

Operations - Transactional Mail

Client Specifications

Client needs – whether for volume or transactional mail – initiate the mail process and set the parameters in which we create the optimal mail processing and production plan.

Client specifications, from the simplest to most complex, is submitted to Access along with corresponding variable text. Matrices and data can also be delivered online. Data often needs to be calculated and possibly summarized in the process. Our client service team reviews the specifications with production and operations, and a strategy is set out to achieve maximum cost and delivery efficiencies. The client specifications and data are then incorporated into our production technology.

Client information and project profiles are entered into our system. This includes:

- Project information – package specifications, client approval process, drop dates or schedules
- Print inventory – source and quantity of client-supplied components
- List information – sources, segmentation
- Content – messages, logos, signatures and data

Administration System

Access Direct Systems is the industry leader in workflow tracking, providing detailed reports and schedules to control projects cost efficiently, and ensure quality control.

The administration system sets up the parameters which control the execution of the production process. Production orders are established from the client specifications and controlled by the administration system, which automatically links to the production system.

● Inventory

All receivings are checked against orders in the administration system for accuracy before being posted to inventory. The inventory system ensures all components to produce a mailing are on premises, and initiates purging of unused materials.

▪ M.O.S.S.

is a software program that reduces printing costs through predicting inventory requirements using a curved mathematical equation.

● Project Tracking

The Administrative System monitors the production flow and facilitates electronic acknowledgement to the customer at critical points in the process: Information is returned via fax, e-mail or the use of our **Web Tracker** technology via a secured Internet website for viewing by clients in real-time, providing a closely monitored, auditable environment.

- Receipt of data
- Balancing of the data
- Postal verifications and reconciliation
- Inventory management reports

Production Controls

Ensure accuracy and timeliness with fully automated production controls.

Production controls are in place to verify and manage receipt of client lists and content data to create documents for client approval. Information resides in the Administration System and in our production technologies. Now we can initiate accurate production runs.

● **Data Receipt**

We use automated systems, such as TRAPPERS, to look for received files and move the received files to the correct project location. Process Control is notified that the files are in place by the system. Files are balanced to ensure they are received and processed accurately, and can be balanced for byte size, number of records in file, number of mail pieces, and dollar amount totals.

● **Access Proof – Online Proofing System**

You proof your documents exactly as they will appear in print. Access Proof is a secure web-based file management system utilizing state-of-the-art technology that allows you to view and proof your documents in a secure online environment. Rendered online proofs use the same print engine that drives production images.

● **Project Profiler**

Project Profiler initializes and communicates with all operational functions. The system looks at all the attributes of the entire mailing as well as each segment. After establishing all components and set-ups are in place, it releases each order segment and applies all the attributes to each individual record to create personalized communications and optimize production capability.

● **RITE Form**

Clients utilize RITE form to create an automated control system to ensure accurate use of forms. The form verification parameters are entered as part of the Production Control process.

Data Conversion

Deliverable communications begin with accurate list conversion, resulting in standard records that can be cleansed, appended, segmented and processed for accuracy and maximum postal discounts.

Access's proprietary list conversion system reformats source documents to a standard record layout for processing. We can accommodate any method of file delivery from multiple sources – flat, spreadsheet, ASCII to printable – and convert each to a standard format for processing and balance it. Appropriate list segments are created to check that the conversion was correct throughout the file. Conversion from source documents is also available.

List Hygiene

Ensure your mailings meet postal regulations and address standardization requirements, so your communications are addressed accurately and reach their destination.

Whether you are mailing your current customers, old customers or prospects, your lists require routine hygiene to achieve maximum deliverability. Addresses may not have all elements in a standard format. Zip codes may be incorrect. When promoting active or inactive customers, and understanding that they move every 7 years, it is easy to see how customer and prospect lists can become less productive. That means less response and lower profitability from your mailings.

- **Address standardization – Zip+4**

The list is standardized to USPS specifications for the next phase of processing, which corrects and standardizes address elements and applies zip codes. Problem addresses may be transformed into accurate standardized addresses that allow us to take full advantage of postal discounts.

- **CASS™ Coding**

The CASS Certification system improves the accuracy of carrier route, five-digit ZIP®, ZIP+4, and delivery point codes that appear on the mailing. CASS enables mailers to measure and diagnose internally written, commercially available, address-matching software packages. To be CASS Certified, mailers must pass with a minimum score of 98% for ZIP+4, 100% for delivery point coding and 98% for carrier route and five-digit ZIP. (Source: USPS)

- **POSTNET Barcode Certification**

POSTNET Barcode Certification program evaluates and certifies manufacturers' printers, computer software and systems (micro, mini or mainframe) that produce POSTNET barcodes, by verifying that the POSTNET barcode produced meets all dimensional specifications required by the USPS® barcode reader equipment. Access exclusively uses equipment and software that has passed the POSTNET Barcode Certification.

- **NCOALINK**

NCOA provides mailers with current change of address information to reduce undeliverable mail, which reduces mailing costs, and increase response rates through accurate delivery. This comprehensive system identifies and corrects addressing errors before production begins. NCOA contains approximately 160 million records or 4 years of permanent address changes. The limited NCOA product contains approximately 60 million records or 18 months of permanent address changes.

