MAIL360™

LEVERAGE INTELLIGENT MAIL® PROCESSING TO MAXIMIZE USPS® DISCOUNTS AND ENHANCE BUSINESS PROCESSES WITH MAIL360 MANAGER AND MAIL360 SERVER.

Product Overview

The MAIL360 solution is the extensible architecture that leverages the value of Intelligent Mail. It is designed to assign and manage the Intelligent Mail barcode (IMb) per United States Postal Service® (USPS) specifications, guarantee the uniqueness of the IMb across the enterprise and provide insight of direct mail delivery.

Using MAIL360 Manager, you can add the IMb at any point in the mail production process. Several interface options enable you to add the IMb to mailing lists, print streams, and mail pre-sort applications. With MAIL360 Manager, Intelligent Mail compliance easily integrates into your existing business processes and won't disrupt your direct mail preparation.

Benefit

Direct mail is an essential tool for direct marketing and communicating with customers, prospects and shareholders—especially with the right communication, for the right recipient, at the lowest possible cost. MAIL360 Manager is an IMb assignment and management system that fits into your existing direct mail production process and helps you capture the postal savings associated with USPS Intelligent Mail compliance requirements, while providing the following benefits:

• Assign and manage the IMb for each mailpiece compliant with USPS specifications

• Support for both USPS Intelligent Mail options: Full-Service and Basic

• Guarantee the IMb uniqueness requirements for the enterprise

• Embed business intelligence into the IMb

• Correlate the IMb to your business data

EXPECTED ROI

• Leverage the insight of Full Service Intelligent Mail

• Maximize USPS automation discounts

• Optimize business efficiency and cost savings with integrated mail track and trace

• Avoid duplicate number assignment for enhanced accuracy

• Centrally manage IMbs for all processes across your enterprise

Pitney Bowes
Software

Added Value

Automate Intelligent Mail Compliance

Automation greatly simplifies USPS Intelligent Mail compliance. MAIL360 Manager assigns the IMb to any number of mailpieces. A basic request to MAIL360 Manager involves getting a single or specific number of IMbs, and then processing requests and returning appropriate IMb ranges beginning with the next available IMb.

MAIL360 Manager provides flexible and automated IMb allocation ranges to specific business processes (e.g., finance, billing, notifications), physical locations or mailing types (e.g., invoices, renewals, policies), while maintaining alignment with business requirements.

Because you can establish new business rules when mailer information changes, hard-coding is not needed. For example, organizations that process mail for multiple mailers can automate handling of each mailer's IMb assignment and management. Business rules for handling new mailers can be defined and executed by using MAIL360 Manager so you can focus on growing your business and not on IMb compliance. MAIL360 Manager ensures mail production continues even when changes occur.

Assure Enterprise Uniqueness

The MAIL360 Server can guarantee the uniqueness of the IMb for at least 45 days (USPS required) or extended periods based on business requirements. It eliminates silos by connecting an unlimited number of IMb assignment engines and assuring each assigns unique IMbs, regardless of geography, technology and organizational boundary.

Enable Intelligent Mail Production

Our MAIL360 Manager standalone application natively supports various mainframe and open operating systems. It's optimized for existing infrastructures to seamlessly interface with mail production applications while reducing the need for IT customization.

MAIL360 Manager interfaces with such mail presort software as our MailStream Plus™ solution to provide the IMb to the presort application. In addition, the presort application includes the IMb in the important Mail.dat® file submitted to the USPS.

MAIL360 Manager also interfaces with print stream processing and connects to our StreamWeaver® software. It provides IMbs to the proper location within electronic documents as they are aligned in the stream. This allows for the IMb to be printed within documents once the print stream is delivered to the printer.

PRODUCT UPDATES

- Assign and generate the Intelligent Mail barcode at any point of your mailing process
- Choose from several interface options for integrating the IMb across your business
- Automate creation of mail tracking data file
- Supported on wide variety of operating platforms

Specifications

MAIL360 Manager
Available on Microsoft Windows, various UNIX, Red Hat & SuSE Linux, IBM z/OS, and IBM operating systems

MAIL360 Server
Available on Microsoft Windows operating platform and SQL Server 2005 or 2008

For more information call 800.327.8627 or visit us online: www.pb.com/software

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