

Navigate the Complex & Dynamic World of Global Publication Delivery

Brian Fleisher VP/GM
Pitney Bowes
International Mail Services



Agenda

- **Global Publication Delivery is Your Business**
- **We Can Help You Reach More Customers**
- **Providing You The Value You Deserve**
- **The PB Publication Center of Excellence**
- **What Makes Us Unique?**



Introducing Brian Fleisher

- **VP/GM Pitney Bowes International Services**
- **Fulfillment Expert with over 20 years International experience**
- **Has been with Pitney Bowes since 1996 and has been actively involved with developing the Center of Excellence with his team**
- **Solutions oriented with a strong belief in partnering with clients and vendors for mutual benefit**
- **Dedicated and committed**

Why Create A Publication Center of Excellence?

The Publication industry is evolving, and reaching global customers is paramount to your **continued expansion and success**

We have developed our Center of Excellence along with PubTrac to help you **navigate this complex world of global publication delivery**

You need **innovative and customized solutions** that represent the best in the industry



Global Publications Delivery Is Your Business

Getting publications into the hands of your worldwide subscribers in a **cost effective, efficient, and timely manner** is your top priority

Whether it's your flagship journal that needs to reach subscribers in a particular timeframe or a quarterly newsletter that has a wider delivery window – or anything in between – a trusted fulfillment partner can get your books, magazines, trade journals and bulk newsstand shipments to the intended recipients **on time, every time.**

Reliable **fulfillment services** should:

- Improve delivery speed and reliability
- Increase mail preparation efficiencies
- Reduce your international postage expenses

We Can Help You Reach More Customers

Regardless of where you require your international mail to go, we can help you reach your customers and **help your business grow**

Our **strength** lies in our ability to be **flexible** and offer fulfillment services as varied as our client base.

Whether you're a print house, mail house, publisher, bank, university, or a professional association, we can offer a **full end-to-end fulfillment service** to meet your needs!



Providing You The Value You Deserve

Look for a vendor that has **years of knowledge and expertise** in the postal industry and **partnerships with foreign posts around the world** to provide you substantial **postal discounts and:**

- State-of-the-art technology manages your mailing from the time it leaves your printer until it is in the hands of your recipient
- Greatly reduced overall processing time because we control the entire process
- Full lettershop services are capable of handling any job you may have – from 100 to over 1,000,000 pieces

A trusted partner maintains control over the entire operation and eliminates frustration!

The Publication Center of Excellence

You want **innovative solutions** to manage your publication distribution needs which include:

- **Media File Management**, including list receipt and acknowledgement, address cleansing, and formatting
- **In-Line Services**, including inserting, onserting, labeling, and custom carriers
- **State-of-the-Art Equipment**, including high-speed automated lines, inkjet printing, and country stack and bundling
- **Expertly trained staff** who specialize in data management, client services, and onsite billing



A Closer Look At Media File Management

Media File Management is the **digital management of data files and lists** received from you, and includes:

- List receipt and acknowledgement
- Address Cleansing
- Address Formatting
- Merge/Purge Data Services
- Secure FTP Site
- Individual Subscriber Upgrade and custom routing options
- Custom routing for entire mailing or specific destinations

Best Practice

Custom routing can help ensure delivery consistency and reach your customers quicker

A Closer Look At In-Line Services

In-Line Services complete your publications mailing and **prep it for delivery** and **should** include:

- Inserting/ Blow Ins
- On serting
- Labeling
- Custom Carriers
- Custom messaging
- Opaque poly options
- Enveloping

Best Practice

Custom messaging gives your publications a professional and personalized look that customers appreciate



A Closer Look At State-of-the-Art Equipment

A Publication Center of Excellence must have state-of-the-art equipment to handle your jobs **no matter how large or small:**

- Multiple high speed automated lines
- In-line inkjet capabilities
- Print on virtually all material substrates
- Auto country stacked, bundled & strapped



Best Practice

Stacking and bundling to consolidate your mail can reduce your postage expenses and increase delivery accuracy

A Closer Look At Expertly Trained Staff

Expertly trained & knowledgeable staff has the experience, skills and work ethic to make sure your publications **reach their destination on time:**

- In-house data management
- Client services trained to read and interpret print orders
- Decades of combined experience in the print publication industry
- Onsite support services including Exports, Billing and Accounting



What Makes Us
Unique?

