



Postal Automation

The Challenge – Get Maximum Postal Discounts

Many organizations send out high volume mailings to their clients. To achieve postal discounts, they need to meet strict sorting and postal address verification criteria. Translated into document solutions business terms, it involves:

- Identifying the required information, extracting it and adding it to a print application to enable optimum insertion (such changes consume scarce IT resources and are expensive)
- Making sure the mail piece addresses, generated in-house or purchased from a list renter, dovetail with postal addresses
- Sequencing the mail pieces in the correct order

The Solution – Achieve Postal Discounts in One Pass of PRO Suite Products

That's where the PRO Suite of products makes key contributions, regardless of print architecture (AFP, PostScript, PCL, Xerox LCDS/metacode). PRO Suite products help by:

- Extracting mailing address information from print files
- Interfacing with postal address verification and pre-sorting packages to sort the print files
- Adding postal information, inserter codes and control numbers to mail pieces

Index for Address Information

The [PRO Indexer](#) can be configured to extract Name and Address fields from print files of any type and create a file in the format required for a mail processing package that is capable of handling line data or ASCII files. The page count for each mail piece can be included in this file as well as the postal or zip code.

Interface with Postal Applications

The mail processing software can then treat the above file like it would any other standard ASCII file to perform whatever actions are required. These include:

- Address verification
- Postal/zip code verification
- Postage calculations
- CASS/PAVE
- Postal sort
- Delivery point bar code calculations
- Key and endorsement line composition

The result of these operations is a text file, which contains the updated addresses and additional information to be added to the mail pieces, which may also be sorted in a different sequence. The text file can next be merged with the original print file by running the original print file through a [PRO transform](#) or PRO Normalization product.

Reengineer Mail Pieces for Sorting and Inserting

With the help of an appropriate sequencing or merging command, fields can be extracted from the text file and either updated or added to the mail pieces as they are processed. The [PRO Document Enhancer](#), a powerful reengineering application, allows these fields to be positioned anywhere on the page and placed in any font.

[PRO Document Enhancer](#) also allows the addition of OMR marks during the transform or normalization process. The OMR marks can be organized to support any automated inserter and can be placed anywhere on the page. The algorithms for OMR marks can include intelligent page and mail piece counters for the optimum integrity for insertion. Selective insert marks can also be placed on some or all of the mail pieces.

Sequence Mail Pieces and Achieve Postal Discounts

An appropriate sequencing command can be used to sort the print file into the sequence specified in the text file. This allows a postal sort package to provide the [PRO](#) software with a sequence number for each mail piece, and that is the sequence that the mail pieces will be output in. The sequence of the pages within each mail piece can also be specified in the sequencing command so that pages can be printed in the proper order for the inserter to be used.

This entire process can be fully automated so that no manual intervention is required. A print file can be verified, sorted, postal information added, OMR marks added, control numbers added and the sorted file can be printed, all in one pass.

Users of CrawfordTech postal automation software range from service bureaus through financial and government institutions to high volume production mail environments.