

Aria Helps Pitney Bowes Move at the Speed of Commerce

Overview

Industry:

ecommerce Solutions

Headquarters:

Stamford, Connecticut, USA

Challenges

- Required a single record of truth across existing systems
- Unable to quickly update pricing and packaging with legacy systems

Solution

- Faster launch of new offerings and services
- Cuts system implementation time from over a year to 8 weeks
- Scales to customers of any size

Benefits

- Superior customer experience
- Real-time access to customer data
- Secure access across all devices
- Frictionless, accurate, and transparent billing

Pitney Bowes has provided over 96 years of innovation, helping its clients navigate the complex world of commerce. Backed by a team of over 15,000 dedicated professionals internationally, this global technology company powers billions of transactions all over the world through customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce. More than 1.5 million clients, including 90 percent of the Fortune 500, rely on the physical and digital products, solutions, and services from Pitney Bowes.

The Challenge

After almost a century of continual success, Pitney Bowes needed to rethink its business strategy to stay ahead of a rapidly evolving marketplace. With disruptive technologies looming, Pitney Bowes looked to reinvent its business to take advantage of the market opportunity in the \$40 billion physical and digital commerce category.



Greater speed was essential for success—speed to market, shorter product cycles, and greater agility to meet changing customer needs. Yet, the technology stack that had served them so well through the latter half of the last century was nearing the end of its useful life. Pitney Bowes needed to rebuild its technology so it could quickly bring to market product variations, pricing alternatives, and packaging options. The technology stack also had to be flexible enough to respond to these new pressures at the scale of Pitney Bowes’ global business.

The Solution

The new Pitney Bowes Commerce Cloud created a digital business that helps them unlock the vast potential of their digital identify, locate, communicate, ship, and pay capabilities. It represents a huge shift and strategic milestone in the company’s evolution.

Pitney Bowes selected Aria’s Cloud-based Monetization platform as Commerce Cloud’s key billing and monetization component. In head-to-head tests against a competitor, Aria demonstrated that it could accelerate the go-to-market of new products by a phenomenal 700%. What was once a 14-month delivery process was effectively shrunk to just a few weeks. With Aria, Pitney Bowes can quickly update Commerce Cloud product offerings and provide frictionless billing of those plans to meet the demands of its clients.

Aria's Active Orchestration capability also synchronizes the interaction of multiple systems, providing the responsiveness needed for its customer-facing solutions. Aria flexibly handles several monetization models, including usage-based billing, like pre-paid usage billing with event notifications, to manage payments to a variety of shipping and solutions carriers. "Aria Systems is an industry leader that helps us remove the billing bottleneck so we can deliver continued innovation to our customers in a timely and scalable manner," says Joe Schmitt, Vice President and CIO, Pitney Bowes.

Solution highlights:

- **Faster Implementation.** Able to get up and running in just 2 months versus typical year-long cycle
- **Speed to Market.** Line of Business can launch new offerings and services in a fraction of the time, without tying up internal IT resources
- **Fully Scalable.** Billing capabilities work with small and large clients, and scale with the growth of the line of business
- **Compatible with Existing Systems.** Works alongside their SAP billing system, allowing them to support SMB and Enterprise launches of new services or in new geographies, in weeks, not months

Benefits

Through the Pitney Bowes Commerce Cloud, clients can identify and locate new customers, communicate with them through printed and digital channels, ship goods across borders, and engage in payments and transactions. Now Pitney Bowes can quickly make plan, pricing or promotion changes to take advantage of, or respond to, market changes. "With Aria, our customers will have immediate information on how much they'll need to pay and when services will be delivered—the kind of innovation that they've come to expect from Pitney Bowes over the last 96 years," said Schmitt.

Benefit highlights:

- **Real-time Data.** Pitney Bowes' customers don't have time to wait for information. Aria allows instant, real-time access to the account and billing information they need, making it easier for Pitney Bowes' 1.5 million clients to identify, locate, communicate, ship, and pay
- **Superior Customer Experience.** Line of Business can then make changes to quickly cater to customer demands for new connected service offerings with superior flexibility
- **Frictionless Billing.** Customer billing information is accurate, completely transparent and available in real-time
- **Reduced Development Time.** IT can capitalize on state-of-the-art workflow solution to accelerate the coding process
- **Secure Access Across all Devices.** Pitney Bowes enables their clients to access their solutions through PCs, mobile devices, connected metering devices, or via APIs. With bank-rate security, Aria assures Pitney Bowes' clients' data is safe, because Aria is PCI 3 compliant, and TRUSTe certified

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—Joe Schmitt, Vice President and CIO, Pitney Bowes

For more information go to www.ariasystems.com
or contact Aria at info@ariasystems.com or 1-877-755-2370.