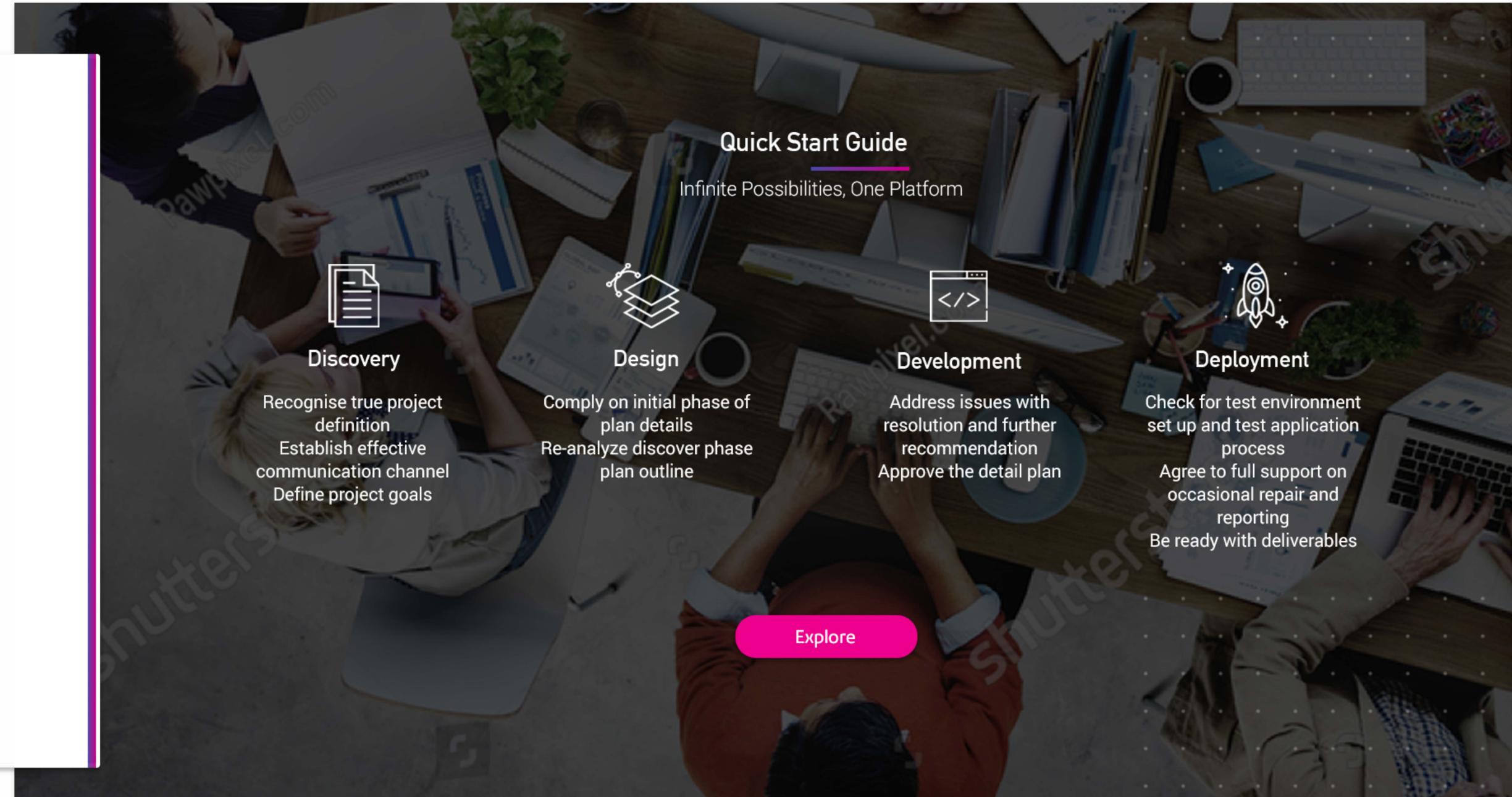


# PB Startup Pack for SMBs

PB Startup Catalog

## Index

- Why do you need Startup Pack?
- Who you are building for
- About SendPro C-Series
- What we are offering (Pb and Partners APIs)
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- Export
- Resources



**Quick Start Guide**

Infinite Possibilities, One Platform

**Discovery**

Recognise true project definition  
Establish effective communication channel  
Define project goals

