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Pitney Bowes' Emtex® Software Introduces Production Intelligence™ Architecture to Link Print and Mail for a More Efficient Mailstream Workflow

*Integrated end-to-end solutions capture intelligence at every touch point,
transforming business intelligence into real value*

KINGS LANGLEY, UK, 20 May 2008 — Pitney Bowes Emtex Software, the leading provider of Output Management (OM) and Automated Document Factory (ADF) solutions, announces the new Production Intelligence architecture. Production Intelligence provides a new strategic architecture to integrate print and mail workflow to improve document production control, integrity and efficiency. It automatically gathers real-time data about every aspect of a print and mail operation and connects islands of information, enabling operations to schedule, control, track and manage jobs, resources, devices and operators. Print and mail operations can now use a single dashboard to control, manage and track production workflow and measure performance and enforce benchmarks for productivity, service level commitments and compliance requirements.

Until recently, even the most forward thinking print and mail operations attempted to tackle document production improvement initiatives as two separate departments, focused on collecting critical print and mail data to derive key performance indicators to maximize performance. However, most are often stopped short due to manually intensive data collection processes, lack of data consistency, and the need for internal IT assistance.

The Production Intelligence architecture is designed to expedite and facilitate efficiency and integrity across the production print and mail environment and to the enterprise for an optimized mailstream so business users can spend less time looking for information. The new platform integrates production print and mail environments by unifying diverse production control systems so every mail piece can be identified, tracked, routed across its lifecycle, from printing and inserting to reprinting, tracking and delivery. As a result, the collection, monitoring and tracking across both environments provides key

stakeholders with critical job workload planning and modeling tools, job and resource forecasting and scheduling, SLA management, and end-to-end job and mail-piece tracking.

“As customer communications become more challenging, and as production processes get more complex, the Production Intelligence architecture unifies and automates business-critical processes and helps companies capture the business intelligence to accelerate performance and profits. Facilities can fine tune their workflow to unlock productivity and create a super-efficient mail stream,” said Pete D’Amato, Vice President of Global Marketing and Product Management

With the new architecture in place, operations can centralize scheduling, tracking and management of jobs, resources, devices and operators. A single dashboard provides a unified view of the full print and mail operation. The result is a simplified way to detect inefficiencies and errors. Operations can improve productivity, eliminate waste, achieve better resource utilization, grow capacity, increase profitability and reduce costs.

The new Production Intelligence architecture is available today.

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About Emtex Software

Emtex Software is a business unit of Pitney Bowes Document Messaging Technology (DMT) and an industry leader in providing the most comprehensive suite of Production Intelligence™ mailstream solutions to link print and mail workflow. Enabling organizations to deliver high integrity customer communications through an optimized mailstream that includes centralized job and print management, any-to-any transformation, real-time document re-engineering, automation of data collection and reporting, empowering organizations to schedule, route, transform, track and analyze production workflow. . Emtex solutions are used at more than 800 productions sites worldwide, across vertical industry. For more information, visit www.emtex.com.

Emtex is a registered trademark and Production Intelligence is a trademark of Emtex Limited.