing the efficiency of the operation.

Imaging and Document Management

Secure Imaging

For efficient and secure distribution of your incoming mail and internal documents, we can digitize and distribute your information throughout your network, maintaining the integrity of your information with document level security measures to ensure your data remains protected – whether it is accessed from within your organization or from outside your network. Imaging allows you to reduce on-site storage by using electronic document distribution.

Document Creation

Whatever your document development needs – legal documents, manual reports, complex spreadsheets, creative page layout, informative graphs – we can recommend the proper tools and provide the on-site support services to complement your desktop environment to create high-impact graphics and powerful presentations. And, leveraging the power of our Electronic Document Management Services, we devise effective storage and document management processes and enable revision control.

Document Production and Distribution

The implementation of an effective document strategy enables a business to process and deliver documents when, where, and in the quantity and quality required at a moment's notice. With our experience in document processing, we can evaluate and recommend secure, cost-effective solutions including print-on-demand, reprograghics, e-mail and fax networks to improve your corporate communications.

Services

Business Continuity and Recovery Services

Pitney Bowes provides Disaster Recovery and Business Continuity services that assist companies in achieving the critical goals of a disaster recovery and business continuity plan. Experts assist companies with the important tasks of:

- *Identifying vulnerabilities*
- *Implementing disaster prevention programs*
- *Facilitating effective coordination of recovery tasks*
- *Minimizing the period of any serious disruption to business operations*

Working together with clients, we conduct risk assessments and impact analyses. Impact to business can include financial loss, loss of customer confidence and damage to reputation as well as the worst cases of severe injury and loss of life. A customized recovery strategy is developed that is always operational and tested on an ongoing basis.

Hot site For Back-up

In the event of a disaster, Pitney Bowes provides companies with critical print and mail capacity that ensures that key business operations continue. Our 50,000 square-foot, state-of-the-art Business Recovery Center in Stamford, CT, is one of the largest in the world. With capacity for 1 million mail pieces and 5 million print images, it is a dedicated "hot-site" that offers high-volume print and mail recovery. The site operates with advanced print and mailing technology with highly qualified technicians to implement a recovery plan with full service print, mail and finishing. Sophisticated systems and expertise ensure that your print-to-mail operations function smoothly, accurately and continuously with each process backed up by a unique, fail-safe system.

If disaster strikes, one call activates your plan and Pitney Bowes goes to work:

- *Preparing the site for you*
- *Configuring the equipment for your applications*
- *Establishing data communications*
- *Coordinating supplemental staffing*
- *Notifying US Postal officials.*

Our
50,000
SQ. FT. STATE-OF-THE ART
BUSINESS RECOVERY CENTER
IN STAMFORD
is one of the largest
"hot sites"
IN THE WORLD.

Always On

Our Business Recovery Services work 24 hours a day and 7 days a week to ensure that your business keeps running whatever the disaster so that you can continue to provide the kind of service your customers expect.

Financial Services

With operations and facilities now being scrutinized, audited and restructured, many of our customers are asking us for financing solutions to help them acquire the equipment, facilities, products and services they may need. We have a highly sophisticated financial services group who provides flexible financing options for large enterprises, municipalities and mid-to small-sized businesses.

With regard to the security of mail and document management, you may now have the need to upgrade your technologies or other mission-critical equipment. Our Capital Services group provides a range of financing for equipment leasing and a wide variety of capital equipment, including high technology equipment for foreign posts, rail and trucking equipment, aircraft, telecommunications systems, health care, production and marine equipment, as well as distribution and office facilities.

You may now have the need for financial services in order to upgrade your *technologies* or other *mission-critical* equipment.

Products

We've been instrumental in providing the most efficient and technologically advanced products in the industry.

Research and Development on Secure Products

We invest more in research and development related to secure mailing technologies and solutions than any other company in the industry. This has been a long-standing Pitney Bowes commitment, reflected in the fact that we have more than 3,000 patents in our portfolio and are one of the top 200 corporations receiving U.S. patents each year.

The Pitney Bowes Advanced Concepts and Technology (AC&T) group creates concepts and develops prototypes of new products and services for Pitney Bowes and our clients. AC&T's Secure Systems group provides expertise in all aspects of secure systems technology and develops technology-based product concepts, including: encryption, authentication, digital signatures, key management, fraud analysis, secure protocols, access control, tamper protection, and trusted systems.

Mail Processing Systems

Pitney Bowes' mail processing systems are the most sophisticated in the industry, enabling the complete automation of the mail process including the ability to print, address, feed, weigh, seal, meter, and stack mail in one continuous stream.