**Design**

Comply on initial phase of plan details  
Re-analyze discover phase plan outline

**Development**

Address issues with resolution and further recommendation  
Approve the detail plan

**Deployment**

Check for test environment set up and test application process  
Agree to full support on occasional repair and reporting  
Be ready with deliverables

**Explore**

## About Pitney Bowes

Pitney Bowes (NYSE:PBI) is a global technology company powering billions of transactions – physical and digital – in the connected and borderless world of commerce. Clients around the world, including 90 percent of the Fortune 500, rely on products, solutions, services and data from Pitney Bowes in the areas of customer information management, location intelligence, customer engagement, shipping, mailing, and global ecommerce. And with the innovative Pitney Bowes Commerce Cloud, clients can access the broad range of Pitney Bowes solutions, analytics, and APIs to drive commerce. For additional information visit Pitney Bowes, the Craftsmen of Commerce, at [www.pitneybowes.com](http://www.pitneybowes.com).



## Why do you need Startup pack?

- New coders and experienced coders
- People developing solutions or wanting to start
- UX designers, product designers, and idea generators

# Who you are building for



## Small Business Owner in Retail and Online

Mike owns a small brick-and-mortar store and sells online. He is not technology shy and is looking for solutions to scale his business

"How do I get discovered and grow more customers – offline & online ?"

"How do I reduce complexity of managing multiple ECom marketplaces? Can I sell globally?"

"How do I reduce my shipping costs and manage returns?"

### Similar Profiles

Fashion boutiques & retailers  
Small sized traders and exporters



## Small Professional services firm

Flourishing services business with 1-2 owners & 3-4 support staff. Looking for solutions to enhance productivity & manage practice better

"How do I manage my practice better? Appointment management, scheduling and payments"

"Do I know my customers well enough? How do I grow them?"

"Which solutions can I use to manage my documents and increase productivity"

### Similar Profiles

Accounting, & Legal firms  
Healthcare Professionals  
Small Consulting firms



## Mid-sized manufacturers

Directors/ department heads of mid-sized manufacturing company. Looking for more customer insights to manage his relationships better

"Which are the tools to enhance my customer insights and manage relationships "

"How can I manage my documents securely and reduce shipping costs"

"How do I improve my business productivity ?"

### Similar Profiles

Small sized real-estate, manufacturing Distributors



## Small hyperlocal food delivery business

Ben is an owner of a popular local Pizzeria. His sales are predominantly offline with a growing online delivery business

"How do I get discovered locally and target my customers?"

"How can I scale my delivery business?"

"What can I do to reduce my costs and drive more efficiency?"

### Similar Profiles

Small food outlets  
Local service businesses: laundry, groceries

# SMB Start Overview

## SendPro® C-Series



### Hardware Specifications

- Tablet: 7' multitouch screen
- Tablet resolution: 1024X552
- Density: 160 dpi
- OpenGL ES 3.0
- RAM: 1GB
- Java Heap: 128 MB
- Integrated Wi-Fi, Bluetooth
- Integrated micro USB port that supports simultaneous charging and data transfer
- USB 2.0 micro USB compatibility with DC Power Jack capable of delivering 5 vdc @2Amps minimum.  
Future: Integrated micro USB and 5v Power Jack can be replaced by Integrated USB 3.0 Type-C USB port that supports simultaneous charging and data transfer
- The Meter Base can supply 5v @2A to the tablet.
- No GPS or Accelerometer sensing devices
- From facing Camera
- No Microphone

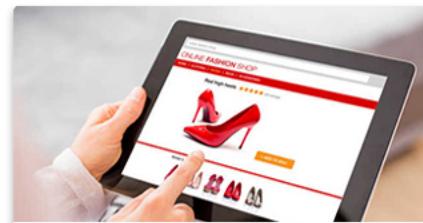
# Innovation Themes



## Shipping & Mailing

Optimized shipping rates across the carriers

Postal Apps of USPS, UPS with features like Informed Delivery, Pick & Drop etc.



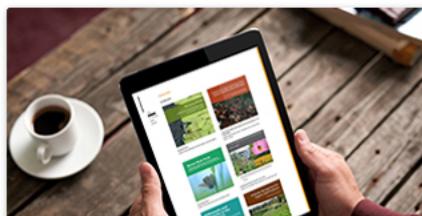
## Ecommerce

Directly print shipping labels from Ecommerce portals/carts like Magento, Shopify

Identify insurance rates corresponding to product type, location etc.

