

SPONSORED CONTENT



WHAT IS THE QUALITY OF YOUR CURRENT POSTAL SOFTWARE & SERVICES?

Understanding the possibilities available to a mailer can be daunting at times, especially in these times of declining mail volumes and the corresponding decrease in revenue. Companies can be hesitant to spend the funds on new software and services (and understandably so), but yet, the right solutions and equipment are vital to ensuring your mail operation's success. So what is a mailer to do? We asked several industry experts for their insight on the state of the market as well as a peek at how their products can help mailers succeed. Enjoy!



our award-winning Integratec API platform, which provides a secure, scalable API to integrate address standardization, postal preparation, and data quality directly into your process.

BCC Software offers a full suite of integrated data enhancement, backed by data licensed from the USPS as well as a handful of carefully selected partners. We also offer mailpiece tracking and reporting to improve visibility into the mailstream and enable multi-channel communications.

To learn more, please visit bccsoftware.com

CLICK2MAIL

Founded in 2003, Click2Mail began its existence as operator of the Postal Service's NetPost Mailing Online program. USPS developed NetPost to serve the needs of the underserved small- to medium-sized business (SMB) market, including non-profits and home-based businesses, and Lee Garvey, Click2Mail's founder and CEO, retained that focus when he created Click2Mail.com. Leveraging technology to streamline traditional print and mail workflows, Click2Mail.com pioneered web-based, next-day mailing of small volumes of letter, postcards, and flyers.

Today, Click2Mail provides a complete outsourcing solution for the printing, mailing, and tracking of documents, postcards, and accountable mail. Using cloud-based process automation tools, users securely transmit files to Click2Mail for overnight printing and mailing with no minimum volume or subscription fees. With APIs and software as a service (SaaS) integration tools, Click2Mail enables organizations of all sizes to optimize mailing processes and reduce costs.

Looking to the future, Click2Mail is continuing its unrelenting focus on innovation and making mail easy by developing and launching free software tools and apps that make sending postal mail as easy as sending email. With an Office Add-in for Word, MailMyDoc for Google Docs, MailJack+ for PDFs and Zaps that integrate with over 1,000 apps, Click2Mail helps automate almost any mailing workflow.

www.click2mail.com

FIRSTLOGIC SOLUTIONS

Firstlogic Solutions specializes in delivering data services solutions to data-driven

companies. Firstlogic's products set the standard for address and data quality software when first introduced in 1984. Many users of these products have been customers for more than 30 years, with good reason. Firstlogic's development and support professionals are highly acclaimed and are continuously innovating enhancements to the products, building on their stellar data parsing engine. This engine is acknowledged by many as the best in the business.

Firstlogic DQ10 is the latest version of Firstlogic's data quality software suite that combines file preparation, address quality, data enhancement, and matching/consolidation. Firstlogic DQ10 gives marketing departments, data analytics, and operations the capability to deliver personalized messages and superior customer service. Large and midsize companies nationwide rely on Firstlogic's software to cut costs and meet their data quality objectives.

To demonstrate the value of their software, Firstlogic offers a no-fee data quality assessment. Firstlogic processes actual customer datasets through their software to find data anomalies and improvement opportunities. Visit <http://www.firstlogicsolutions.com/request-data-quality-assessment.aspx> to take advantage of this service.

Data drives every business. Data quality software enables organizations to get maximum benefit from the customer information they've collected and stored. Contact Firstlogic Solutions today.

www.firstlogicsolutions.com

FLAGSHIP SOFTWARE

Flagship Software Ltd is a leading expert in addressing and mailing software for both Canada and the US. In business since 1995, Flagship provides quality software solutions, custom development services, network and systems support. Flagship's software is sold throughout North America and Europe.

iAddress™, Flagship's industry leading address management package, launched in 1999. It is a high-quality, fully featured, user-friendly product, designed specifically for the needs of the mailing industry. As the market continued to demand faster, more intuitive, and solidly reliable correction regardless of input format or quality of input data, Flagship continued to enhance and refine its expertise to become the market leader in Canadian address management software with an integrated Canada-US product.

BCC SOFTWARE

Founded in 1978 and led by company president Chris Lien, BCC Software offers a suite of mailing software and data quality services that have been recognized across the industry for their robust capabilities. Now celebrating 40 years in business, BCC Software helps customers increase productivity and reduce costs by delivering comprehensive features, integration friendly products, and unlimited access to USPS® Mailpiece Design certified support professionals.

BCC Mail Manager™, our USPS-certified address quality and mailing preparation software, is relied on by thousands of companies. The BCC Mail Manager family includes three levels to meet the needs of mailers of any size, from local mail preparers to the largest commercial printer.