Mail security is built into many of our systems, enabling less human contact with mail operations, mail tracking, customized reporting, and providing reassurance to recipients through the use of metering and seals that protect the contents of an envelope. While our products offer many benefits to a user, in this publication we focus upon how you can secure your mail and add to its credibility and professionalism – whether inbound or outbound.

Pitney Bowes is available to consult with you on the products and services that will best serve your needs—for efficiency, productivity, cost-reduction and, of critical interest today, security.

Metering for Identification

Our meter users are licensed by the U.S. Postal Service (USPS) and are on file with the USPS and Pitney Bowes. Since every meter indicia contains the licensee number, we can identify the point of mailing for every piece of mail.

Today, we are developing "intelligent" digital metering which will soon provide much more sophisticated and targeted information about sender and recipient.

We invest *more* in *R&D* related to secure Technologies and Solutions than any other company in the industry.

Tracking and Delivery Management Solutions

Having information about your delivery is key. *Arrival*™ software automates your internal deliveries from point of delivery to final recipient, tracking a package through every stage with electronic signature confirmation. By automating the flow of incoming items to their final destinations, *Arrival*™ increases employee accountability and prevents lost items. The system tracks the status of each item and can determine its location, the time and date of delivery and captures the signature of the recipient.

No matter what you ship, *Ascent*™ mail center management software can send it quickly and more cost-effectively with total accountability including e-mail and fax shipment notification, and retrieval of package delivery status from carrier Web sites.

Through our DM Mailing System and your Internet connection, you can connect to our *Confirmation Services Network* and get electronic access to the USPS Certified Mail Delivery and Signature Confirmation Services so you can track and confirm your mail's journey from sender to receiver.

We also offer mail processing solutions for incoming and outgoing mail, sorting through an innovative and flexible software-based product line of Multi-Line Optical Character Recognition (MLOCR) sorters, encoding and voice recognition systems, as well as Internet-based track and trace applications.

For millions of customers, *Postage By Phone*® has long been used for convenience – with a toll-free call or via the Internet, postage meters can be re-supplied without a trip to the post office. Today *Postage By Phone*® is being used to increase security. This technology service allows you to track and report from 10 to 100 accounts on any class of postage on envelopes, parcels, tubes or flats, and it is incorporated into many of our mail processing systems. It also has automatic accounting, keeping your postage inventory safe within the meter and accounting for usage of every penny spent.

Account and Mail Management Systems such as *Accutrac*™ help you track operations and provide postage security through password protection, including a "Meter Discrepancy Report."

Secure Seals

Customers want assurance that they are the first to have opened their mail, and we have patented a number of tight, secure seal processes. These include our PRIVASEAL® and Nomex® processes, the latter letting you create a positive, even seal while you meter and stack 60 to 80 pieces a minute. Sealing has been integrated into our analog and digital machines, such as our *DM200*™ digital mailing system, which provides security with tip-to-tip sealing.

Encryption Technology

Our *Galaxy*™ mailing system offers digital printing of postage imprints, permitting the use of encryption technology. We incorporate this technology and produce digitally encrypted meter indicia that satisfy all current postal regulations while ensuring flexibility and adaptability for the future.

Addressing and Production Quality to Increase Mail Credibility

AddressRight™ products print addresses on envelopes creating a professional look that builds confidence with your customers, making your marketing mailings more effective. It also helps ensure that your mail will reach the right recipient, correcting addresses against the 110,000,000 address-range United States Postal regulations while ensuring flexibility and adaptability for the future.

Products

We can ensure that your mail will reach the *right recipient,* correcting addresses against the 110,000,000 address-range United States Postal Directory.

There are a number of printers that help meet high-quality needs, such as the *W680* and *W790*. These products print addresses and graphics in color, providing a professional and credible presentation. In addition, they print Delivery Point Barcodes, providing greater assurance that this mail can be trusted. The *W750* series ink-jet printers can additionally address flats, newsletters and catalogues. *SmartMailer*™ software helps ensure the correct address and bar coding and produces a professional quality look to inspire the recipient to open your envelope.

For smaller jobs, we offer a number of systems for tabletop folding and inserting such as the *5 Series*™ and *4 Series*™. These automate the inserting process and intelligently control the contents of each envelope based on needs. Double Document Detectors recognize multiple feeds automatically to assure that the final collation your customers receive is accurate.