Taking The Complexity Out Of Global Mail

We created PubTrac to take the complexity out of managing global mail delivery and to provide you with clear visibility and accountability.



PubTrac's Innovative Features

We have greatly **expanded our ability to electronically connect with our clients** by adding many new unique features that you have been asking for, including:

- Elimination of Paperwork and Shipping Documents
- Automated File Receipt Acknowledgment
- Automated Pick up Call Notification
- Automated Freight Received
- Inventory accessible via the web from anywhere in the world
- Subscriber Services
- Specialized Routing
- Subscriber Upgrades
- Condensed Invoices with Image Technology
- Web based specialized & custom reporting

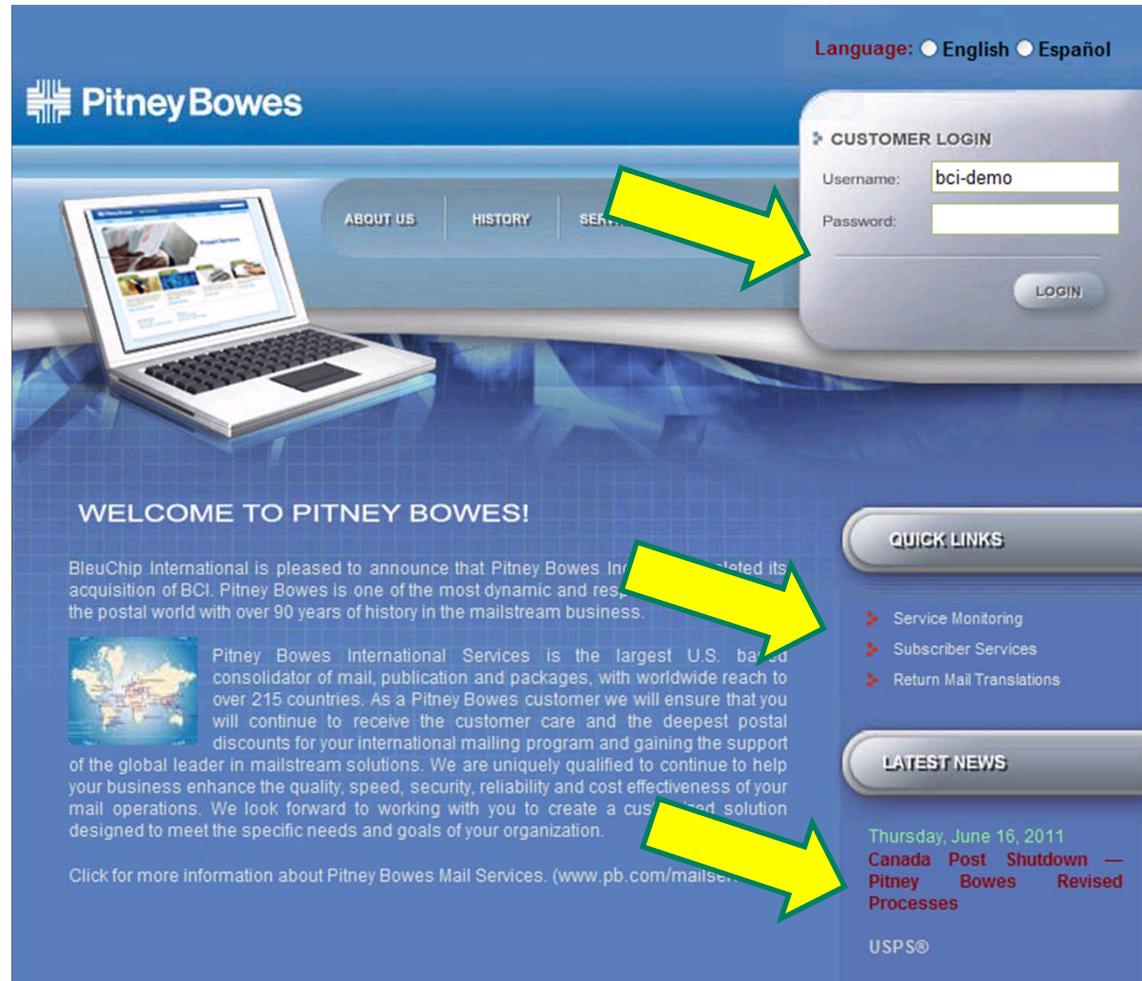


PubTrac's Straightforward Process



PubTrac's Innovative Capabilities

PubTrac Portal
for online
management of
inventory,
reporting, and
tracking



PubTrac's Innovative Capabilities

Inventory via the web

PitneyBowes Inventory Demo @ Demo

[Discard](#) | [Send Back](#) Customer ID: **DMO**

| <input type="checkbox"/> | Title | Issue | Version | Image | Qty | Location |
|--------------------------|--------------|------------|---------|-------|-----|----------|
| Send back... | DEMO TITLE 1 | APR 08, 10 | 2 | | 106 | S25 |
| Send back... | DEMO TITLE 1 | APR 08, 10 | | | 10 | S25 |
| Discard... | DEMO TITLE 1 | FEB 11, 10 | 2 | | 66 | S25 |
| Send back... | DEMO TITLE 1 | JAN 14, 10 | | | 156 | S25 |
| Send back... | DEMO TITLE 1 | MAR 01, 10 | 1 | | 142 | S25 |
| Send back... | DEMO TITLE 1 | MAR 11, 10 | 1 | | 147 | S25 |
| Discard... | DEMO TITLE 1 | MAY 06, 10 | 1 | | 81 | S25 |
| Discard... | DEMO TITLE 1 | MAY 06, 10 | 2 | | | S25 |
| <input type="checkbox"/> | DEMO TITLE 1 | MAY 06, 10 | 3 | | | S25 |
