AccuMail frameworks

Make Every Address the Right Address.

INVESTING IN ADDRESS QUALITY

Accurate customer address data is vital to your business. Significant resources are spent acquiring, retaining and servicing your customers, and the quality of your data plays a critical role in how well these functions are performed.

According to the USPS®, every year there are over **47 million change-of-addresses** filed by individuals, families and businesses, as well as the creation of almost **2 million new addresses.** Add in **keystroke errors and omissions** in new addresses collected on a daily basis, and it's easy to see how your address data deteriorates quickly over time.

Organizations with poor controls over address quality often face critical issues that affect their bottom line, both directly (increased costs) and indirectly (the impact on service and reputation). Best practices for managing your customer data should involve an address quality program, **for both existing data and at the point of entry for new data.**

AccuMail frameworks provides you with all the tools you need to ensure the address quality of your database.

What Is Address Quality?

Address data may be said to exhibit Total Address Quality when it meets three conditions – it is *Complete, Correct and Current.*

Complete addresses contain all elements for your mail to be delivered, from street numbers to the ZIP + 4® code.

Correct addresses not only contain all the right address elements, but are also actual validated deliverable addresses.

Current addresses take into account whether the addressee is still at the same address that their mailpiece is addressed to.

Always make sure your data is

AccuMail Certified™

Certified for accuracy by the USPS, AccuMail frameworks gives you the confidence that your data meets the highest address quality standards.

The 4 Steps to Total Address Quality

AccuMail frameworks not only cleans the address data in your system to meet the very latest Postal Service™ standards, it automatically takes you through the four steps to achieving Total Address Quality.

Standardize
Correct, parse and standardize your address data by comparing it to the very latest USPS data, adding ZIP+4® data and highlighting possible costly duplicates.
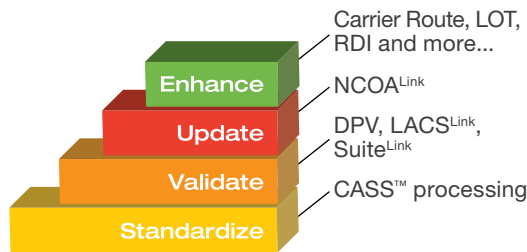
Validate
With built-in DPV®, LACS^{Link}® and Suite^{Link}™, you can be sure each address is a deliverable location, conforming to the latest USPS addressing standards.

Update
The optional AccuMail Move module utilizes the latest NCOA^{Link}® data from the Postal Service to update the addresses of any movers in your database.

Enhance
AccuMail delivers added value to your database by providing additional data such as Carrier Route information, Line of Travel, Congressional Districts, County Codes and more. Enhance your data further with add-ons such as AccuMail GeoCode or AccuMail RDI.

Carrier Route, LOT, RDI and more...

Enhance — NCOA^{Link}

Update — DPV, LACS^{Link}, Suite^{Link}

Validate — CASS™ processing

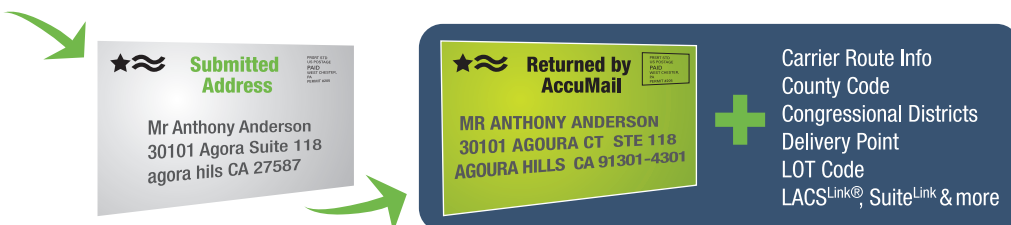**Standardize**

The 4 Steps to Total Address Quality

HOW WILL ADDRESS QUALITY BENEFIT YOU?

There are many reasons for having current, accurate, customer contact information. Here are just a few:

✓ Less waste in materials, packaging and labor

✓ Lower mailing and shipping costs

✓ Increased ROI for marketing campaigns

✓ Greater operating efficiency

✓ Improved decision making

✓ Better sharing of data across your organization

✓ A reputation for great service

✓ Improved cash flow and more...

