

Achieving a single view of the customer is no longer fantasy.

We've made it a reality.

To truly understand the customer, business must connect and embrace all data sources about a customer—including those Big Data sources generated online, in the cloud, through social channels, or with mobile devices. But in doing so, data must be trusted—that means applying Big Data matching and cleansing capabilities to information, both inside and outside an organization.

The **4 V's** of Big Data are the challenge: Volume, Velocity, Veracity, Variety



In 2013, there were almost as many bits in the digital universe as stars in the physical universe.

EMC Digital Universe Study, with data and analysis by IDC, April 2014



3 million master data records are managed by organizations that have undertaken MDM implementation, which can take up to six months to integrate.

The Information Difference



32 billion things will be connected to the Internet by 2020.

EMC Digital Universe Study with data and analysis by IDC, April 2014



By 2030, 1 trillion sensors (massive sources of structured and unstructured data), will be in use.

HP Labs

A single view of customers is the solution.

Businesses across verticals are leveraging Big Data cleansing and matching capabilities to process and analyze the **4 V's of Big Data**.

Financial services

The global GDP suffers an **\$800 billion** loss annually in fraudulent transactions. This could be remedied by combatting financial crimes and achieving compliance.

Financial Conduct Authority



Insurance

Fraud makes up **10%** of all casualty and property loss adjustment and expenses per year, totaling **\$32 billion**. Big Data helps detect fraudsters using multiple identities.

Coalition Against Insurance Fraud



Retail

Retailers who leverage big data could increase their operating margins as much as **60%**.

McKinsey



Telco

With a **10%** increase in customer retention, businesses can see a **30%** increase in their company's value.

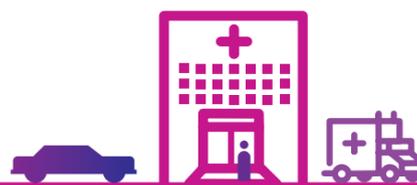
White House Office of Consumer Affairs



Healthcare

By better integrating big data, healthcare could save as much as **\$300 billion** a year.

McKinsey



Public Sector

The White House has already invested **\$200 million** in big data projects to deliver consistent communication to citizens.

The White House Office of Science and Technology



Explore the power of Big Data cleaning with the Spectrum™ Technology Platform from Pitney Bowes.

Named as a Leader by industry analysts in Customer Analytics and Master Data Management, Pitney Bowes provides products and solutions to 90% of the Fortune 500 firms. We can help you, too.

For more information, visit us online at: pitneybowes.com

Pitney Bowes was cited as a leader in The Forrester Wave™: Customer Analytics Solutions, Q1 2016 and The Forrester Wave™: Master Data Management, Q1 2016.