Promotional Mail Preparation

Stimulate response and minimize duplicate or undeliverable communications.

Upon completion of the list hygiene, clients may request additional processing to enhance the file. Through the merge/purge system we can accomplish elimination of duplicates, name suppression based on specific criteria, data appending and list segmentation. A net number of records and counts by codes are established.

Intelligent Document Preparation

Compose and manage highly-personalized documents accurately and quickly.

Proprietary software is designed specifically for the creation and management of complex printing and archiving of mail documents. It combines the analyzed data file with all the variable images, logos, signatures and special characters and, along with our Message Management system, composes the images to be printed. And it works with our production software and equipment to achieve a multitude of state-of-the-art imaging capabilities.

Document composition utilizes all of the information stored in our technologies and relates it to the appropriate recipient, composing the communication. Our data conversion process transforms the information into database architecture, creating a document database. A customizable table system allows us to capture and maintain data that can be used to build variable documents targeted to individual customers.

- Facilitates customer processing at the individual level for targeted documents.
- Facilitates highly personalized content on an individual level using static data such as fixed pricing, graphics, design elements and logos housed in our table systems.
- Works effectively for direct mail, dynamic billing statements, customized insurance policies, one-to-one marketing letters and transpromotional documents.

Document Features

The intelligent document is linked to our hardware and software equipment and can achieve all of these features for you.

- Can make any number of text files variable to a specific document
- Formatting of variable data
- Left/center/right justification
- Bold/underline/italicize
- Change case (upper, lowercase)
- Print test samples without stopping live production
- Print Barcodes/Scan Lines
- Print foreign language character/symbols
- Print logos or digital signatures
- Pre-print and use custom stock/envelopes
- Address certification for bar coding
- Multiple fonts used throughout text
- Duplex printing
- Wrap variable text if length exceeds margins
- Handle multiple variable fields in body of letter
- Roll to back or second page if exceeds length of page
- Ability to use envelopes with windows perforated page
- Use of 24 lb. paper for printing
- Reverse block printing
- Use of frames and boxes
- MICR

Operations - Volume Mail

Imaging and Archiving

Print and archive simple or complex intelligent documents through the automated production stream, with individual addresses, messages, content and images composed.

Imaging begins after the intelligent document is composed and put into the production stream. It can take one or more formats such as laser, roll-fed or sheet-feds, inkjetting and archiving. The production flow is under quality control and communicates with our administration technologies.

- **RITE Form – Automated Form Code Verification**

Rite Form software performs an automated verification on form code to ensure integrity of imaging, instantly and reliably. A barcode is printed in the pin-feed area of the form and corresponds to the data with the encoded form code. The barcode must match the form code or printing ceases. Rest assured your personalized message is on the right form.

- **Document Imaging**

Access has equipment to produce intelligent documents utilizing one of the following three methods:

- Roll-fed laser with inline affixing and bindery
- Sheet-fed laser
- Inkjetting

Depending on the volume and features needed, the appropriate equipment is utilized.

- **Archival & Retrieval Capabilities**

Clients have the ability to store and retrieve exact duplicates of their printed documents via a secure Internet site. With Access Archival & Retrieval, each user is able to capture and view information in the original format received by their customers, providing them with an online history of actual documents. The system captures bills, statements, correspondence, and reports to create a central pool of information that can be accessed throughout the organization. Documents can remain on-line for 3 months, 6 months or longer if necessary.

Mail Preparation

Our mail preparation and production capabilities cover the complete range of formats – from postcards to complex mailing forms, folds and special affixing.

We produce a wide range of mail formats, bindery and affixing options to accommodate new creative formats and well-established response mechanisms. Our inserting equipment utilizes controls to assure the accuracy of each mailing – number of component as well as number of pieces.

Bindery

Access Direct Systems bindery can accommodate the full range of inline and offline production, which includes standard folds and trims, as well as highly specialized folds and trims and complicated creative formats – slit and nest, gatefolds, right angle booklet folds. Forms are trimmed down in either single or double fold formats.

Operations - Volume Mail

Mail Preparation (continued)

Affixing

Affixing occurs inline or offline at three stages in the process – imaging, bindery and inserting. Access equipment can affix stickers, cards, pre-cancelled stamps as well as seal or meter envelopes.

- Labelaire/Wafer – Labeling and sticker affixing inline with lasering or offline.
- Card Affix – Attach plastic card to additional component, such as a form or insert, with fugitive glue.
- Glue Affix – Glue affixing to seal envelope with fugitive glue.
- Stamp Affix – Affix pre-cancelled stamp.
- Metering – Print meter postage directly onto envelope.

Inserting Accuracy

Inserting is the final stage for envelope mail where all components come together and final Q.C. takes place before envelopes are sealed and mail is put on pallets. Access equipment can insert standard and jumbo formats, and have both friction and stream feeders. Roll-fed forms are folded inline and ready for insertion. Sheet-fed forms are folded offline and controls are in place to fold single or multiple page documents accurately and quickly.

- *Palletization*
The system allows for inserted mail now to be weighed, to ensure all mail packages are produced.
- *Barcoded Intelligent Inserting*
Mailing packages for multiple page address documents are verified via barcode to ensure each page of the imaging exists and is in proper sequence. This technology can also report back to the production system to ensure 100% of the mailings are completed.