So why delay? Put AccuMail frameworks to work for your organization and start seeing the benefits immediately.

If you appreciate the power of accurate data, you'll appreciate the power of AccuMail.

Submitted Address

Mr Anthony Anderson
30101 Agora Suite 118
agora hils CA 27587

Returned by AccuMail

MR ANTHONY ANDERSON
30101 AGOURA CT STE 118
AGOURA HILLS CA 91301-4301

Carrier Route Info
County Code
Congressional Districts
Delivery Point
LOT Code
LACS^{Link}®, Suite^{Link} & more

AccuMail Validates and Enriches Your Data

Request A Demo! Visit
www.accumailframeworks.com
for more information!

THE NEXT GENERATION OF ADDRESS CORRECTION

AccuMail has always offered you unrivalled accuracy and processing speeds. Now, with a completely redesigned, multifunctional interface, it provides you with even greater flexibility and ease of use, whatever your specific business requirements. Here are some of its features:

✓ **USPS Certified**
AccuMail is CASS Certified™ by the United States Postal Service®, providing USPS Form 3553 facsimiles, standard coding summaries and custom reports.

✓ **Address Correction**
Addresses are standardized, and ZIP + 4® Codes are assigned. AccuMail identifies and analyzes non-matching addresses so undeliverable addresses can be corrected.

✓ **Address Validation**
Addresses are validated against the USPS database for accuracy. Integrated DPV® ensures that each address is a deliverable location; Suite^Link™ adds known suite numbers to business addresses; LACS^Link® converts rural style addresses to locatable, city-style addresses, improving accuracy and delivery times.

✓ **Deduplication**
Advanced duplicate detection technology targets costly excesses in your database, cutting waste and saving money.

✓ **Data Enhancement**
AccuMail adds Carrier Route info, LOT Codes, County Names and Codes, Congressional Districts and more.

✓ **Data Management**
Features such as Card View allow you to edit your customer information one entry at a time from within the frameworks environment. Filters let you search for and focus on specific groups of customers that match your chosen parameters.

✓ **Simple Integration/Fully Scalable**
AccuMail toolkits easily connect into your other address-dependent applications. Its architecture is easily scalable to multiuser organizational requirements.
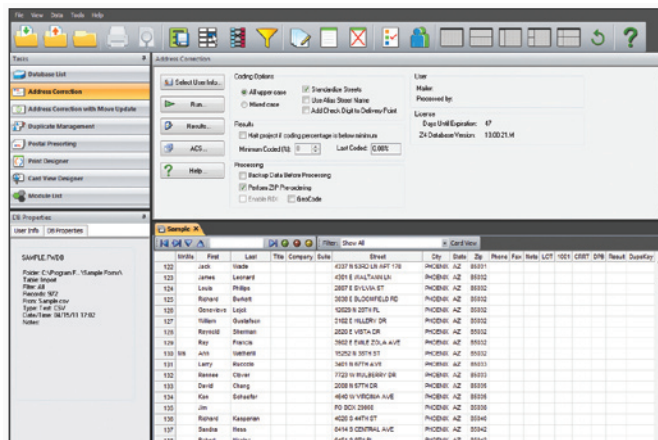
✓ **Optional Enhancements**
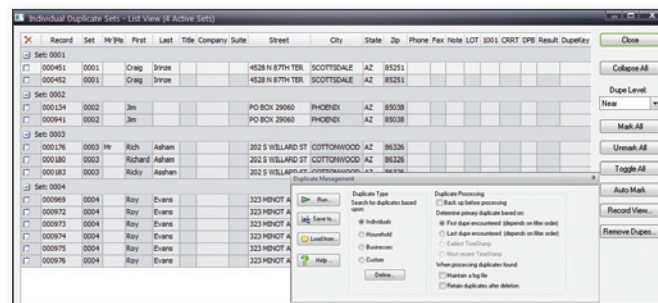AccuMail can provide you with additional data quality tools, based on your business requirements:

AccuMail RDI differentiates between residential and business addresses.

