Pitney Bowes

Pitney Bowes IntelliScheme™

Smarter sorting saves hours – and dollars.

In mail sorting, time can equal money. The faster you can finalize your mail for USPS® presort discounts, the better your chance of controlling your postage costs. For example...

Consider a mailer who must move 100,000 pieces out the door on a typical day. Their sorter runs at an average speed of 25,000 pieces per hour. They start sorting at 1:00 PM and, after four hours of sorting, on this particular day their sort scheme achieves a 50% first pass sort finalization. That means half their mail is ready to drop at maximum USPS® presort discounts. But USPS picks up at 6:00 PM and the sorter still needs to finalize the remaining 50,000 pieces in just one hour. This mailer has no choice but to sort whatever they can of the remaining 50 percent and submit as many as 25,000 pieces with less than optimum postal discounts.

The result – hundreds of thousands of pieces are mailed at only minimum discounted rates annually.

Minimize sort time. Maximize profits.

IntelliScheme software gives you the ability to translate mailstream print information into first pass sort schemes that are optimized for Pitney Bowes Olympus® II and Exemplar™ Mail Sorting Solutions.

It leverages electronic mailstream data from sources like print stream creation, insertion and others. IntelliScheme then goes to work analyzing every destination ZIP Code™ within the data to generate an optimal sort scheme to the required levels for USPS discounts.

What happens if the physical mailstream subsequently varies from the electronic mailstream data? The Olympus II and Exemplar Postal Documentation programs used to generate second pass sort schemes will automatically accommodate for these variations to produce an accurate set of USPS reports.

When a mailer uses IntelliScheme to leverage actual mailstream data, that mailer will be more likely to have the time available to achieve the maximum postage discounts possible. A mailer running 100,000 pieces a day who – through optimum first pass sort schemes – is able to finalize 90% (90,000) of these pieces during a first pass will only need to resort 10,000 pieces during a second pass. With IntelliScheme sorting, mailers won’t keep the USPS waiting to get their full quota of presort discounts.

It’s also the answer to fluctuating ZIP Codes.

If your shop processes mail with ZIP Codes that fluctuate frequently, you know how difficult it can be to presort for maximum discounts. With IntelliScheme you can apply the actual Mail Run Data File (MRDF) information to create a customized, optimal sort scheme for each day’s run.

You can have your daily MRDF analyzed by IntelliScheme before your mail is printed or inserted. This means you can start sorting your mail the instant it comes off the inserter using your IntelliScheme-generated first pass sort scheme. This saves you even more valuable time.

What happens if there are any subsequent changes in the print stream after the IntelliScheme sorting analysis? This can be adjusted during Postal Documentation processing after the first pass is complete. In this instance, you may have to re-run some mail, but you’re still able to get more mail properly sorted on the first pass.

<table>
<thead>
<tr>
<th>IntelliScheme User</th>
<th>First Pass Sort Using IntelliScheme Generated, Optimized Sort Scheme</th>
<th>First Pass Finalization</th>
<th>Enough time to Complete Second Pass?</th>
<th>Result?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5:00 PM First Pass Complete</td>
<td>90%</td>
<td>Yes</td>
<td>Mail submitted at best discount rate possible for that mailstream</td>
<td></td>
</tr>
<tr>
<td>Non-IntelliScheme User</td>
<td>First Pass Sort</td>
<td>50%</td>
<td>No</td>
<td>Mail submitted at less than optimum discount rates</td>
<td></td>
</tr>
</tbody>
</table>
Start sorting smarter. Call 877-536-2736 today.

Now you can greatly increase your ability to maximize your postal presort discounts every day. In fact, the larger your daily mail volumes, the more you need IntelliScheme.

You're details are waiting. Call your Pitney Bowes representative now.

Pitney Bowes has the software, services and hardware for end-to-end mailstream solutions that integrate and optimize the flow of mail, documents and packages across a range of business operations.

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