

2010 Survey of Mailing Software

James Workman and Dillon Mooney



Introduction

Welcome to the *2010 Printing Industries of America Survey of Mailing Software*. We hope that you find this document useful as you investigate the software that is so crucial to mailing success. This is the first year that we have conducted the survey and we will be updating and improving it annually. Ten different vendors, representing thirteen vendor/software combinations, are profiled in the survey. Keep in mind that while there is mostly one entry per software, the same software often comes in different editions (e.g., desktop, standard, and professional).

Each vendor that we identified as providing software for commercial mailers was asked to participate in the survey. This list of vendors was reviewed by our Mailing Committee. The vendors were briefed on the survey objectives and asked to complete the 47-question survey form. The responses from each of the vendors have been collated to form this document. We did not have the wherewithal to independently verify the accuracy of their statements.

Despite our best efforts, there were several vendors who did not respond to our requests to participate. We hope that they will take part in next year's survey. Let us know if your software vendor is missing—it will give us a stronger case for encouraging their participation.

The first section, *Master List*, summarizes the responses for each vendor that responded to the survey. This reads across several pages. An identification number has been added to make it easier the data across this matrix.

This is followed by *Company Specific Information* in which the responses have been collated for each company/product combination on three consecutive pages.

The remaining sections identify software packages with specific types of functionality that you may be seeking.

We thank the members of our Mailing Committee who provided advice on the questionnaire and overall project: Jim Mayes, ColorCraft of Virginia; Paul Overn, IWCO Direct; John Rafner, Streamline Solutions; Mike Weinzierl, Professional Graphic Communications; and Rudy Preletz, Alcom.

Please contact us with comments.

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Disclaimer

The software programs highlighted in this publication are not endorsed by Printing Industries of America and we did not evaluate their performance. Also, we were not able to check the accuracy of the information provided by each vendor, although we trust that it is correct.

Mailing Software Resources

Some of the terminology used in this report will be unfamiliar to print professionals that are new to mailing.

Here are definitions for a few of the terms used in the *2010 Survey of Mailing Software*:

CASS

An acronym for Coding Accuracy Support System, CASS is a USPS program that sets standards for commercial software that appends ZIP+4 codes. The software must be submitted to an annual audit by the USPS to confirm that the software performs correctly. By passing the audit, the software becomes CASS certified. In order to qualify for postal discounts for ZIP+4 or barcoding, mailers are required to produce a CASS certificate (USPS Form 3553) which verifies that the ZIP+4s have been obtained from CASS-certified software.

PAVE

PAVE™ stands for Presort Accuracy Validation and Evaluation. This mail presort software has been tested and certified by USPS for accuracy in doing different types of sorts and producing various types of postal documents.

STANDARD MAIL

Standard Mail® offers a lower price on postage for the work that mailers perform. For Standard Mail, mailers must do some of the work the Postal Service would otherwise do. Mailers must pay an annual mailing fee at each facility where mail is entered. Standard Mail requires a minimum of 200 pieces or 50 pounds per mailing and the mailpiece must weigh less than 16 ounces. It cannot be used for sending personal correspondence, handwritten or typewritten letters, or bills and statements of account. Prices are based on weight, shape, preparation, and entry. Automation prices are lower than nonautomation prices.

INTELLIGENT MAIL BARCODE

The Intelligent Mail barcode is a new Postal Service barcode used to sort and track letters and flats. The Postal Service is promoting use of the Intelligent Mail barcode because it expands the ability to track individual mailpieces and provides customers with greater visibility into the mailstream. Mailers will be required to use of the Intelligent Mail barcode to qualify for automation prices beginning in May 2011.

Below are additional resources that explain the terms and choices in mail software.

[Glossary of Mail Marketing Terms](#) Provided courtesy of the Association for Postal Commerce (PostCom), the glossary contains the definitions to over 500 mailing-related terms. The glossary is a few years old, thus you will not find some of the newer terms, like *PostalOne!*

[Mailing Publications](#) Reading trade journals that cover the mailing industry can improve your knowledge of mailing software issues. This resource provides subscriber information on the key publications read by commercial mailers.

[Mailing Software Overview](#) This article by Printing Industries of America is a good summary of the issues surrounding the choice of mailing software.



AccuZIP Inc.

Company # 01

Product Name: AccuZIP6 5.0

Mailing Address: 3216 El Camino Real

Web Site: www.accuzip.com

City: Atascadero

State: CA

Zip Code: 93422-2500

Country: US

Contact Person: Steve Belmonte

Phone: 805-461-7300

Sales 800 Number: 800-233-0555

Email: sales@accuzip.com

Fax: 877-839-6531

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding Included
 - 16c. Congressional District Number Included
 - 16d. Residential or business location
 - 16e. Business suite numbers Included
 - 16f. FIPS county names Included
 - 16g. County Names Included
 - 16h. Other: Vacancy Flag
17. What address updating services are interfaced at additional cost with the software?
18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48
18. Which classes of mail can your software accommodate? First, Periodical, Standard, Parcel
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays)
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Optional
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters Standard
 - 21e. Other: JS2, Excel, dBase, import XML, North/South for Multiple Up Printing
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



AccuZIP Inc.

