



Low-cost digital delivery service provides mailers with more ways to connect with customers



Your customers receive and manage information in more ways than ever before. Yet every new device and channel creates challenges, as consumers expect more choice, greater convenience and total control.

The Volly™ secure digital delivery service, a landmark innovation from Pitney Bowes, makes it easy for you to connect with consumers. Now your customers can see their bills, statements, direct marketing and other communications anytime, anywhere—via a Web portal, smart phone or iPad™. Best of all, you can leverage your existing paper-based production workflows and related IT infrastructure.



To learn more:

- visit www.volly.com
- email vollysales@pb.com
- call 203-351-6566



For consumers, the Volly service consolidates bills, statements, coupons, catalogs and other direct marketing through a secure, single log-in—using an Internet browser, smart phone or iPad, so they can manage and archive documents, make payments and respond to promotional offers more conveniently.

For high-volume mailers, this pioneering digital delivery service provides substantial cost savings while building stronger customer relationships. Beginning in 2011, organizations can enjoy:

Low-cost digital delivery. The Volly service offers consumer choice and provides mailers with ready access to those who prefer consolidated e-delivery.

Multichannel communications. Pitney Bowes makes it easy to connect with customers whether they prefer paper or digital form.

Branded engagements. Your logo is front and center—and you can manage the content and offers your customers receive.

Low-impact integration. Companies can leverage existing Automated Document Factory assets and capabilities to enable consumer-driven e-delivery.

This customizable service provides a mutually managed customer experience, where both mailers and their customers can manage the flow of communication in ways that meet their respective needs.



What is Volly?

The Volly™ secure digital delivery service allows consumers to receive and interact with content in ways that fit with their lifestyle. As an opt-in, spam-free system, this service works as a personal account manager. Individuals can receive, view and pay their bills; browse and purchase from their favorite catalogs; and receive relevant, useful coupons and discount offers. They can organize all of their content online, and access this information while sitting at their computer or in a mobile setting using their smart phone or iPad.

Our company has had limited success persuading customers to adopt e-delivery. How is this different?

Mailers have used financial incentives and perceived environmental benefits to promote e-delivery, but consumers are looking for more choice, extra convenience and greater control—without having to jump from website to website. Volly consolidates bills, statements, coupons, catalogs and promotional mail through a single log-in—making it easy for households to manage content and information their own way.

Can this service help my business save money?

Yes. In addition to printing and mailing paper statements, organizations can now engage consumers through a consolidated, digital service—where delivery is based on a customer’s personal preference. For some high-volume mailers, the increased adoption of low-cost digital delivery could lead to savings of tens of millions of dollars a year.

Will I still own the customer relationship?

Absolutely. Your logo will be front and center, and you can design the experience around your bills and statements. Whether it’s electronic bill pay, Web content, personalized landing pages or links to your social media outlets, you’ll have even more ways to engage consumers and cross-sell your products.

What happens to physical mail?

Many consumers still want to receive statements, invoices, catalogs and offers through traditional mail delivery. What’s unique about Pitney Bowes is that we can help you deliver mail via whatever channel a customer prefers—physical or digital—biller direct or through a consumer consolidator like the Volly service.

What else is unique about the Pitney Bowes approach to secure digital mail?

Volly uses proven Pitney Bowes Customer Communication Management technologies that range from payments to data quality, print stream engineering, information security, address cleansing, geocoding, digital document delivery and more. The intuitive Volly user experience demonstrates a deep understanding of consumer lifestyles and media consumption habits.

How will the Volly secure digital delivery service benefit service bureaus?

Volly capabilities provide service bureaus with one more way to help their clients integrate data and documents into existing business processes. With Pitney Bowes, service bureaus can accelerate their clients’ transition to highly personalized color communications in both print and digital form—all while leveraging their existing paper-based production workflows and related IT infrastructure. Overall, the Volly service can help service bureaus offer a broader range of services, satisfy and retain existing clients, and differentiate themselves in today’s market.

When will this service be available?

The Volly service will be launched across select U.S. markets in the first half of 2011.

Does Pitney Bowes have experience with digital communications?

Yes. For years, Pitney Bowes has operated at the intersection of physical and digital communications. The company has developed and implemented a range of software solutions to facilitate digital communications, including document delivery, online bill payment, and conversion of physical communications to digital forms. The foundational patents for the Volly service were filed nearly a decade ago, and Pitney Bowes continues to devise new approaches to customer communications management for its clients.

What can we do now?

Contact your Pitney Bowes representative and get your company on the schedule for a more in-depth presentation. The demand for the Volly secure digital delivery service is high, and rollouts will be prioritized based on a number of factors.



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