| Send back... | DEMO TITLE 2 | FEB 11, 10 | 1 | | | S25 |
| <input type="checkbox"/> | DEMO TITLE 2 | MAR 11, 10 | 8 | | | S25 |
| <input type="checkbox"/> | DEMO TITLE 3 | MAR 01, 10 | 2 | | | S25 |
| <input type="checkbox"/> | DEMO TITLE 3 | MAR 11, 10 | 7 | | | S25 |
| Discard... | DEMO TITLE 3 | MAR 11, 10 | 6 | | | S25 |

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PubTrac's Innovative Capabilities

Service Monitor Report

PitneyBowes
Service Monitor Report
Demo @ Demo

Customer ID: DMO
Sort by: Received date Country
[Export To Excel](#)

DEMO TITLE 1

ALL

ADMO0001 (MAY 06, 10 - RGLR)

1

Subscriber Lookup
 Subs.#:
 First Name:
 Last Name:
 Country: AFGHANISTAN

2

SERVICE MONITOR REPORT FOR: DEMO TITLE 1

| | |
|---|--|
| MA 47074814 C01 0411 DOUG WRIGHT OWNER NORTHERN IMPORT AUTO SUPPLY 1-77 CENTRE ST N HUNTSVILLE ON P1H 1T4 CANADA --> Received: 05/20/2010 | EMDT 103549 10 22 PIER MAURO MARGOTTI ENG. IGEA SPA VIA PARMENIDE 10/A 41012 41012 CARPI - MO ITALY --> Received: 05/24/2010 |
| DLP 57129391 C31 1012 JOHN KIM OWNER JDA DENTAL LAB 77 SUMMITCREST DR RICHMOND HILL ON L4S 1A8 CANADA --> Received: 05/24/2010 | HT 50417066 C31 0314 SUSAN KUMAR OFFICE MANAGER 201-725 CORONATION BLVD CAMBRIDGE ON N1R 7S9 CANADA --> Received: 05/24/2010 |
| 00126689 230510 20110613 FERNANDO GONZALEZ-VIGIL MIGUEL ALJOVIN 224 MIRAFLORES LIMA 18 PERU --> Received: 05/24/2010 | AO #0877710287# 102198 MICHAEL PUPOVAC SCHEDULE PLANNER QANTAS AIRWAYS LTD BUILDING QCA7 102 35B ARNCLIFFE ST WOLL MASCOT NSW 2205 AUSTRALIA --> Received: 05/24/2010 |
| 4720077538412 089AS DARRELL GILLESPIE PO BOX 250 | GXP 1414286 C11 1011 2 COPIES MAUSZAKI KONYVTAR TEVA ZRT |

3 **Comments:** It is very convenient to modify information online. Thank you!

Comments: I am notifying you of an address change as of 31 August 2010.

