

## Don't squander a cent!

Optimize your mailing for maximum cost efficiency!

### *Work economically*

Capturing efficiency potential is a good way for any company to avoid unnecessary costs and superfluous expenditures. This is also true for the important processes of developing customer loyalty and presales activities via direct marketing.

In almost every mailing, postage is the largest single position of all the accruing costs. Particularly with mass mailings, it is worth giving this position special attention.

Various European postal organisations offer reduced postage rates for economical, efficient and lower-cost processing of mass mailings. Interesting savings potential can thus be realized even with low to medium mailing volume.

### *Benefit from preparation*

These savings opportunities are tied to a multitude of requirements (examples: sameness of content, minimum quantities, etc.) which must be strictly complied with. By doing more of the preliminary work, e.g., by meticulously observing the diverse sorting regulations, postage rates can be reduced still further.

Basically, the higher the quantity to be delivered and the finer the presorting, the greater opportunities there are for savings. Due to the automation and efficiency measures that were introduced, postal organisations have directly oriented their regulations for postal optimization towards the costs customers can save by doing some of the work themselves.

The preliminary tasks can vary considerably depending on the kind of mailing. In order to be able to achieve maximum savings, the personnel and technical resources needed for these tasks should not be underestimated.

### *Achieve great results*

Uniserv's *ecoSort* software is your optimization specialist for the postage rate systems of all German-language postal organisations. *ecoSort* takes charge of the entire management of the address databases that are to be optimized. The program analyzes the best possible mailing variant with the optimal postage rate reduction, using all influencing factors and regulations available for each postal organisation.

Then *ecoSort* sorts and optimizes the addresses according to the respective specifications and produces the printing template for the necessary delivery notes. In addition, *ecoSort* takes the letter shop production sequence into consideration so that a repeated sorting through the letter shop does not occur. This reduces the cost yet again.

With *ecoSort* you gain a double benefit: Processing of mass mailings is tremendously simplified, and, depending on the size of the mailing, you may already achieve your ROI with a single mailing.

### *Comply with the requirements*

In order to take full advantage of the savings effect, correct postal addresses are an indispensable requirement. Only when the recipients' addresses are available in correct postal form can the demands of the postal organisations for a consequential presorting and correct package and pallet preparation be met. This task is implemented by the international software solution *post*, which is inter alia available for all German-speaking countries.



## Spectrum of capabilities

**D**

**ecoSort.D** supports the mailing forms Infopost, Infopost Vario, Infopost-Schwer, Infobrief, all other mailing forms of the domestic letter service and cooperates in letter post with electronic postage stamping according to Deutsche Post AG regulations.

Functions:

- Testing of the access requirements
- enumeration of the minimum quantity
- package, container and pallet preparation
- processing of several objects and preparation in one run
- printing of all required lists, papers, error and configuring protocols
- provision of all release files (even of invalid postal codes and foreign addresses)
- provision of the so called 'Einlieferdatensatz' (entry data set) (EDS).

For periodicals issued on a regular basis, the Deutsche Post AG has special Periodical Class rates. If publishers fulfil certain criteria they can qualify for shorter mailing times and reduced rates. With *presse*, we provide an additional software solution for the efficient implementation and processing of all regulations linked to periodicals mailing. It covers all requirements regarding the preparation of periodicals for mailing. Thus, you can easily stay current with complex, ever-changing regulations even in this field.

**CH**

**ecoSort.CH** optimizes mailings according to Swiss postal service guidelines and on the basis of 'Botenfile' for Class B mass mailings.

Functions:

- package preparation
- sack or pallet preparation
- printing of all required papers
- delivery lists
- processing lists for the letter shop
- package, sack or pallet labels
- preparation of sorting data for address printing in the production sequence
- for newspapers and magazines direct place- and postal/railway mailing sacks
- multiple copy mailing
- routing of foreign addresses etc
- optional mailing optimization of catalogs > 500 gram.

**A**

**ecoSort.AT PVM** processes Austrian addresses for the dispatch of bulk mailings in accordance with the currently valid GTCT of Austrian Post.

Address data for mailings with a personal address (e.g. for Info.Mail) or distribution plans (e.g. for Info. Post or regional publications) can be processed.

Functions:

- Bundle preparation
- Pallet preparation (for each mutation or each order)
- Generation of the production and mailing documentation: Bundle and pallet labels, Posting cheque, distribution plan and notice
- Assessment of the delivery addresses incl. sorting data for the address printing in the production sequence.

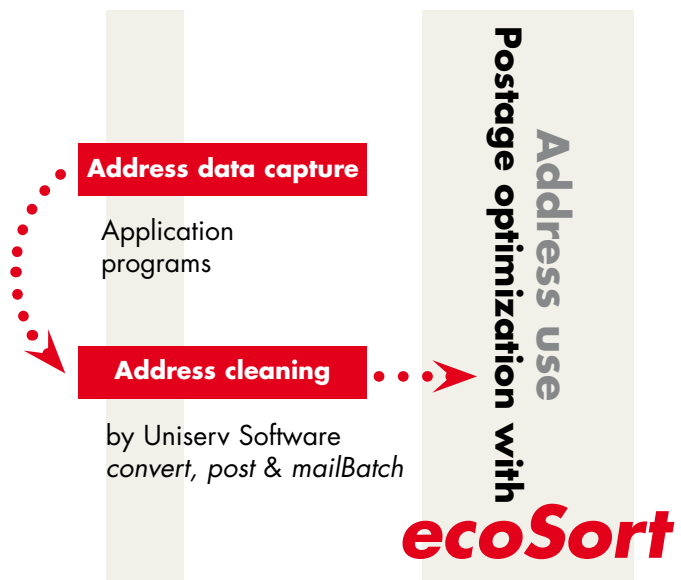


## Additional Information

## Implementation

Whenever you have larger mailing volumes to process – and it makes no difference if it is a direct mailing, a periodicals mailing, a catalog or a package – *ecoSort* is the software solution you need to cope with the frequently changing regulations of the postal services. By consequently using the sales discount system of the postal organisations, you can reduce your postage costs significantly. And always keep in mind that you will achieve full mailing optimization only if you check your addresses before sending them out. The entire data material should always be postally correct and without duplicates. Only then can you be sure that you are really working economically and that the savings achieved through *ecoSort* are not lost by unnecessary costs for false or multiple mailings.

## Optimal processing sequence



## Technical aspects

*ecoSort* is a function within the framework of the *Data Quality Batch Suite*.