Multisite Inventory Management

Returns Management/Reverse Logistics



## Know Your Customer

Provide single view of your customer

Asses potential risk that your customer have on your business



## Social

Social CRM solution for SMBs



## Duties & Taxes

Ship internationally with known Duties & taxes

Integrate local tax rates into your billing



## Location Intelligence

Track delivery through a live map; manage pickup & drop



## Address Management

Cleanse and verify addresses

Add address autocomplete feature in your apps and websites



## Productivity Tools

Directly ship from customer address data stored in Online spreadsheets



## Document Security

Document Management: contracts and signed docs; electronic signature and digital transaction management



## Ink & Supplies

Automated postage rate updates, low postage alerts, AutoLink technology, usage tracking and analytics



## Grow Your Customer

LI for Marketing

Optimize and scale local marketing through Yext, Acquisio etc.

# What we are offering – PB APIs

## Build Application from scratch

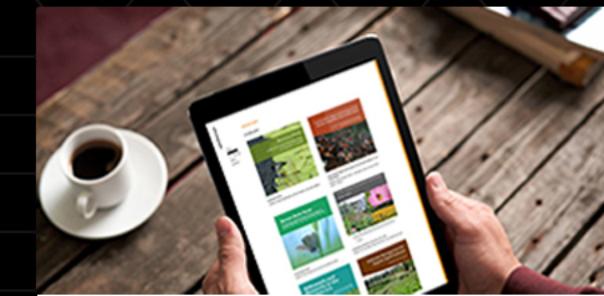
Solve your business problems with enterprise-class commerce technology from Pitney Bowes.



### Ship APIs, Duty Calculator APIs

Easily integrate USPS services  
into your platform - it's shipping  
made simple.

[Learn More](#)



### Identify APIs

Break down names and addresses,  
correct and validate your data,  
then add insight about your  
customers.

[Learn More](#)



### Locate APIs, Location Intelligence for Marketing APIs

Incorporate our extensive geodata  
into everyday applications,  
businesses processes and  
workflows.

[Learn More](#)

# What we are offering – Partners Tool Kit & Cloud Credits

## Build Application with the help of our Partners resources



### Xamarin

#### Xamarin

Xamarin brings the power and productivity of .NET to iOS and Android, reusing skills and code while getting access to the native APIs and performance

Xamarin toolkit from Microsoft



### Zoho Creator platform

Zoho Creator is an app development platform that is part of the Zoho suite. It is a cloud-based development environment that allows developers to build database-backed enterprise apps for the web and mobile - in a seamless and integrated manner. This provides businesses the ability to empower their workforce with apps so that business processes can be executed with speed, agility and accuracy. Users can create apps as easily as creating documents, distribute using email and organize like they manage documents. Power comes from our scripting, integrations and web design components. Mobility, for these apps is a frictionless integrant. This combination is our USP

Zoho Creator platform



### Cloud Credits: Digital Ocean

We would be offering Cloud Credits to Developers

# Guide to use Startup Kit



## 1. Register and Claim API keys

- [Register](#) for a Pitney Bowes Developer Account. No credit card required.
- Login to the [Developer Hub](#) using your developer account credentials.
- Find your API key and secret under locate tab on the top of the page.
- You will need these keys for using Pitney Bowes Developer APIs.



## 2. Install & Setup Android Studio.



### Mac Users

- [Download](#) the installer to your PC and launch the .dmg file from the Android Studio home page.
- Drag and drop the .dmg into your Applications folder.
- Open Android Studio and follow the instructions from the setup wizard.
- If you get a warning saying that the file is damaged and should be moved to the trash, go to [System Preferences > Security & Privacy](#) and under the "Allow applications downloaded from" section select "Anywhere."

From here you can repeat **Step 3** and install the program.