BCC Software solutions come with intuitive interfaces and are ready for custom integrations in your existing workflow. Our automation solutions are highlighted by

iAddress™ is the most user-friendly and fully customizable address management software solution on the market today. Whether stand-alone or fully automated, or as a seamless address verification service for e-commerce, websites, call centers, or internal applications, Flagship has a solution to fit every need. With exceptional products and support, Flagship prides itself on delivering the highest level of customer service in the industry. Visit us at www.flagshipsoftware.com and book a web demo today!

LORTON DATA

Lorton Data solves problems. With nearly 30 years providing database quality and information management services, we've become experts working with mailers, printers, and marketers focusing on the highest caliber results. Our team is consistently recognized for its excellent customer service.

From cleansing, enhancing, and maintaining customer information, to navigating complex postal regulations, Lorton Data has the tools and staff to get your job done right. Thousands of users access these services via our A-Qua Mailer™ platform freeing them from managing required postal software updates. Users can choose from A-Qua Mailer™ desktop and A-Qua Mailer™ web, or automate with A-Qua Mailer™ command and A-Qua Mailer™ FTP.

In addition to our A-Qua Mailer products, we have a team of analysts with over 125 years of combined experience who can help you with those unusual or more difficult projects. You don't have to turn that business away. We enjoy the challenge of handling the work you dread.

Lorton Data is an NCOA^{Link}® Full-Service Licensee and completes annual SOC 2 audits. We continually strive to make things easy to get right and hard to get wrong. Contact us today at www.lortondata.com or 651.203.8200.

MELISSA

Since 1985, more than 10,000 customers have relied on Melissa for their address management, data quality, and data enhancement needs. And, our customers have become accustomed to visiting Melissa.com to get those needs met. However, to better highlight our many products and services that cater specifically to direct mailers and marketers, we are happy to announce MelissaDirect.com.

Melissa Direct is the one source where you'll find everything you need to mail successfully, including list hygiene and deduping, postal presorting, NCOA^{Link}® and CASS™ processing, DMA suppression, and global address verification. We also offer hundreds of specialty mailing lists so you can connect with your perfect audience and customer profiling so you can find new customers just like your best ones. Plus, our data enhancement services allow you to fill in the gaps in your data with demographics, firmographics, property data, and social media handles.

Melissa Direct's solutions help you improve deliverability, lower postage costs, and maintain meaningful contact with your customers. Melissa — one company, two brands, one goal — your success! Visit www.melissa.com.

QUADIENT

Quadient® combines the capabilities of three Neopost sister companies, Satori Software, GMC Software, and Human Inference, into one technology portfolio of solutions designed to improve customer experience by improving the customer journey across print, digital, and social channels. Our solutions bring together and activate the entire organization in the name of customer experience, through better collaboration and visibility into the customer journey. Quadient supports thousands of clients and partners worldwide in the financial services, insurance, and service provider industries in their quest to achieve customer experience excellence via mobile, digital, social media, and print technologies.

Quadient BulkMailer® helps you simplify your mailings, increase deliverability, navigate complex postal regulations, and achieve the lowest postage rates. Our best-in-class solutions make navigating the complex world of mass mailing simple. Quadient Ignite helps print service providers revolutionize their businesses by taking advantage of efficiency gains that improve how their customer data is processed.

Built for easy integration and maintenance, Quadient® Architect offers a comprehensive contact data quality solution that will meet the unique needs of your business. To learn more about how Quadient can help your business, please visit www.quadient.com.

SMARTSOFT

SmartSoft's lineage began in 1968 by offering customizable business solutions and a client-

first service approach. Now, SmartSoft is known as one of the most trusted address validation and postal software experts, providing innovative software solutions to Fortune 500 companies, government agencies, financial institutions, not-for-profit organizations, major online retailers, and a whole host of other businesses.

With an ongoing program of development and an unwavering commitment to great customer service, everything SmartSoft designs will save you time and money, so that you can get on with growing your business.

Leading products include:

SmartAddresser – the all-in-one postal software that is CASS- and PAVE-Certified by the USPS and easy to install and learn.

AccuMail – industry-leading address verification tools that can be easily integrated into most third-party applications.

MailSpotter – track the progress of your mailings using the IM barcode. You can see when and where mail is delivered with easy-to-read graphics, all accessed through your own unique reporting portal.

PressWise – Print MIS and Workflow Automation system that lets you run your shop with a single, affordable, print management solution with unlimited customer web-to-print storefronts, end-to-end digital workflow automation, and fully integrated MIS.

www.smartsoftusa.com

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