PubTrac's Innovative Capabilities

Online Tonnage Report

PitneyBowes Tonnage Report Demo @ Demo

Cust ID: From: To: Group by: Country Gateway Zone Customer Title Issue Data source: Billing Shipping BCI Client

| Customer | Copies | Kilos | Lbs | Expenditure | Cost/Oz | Cost/Lb |
|----------|--------|-------|-----|-------------|---------|---------|
|----------|--------|-------|-----|-------------|---------|---------|

Shipping & Receiving

PitneyBowes Receiving & Shipping Report Demo @ Demo

Cust ID: From: To:

Receiving & Shipping Report
(07/10/11 - 07/11/11)

| Title | Issue | Type | Job # | Media dtd | Freight dtd | Ship dtd | Mail dtd | Recv Wgt |
|--------|-------|------|-------|-----------|-------------|----------|----------|----------|
| TOTAL: | | | | | | | | 0 |

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PubTrac's Innovative Capabilities

Job Status Report

PitneyBowes Job Status/Subscriber Lookup Demo @ Demo

Customer ID: **DMO**

DEMO TITLE 2 (MAY 01, 10 - RGLR)

DEMO TITLE 2 (MAY 01, 10) - Regular Inventory Copies: 0
07/12/11 10:11:59 AM

MEDIA RECEIVING INFORMATION

| Seq | Recv time | Carrier | Pro # | Description |
|-----|----------------------|---------|-------|--|
| M01 | 04/20/10 12:56:02 PM | ftp | | MAY_2010_ATW.ZIP |
| M02 | 04/21/10 09:41:52 AM | ftp | | THIS IS A REVISED FILE MAY_2010_ATW_RESEND2.ZIP |

FREIGHT RECEIVING INFORMATION

| Seq | Recv time | Carrier | Pro # | Skids | Boxes | Packages | Description |
|-----|----------------------|---------|------------|-------|-------|----------|-------------|
| F01 | 04/28/10 01:15:53 PM | CADMUS | 0001148828 | 3 | 0 | 0 | . |

JOB STATUS

| Split | Reference | Copies | Media Processing | Video Jet | Poly Wrap | Ship |
|-------------|--------------|--------|----------------------|-----------|-----------|----------|
| ADMO0002.01 | ATW-CODE-007 | 473 | 04/29/10 05:40:03 AM | ✓ | ✓ | 04/30/10 |
| ADMO0002.02 | ATW-CODE-008 | 351 | 04/29/10 05:41:42 AM | ✓ | ✓ | 04/30/10 |
| ADMO0002.03 | ATW-CODE-009 | 52 | 04/29/10 05:43:33 AM | ✓ | ✓ | 04/30/10 |
| ADMO0002.04 | ATW-CODE-010 | 40 | 04/29/10 05:45:08 AM | ✓ | ✓ | 04/30/10 |
| ADMO0002.05 | ATW-CODE-011 | 6534 | 04/29/10 05:47:16 AM | ✓ | ✓ | 04/30/10 |

Dedicated Expert Staff

A live person to talk with and discuss your mailing requirements. No need to navigate your way through voicemail jail to find the person your looking for.

Knowledgeable staff who can focus their time and expertise on your publications mailing needs.

Make every effort to learn your business and partner with you to tailor solutions to meet your international mailing needs.

Understands what is at stake, and values open, honest and straightforward communication.

Manage the entire process from pickup to final destination delivery.



Unique Scope & Global Reach

We understand the challenges associated with volume mailing; You need a system that **reliably distributes your publications while delivering significant cost efficiencies**

- Because we consolidate your publications with those of other mailers, **we can pass along savings** you would not otherwise realize!
- With longstanding global relationships we've established with postal agencies and authorities, and the quality service and optimal rates we deliver, Pitney Bowes is the logical choice when it comes to selecting a publication distribution service
- Our responsibility does not stop when your mail leaves our facility. We use an extensive system of pre and counter alerts with our postal partners.

Take the worry out of managing your global publication delivery – we control and manage your international mail

What's Next for Our Center of Excellence?

We listen to our clients, and many of our new ideas come from existing customers, and we are always evaluating new product and service offerings

Some additional services that can be discussed include:

- Post Poly Addressing. Eliminates carrier sheets
- Opaque poly options
- Pick & Pack Services
- Custom Carrier Sheets
- Deduping Software



What's Next for Our Center of Excellence?

You Tell Us!

We are here to listen.. Let us know about your unique mailing needs. Our team is always available to work with you to provide innovative mailing services and applications for you!

Questions?

Visit www.pb.com/mailservices
for more information about
international publication delivery
and tracking

Contact Brian Fleisher at
brian.fleisher@pb.com



Every connection is a new opportunity™