Paragon® II *Mail Processors* provide total reports on every piece of mail sent with the speed of 240 pieces per minute for uniform mail and 90 pieces per minute for mixed-weight mail. This includes customized reports – be it client, department or project – for analysis and charge back. Security and bar coding capability is also available. The machines use Precision Jet Spray™ sealing with automatic sensors that ensure a clean, even seal.

Mixed Mail Manager (M3™) automates your incoming mail process providing increased productivity, efficiency and security. Information from powerful reporting software maintains tight control of costs and accurately identifies recipients while reducing delivery time by replacing manual sorting.

Enhancing the Quality of Direct Mail

Our production mail products and services, such as our *12 Series*™ and *DocuMatch*™, are designed to meet the needs of enterprise, high-volume transaction-based documents such as invoices, statements or targeted 1-to-1 marketing messages. We provide hardware, software, professional services and system integration, related maintenance support and financing options. These are highly sophisticated systems, able to:

- ***Detect operator intervention***
- ***Remove envelopes that are improperly sealed such as un-flapped envelopes***
- ***Automate the reprinting of damaged or misassembled mail pieces to ensure that your mailing looks clean and safe.***

SiteView™ tracks the entire document management process from point of job receipt to distribution.

Electronic Document Delivery

Today many businesses are considering the option of electronic digital delivery in combination with physical documents. Pitney Bowes offers advanced *Digital Document Delivery*™ (*D3*™), a system that enables companies to deliver bills and statements electronically —without disrupting or rewriting existing applications. *D3* enables greater employee and consumer physical safety at a lower cost than additional safety/security measures in mail centers.

The *D3* system is "vendor inclusive" and "channel-neutral" and supports delivery through whichever channel and payment system the biller selects. Electronic Bill Presentment and Payment systems allow billers to: enhance the quality of their interactions with customers, present and receive information securely, reduce document distribution costs, and speed the bill presentment and payment processes.

The *D3* system also enables an alternative communication medium between a company and its employees. The *D3 B2E* (Business to Employee) implementation allows employers to enhance the quality of their general communications to employees by presenting information through either the electronic or hard copy channel that the employee prefers. The technology architecture allows document distribution costs to be reduced and the quality of communications to be improved as closed loop "calls to action" and personalized documents reduce unnecessary communications and speed document delivery.

Digital Document Delivery™

Deliver bills and statements ELECTRONICALLY *without disrupting or rewriting existing applications.*

Major International Locations

Pitney Bowes Asian Operations
10th Floor
Beverly House
93-107 Lockhart Road
Wanchai, Hong Kong
Telephone: (852) 2528 9011
Fax: (852) 2527 4077

Pitney Bowes Australia Pty.
Level 3, Unit 3, 14 Aquatic Drive
Frenchs Forest, NSW 2086
Australia
Telephone: (61) (2) 9454 4310
Fax: (61) (2) 9454 4441

Pitney Bowes of Canada Ltd.
2200 Yonge Street, Suite 100
Toronto, Ontario M4S 3E1 Canada
Telephone: (416) 489 2211
Fax: (416) 489 3972

Europe, Africa and Middle East Region
Pitney Bowes Limited
The Pinnacles
Harlow, Essex, CM19 5BD, England
Telephone: (44) 1279 426731
Fax: (44) 1279 449070

France
Pitney Bowes France S.A.
Espace Clichy
Immeuble Andromede
82 rue de Villeneuve
92587 Clichy cedex
France
Telephone: (33) 1 41 27 47 00
Fax: (33) 1 41 27 47 07

Germany
Pitney Bowes Deutschland GmbH
Postfach 1818
Tiergartenstrasse 7
64646 Heppenheim
Germany
Telephone: (49) 6252 7080
Fax: (49) 6252 73354

Pitney Bowes Japan
Togoshi NI Building
No. 7-1, Togoshi 1-Chome
Shinagawa-ku, Tokyo 142-0041, Japan
Telephone: (81) (3) 5750 4111
Fax: (81) (3) 5750 4405

Pitney Bowes Latin America
2424 North Federal Highway
Suite #360
Boca Raton, FL 33431
Telephone: (561) 347 2040
Fax: (561) 347 2041

United Kingdom
Pitney Bowes Limited
The Pinnacles
Harlow, Essex, CM19 5BD, England
Telephone: (44) 1279 426731
Fax: (44) 1279 449070

Pitney Bowes conducts business in more than 130 countries through dealer and direct operations.

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Pitney Bowes
Mail and Document Management Solutions

Pitney Bowes Inc.
1 Elmcroft Road
Stamford, CT 06926-0700
www.pitneybowes.com

For more information:
call 1-800-672-6937 and ask for Program No. 8846
or visit www.security.pb.com