AccuMail GeoCode assigns additional geographic information (eg lat/long coordinates) to your address data.

AccuMail ProSort provides you with full postal presorting capabilities for maximizing your postal discounts.

New Multifunctional Interface

Advanced Duplicate Detection

Simple Integration Into Other Systems

STAY CONNECTED WITH ACCUMAIL MOVE

AccuMail Move™ is an indispensable add-on module that will keep your address database current as your customers move, utilizing the very latest NCOA^Link change-of-address information from the USPS. Accessed directly within the AccuMail interface, addresses are processed in real time*.

Best practices for address quality should include periodical Move Update processing, to ensure the accuracy of your data over time.

Additionally, USPS rules require that all mailers, both First and Standard Class, update their addresses through an approved Move Update process to qualify for automation and other discounts.

So don't lose track of contacts and associated revenue when moves occur – make AccuMail Move an integral part of your data quality practices.

Around 1 in 7 individuals, families and businesses change their addresses every year. That can have a serious impact on the quality of your database.

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MAILERS EDITION

3 Steps to Mailing

AccuMail frameworks is also available in a **Mailers Edition**, which includes the AccuMail ProSort module, providing a fully-featured, **PAVE Certified** mailing software solution. AccuMail frameworks Mailers Edition is designed to make every mailing as easy and efficient as possible, saving you time and maximizing your postal discounts.

As well as all the great address quality tools of the core AccuMail frameworks product, the Mailers Edition also includes:

Step One: Set Up Your New Job And Class Of Mail

3 STEP MAILING ASSISTANT
Our new Mailing Assistant makes mailing easy! In just three simple steps you can process your mail job from set up to printing, saving you valuable time and money.

Step Two: Enter the Mailpiece Weight and Dimensions

ENVELOPE & LABEL DESIGNER
An intuitive print and label assistant makes designing your mailpieces easy! View and edit your layouts, add elements such as OELs, barcodes, indicias and more to your designs, and save your designs as templates to use again.

PRINTER CONFIGURATION ASSISTANT
Manage your printers from within the AccuMail frameworks interface, and save your settings for future use so you can process your jobs faster.

Step Three: Select Your Mail Drop and Container Options

POSTAL DOCUMENTATION
Produces all required postal reports and documentation, including Form 3553, Qualification Reports, Postage Statements, and barcoded sack and tray labels.

IM BARCODE SUPPORT
Support for both Basic and Full Service versions of the Intelligent Mail® barcode. Our optional Full Service package includes the Mail.dat module.

Hit Finish and you're now ready to print!

INTEGRATED MOVE UPDATE
An optional feature, AccuMail Move utilizes NCOA[Link] and ANK[Link] data from the USPS to update the addresses of movers in your mailing list. AccuMail frameworks also includes electronic PAF Registration, for more efficient move update account management.

Label and Envelope Designer

LIGHT VERSION AVAILABLE
For lower volume mailers, we offer a light version that retains most of the features of the full version, but limited to smaller list sizes.

So what are you waiting for? The next generation of address correction and mailing software is here!

To set up a web demo, or to request a trial version of AccuMail frameworks, contact us today on **888.227.7221,** or visit our website at **www.smartsoftusa.com**
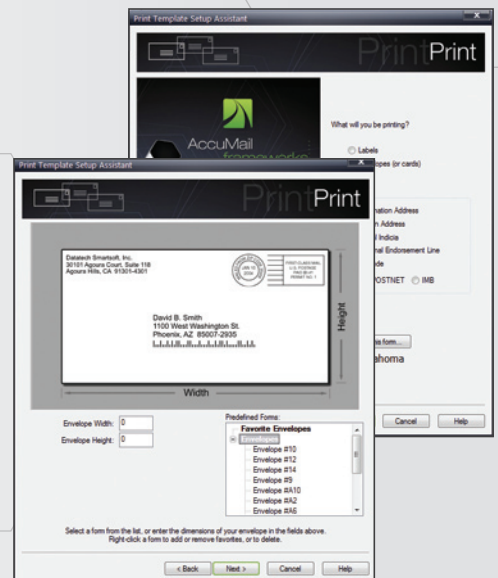
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