### Windows Users

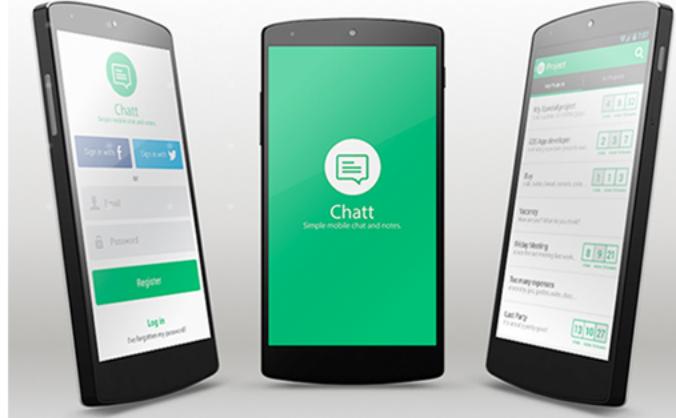
- [Download](#) and launch the .exe file to your PC from the Android Studio home page.
- Follow the instructions on the setup wizard to install Android Studio.
- If asked to point to where Java is installed, you need to set an environment variable in order to direct the installer to the proper location

To do that, select **Start menu > Computer > System Properties > Advanced System Properties**. From there you'll open the **"Advanced"** tab and click **"Environment Variables."** Here you'll add a new system variable titled **JAVA\_HOME** that points to your JDK folder.



# Demo Apps

## LocationAPIsApp



This demo app uses Pitney Bowes Location Intelligence APIs to locate list of customers within a specific drive time interval and could be used for targeted marketing purpose. e.g. Identify all users living within 60-minute Driving radius for promotional offers.

Download the source code from github:

<https://github.com/csdhackathon/LocationAPIsApp>

Learn more about the sample App:

<https://github.com/csdhackathon/LocationAPIsApp/blob/master/README.md>

## IdentifyAddressDemo



This demo app uses Pitney Bowes Identify APIs to validate a given address and to know demographics details of the customer.

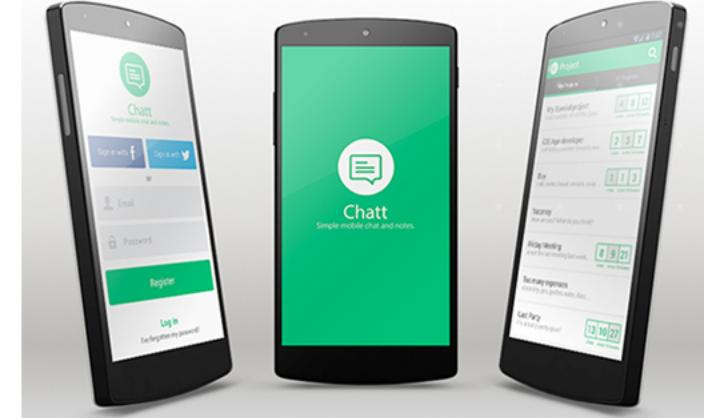
Download the source code from github:

<https://github.com/csdhackathon/IdentifyAddressDemo>

Learn more about the sample App :

<https://github.com/csdhackathon/IdentifyAddressDemo/blob/master/README.md>

## ShippingRatesAppDemo



This demo app uses Pitney Bowes Identify APIs to validate a given address and to know demographics details of the customer.

Download the source code from github:

<https://github.com/csdhackathon/ShippingRatesAppDemo>

Learn more about the sample App :

<https://github.com/csdhackathon/ShippingRatesAppDemo/blob/master/README.md>

# Import, Build & Run



## Import Demo Apps

- You may use Android Studio or any other IDE of your choice to explore the demo Apps.
- Import App in Android Studio:
  - Open Android Studio.
  - Click on "Open an existing Android Project"
  - Navigate to the folder where Demo App is downloaded and click "ok".
  - If you have GitHub account, you can directly import by using "checkout project from version control" and following the wizard.
  - Once imported Android Studio will compile and may prompt for download additional SDK tools.
  - Follow the readme document of demo App and add your API keys and secret at specified locations.



## Build App and Run on emulator

- Once the app is successfully compiled you can run it using Android Studio Emulator (virtual device).
- Please follow link to know more about creating and managing Android Virtual device using Android Studio.
- Click on RunRun 'app' on the toolbar or press **ctrl+R**.
- Select available virtual device or create a new one.
- You should be able to see the Demo App running in Virtual Device.
- Alternatively, you may create an apk file by clicking BuildBuild APK and install on real Android device.



## FAQs

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### FAQS

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- What is the PB API ?
- How can I be notified when there are changes to the APIs?
- What are the Terms and Conditions for using the PB APIs?
- I have been granted access to the PB APIs Developer Portal. What next?
- How do I report bug or request a new feature?
- What does the #error mean?
- I got access the PB API Developer Portal? What's next?