Company # 01

23. Please indicate whether the following capabilities are standard or optional?

- | | |
|---|------------------------------------|
| 23a. Merge/purge <u>Standard</u> | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing <u>Standard</u> | 23i. Edit Mail.dat files |
| 23d. Palletization <u>Optional</u> | 23j. Canadian mail |
| 23e. Automation so jobs can be processed unattended <u>Standard</u> | |
| 23f. Submit electronic documentation to the USPS PostalOne! System | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Licensed
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP, Windows Vista, Windows 2008 Server
26. If your software is Internet based, or links to the Internet, which web browsers are supported?
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? Both
29. How often is your zip code directory updated? Continuously
30. Which application was the software primarily designed for? Direct mail
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? Yes

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? No
35. How is support provided? Phone, Email, Web-based chat, Knowledge base via Web
36. Is there a cost for support? Unlimited free support with annual s
37. What training is provided? Offsite, Internet, Included with software, Group Training
38. Does the company provide professional/consulting services? Yes

Purchase Price

39. What is the average purchase price? \$995.00
40. What is the cost of the initial annual subscription for software updates? \$995.00
41. What is the cost of subsequent annual subscriptions for software updates? \$995.00
42. If the software is available as a service via the Internet, what are the fees?



AccuZIP Inc.

Company # 01

Other Information

43. What is the target weekly mailing volume for your software? 200 - 10 million
44. How many current users are there? 1000+
45. How many years has your software been sold? 11-20 years
46. Do you provide a free trial? Yes
47. If you provide a free trial please describe 15-Day Free Trials available on request

Vendor Comments

AccuZIP Inc. was started in 1992 and creates award-winning, powerful and robust data quality and certified mailing software and is an Accredited Better Business Bureau member with an A+ rating.



Anchor Software

Company # 02

Product Name: Service Bureau Suite

Mailing Address: 9210 Corporate Blvd, Suite 120

Web Site: www.anchorcomputersoftware.com

City: Rockville

State: MD

Zip Code: 20850

Country: USA

Contact Person: Adam DeCruz

Phone: 800-237-1921

Sales 800 Number: 800-237-1921

Email: adecruz@anchorcomputersoftware.com

Fax: 240-631-2104

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding Optional
 - 16c. Congressional District Number Optional
 - 16d. Residential or business location Optional
 - 16e. Business suite numbers Optional
 - 16f. FIPS county names Optional
 - 16g. County Names Optional
 - 16h. Other:
17. What address updating services are interfaced at additional cost with the software?
48 months USPS NCOALink updates, 18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48
18. Which classes of mail can your software accommodate? First, Periodical, Standard
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Standard
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope
 - 21d. File for printing customized letters Optional
 - 21e. Other:
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



Anchor Software

Company # 02

23. Please indicate whether the following capabilities are standard or optional?

- | | |
|---|--|
| 23a. Merge/purge <u>Standard</u> | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service <u>Standard</u> | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing <u>Standard</u> | 23i. Edit Mail.dat files <u>Optional</u> |
| 23d. Palletization <u>Optional</u> | 23j. Canadian mail <u>Optional</u> |
| 23e. Automation so jobs can be processed unattended <u>Optional</u> | |
| 23f. Submit electronic documentation to the USPS PostalOne! System | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Both
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP, UNIX/LINEX, CASS - Mainframe
26. If your software is Internet based, or links to the Internet, which web browsers are supported?
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? Both
29. How often is your zip code directory updated? Monthly
30. Which application was the software primarily designed for? Both
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? Yes

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? Yes-included
35. How is support provided? 800 Phone, Email
36. Is there a cost for support? Unlimited free support with annual s
37. What training is provided? Onsite, Offsite, Internet
38. Does the company provide professional/consulting services? Yes

Purchase Price

39. What is the average purchase price? Call for quote.
40. What is the cost of the initial annual subscription for software updates? Call for quote.
41. What is the cost of subsequent annual subscriptions for software updates? Call for quote.
42. If the software is available as a service via the Internet, what are the fees? Call for quote.



Anchor Software

Company # 02

Other Information

43. What is the target weekly mailing volume for your software?
44. How many current users are there? 100-249
45. How many years has your software been sold? 11-20 years
46. Do you provide a free trial? Yes
47. If you provide a free trial please describe Trial are done via trial agreements by contacting sales.

Vendor Comments



Company # 03

Product Name: Mail Manager Full Service

Mailing Address: 75 Josons Drive

Web Site: www.bccsoftware.com

City: Rochester

State: NY

Zip Code: 14623

Country: USA

Contact Person: Corey Smith

Phone: 5852729130

Sales 800 Number: 8003370442

Email: coreys@bccsoftware.com

Fax: 5852729222

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding Included
 - 16c. Congressional District Number Included
 - 16d. Residential or business location Optional
 - 16e. Business suite numbers Included
 - 16f. FIPS county names Included
 - 16g. County Names Included
 - 16h. Other:
17. What address updating services are interfaced at additional cost with the software?
48 months USPS NCOALink updates, 18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48
18. Which classes of mail can your software accommodate? First, Periodical, Standard, Parcel
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Standard
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters Standard
 - 21e. Other: Mail.XML for FAST appointment avail 12/2010
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



23. Please indicate whether the following capabilities are standard or optional?

- | | |
|--|------------------------------------|
| 23a. Merge/purge <u>Standard</u> | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service <u>Optional</u> | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing <u>Standard</u> | 23i. Edit Mail.dat files |
| 23d. Palletization <u>Standard</u> | 23j. Canadian mail |
| 23e. Automation so jobs can be processed unattended <u>Standard</u> | |
| 23f. Submit electronic documentation to the USPS PostalOne! System <u>Standard</u> | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Licensed
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP
26. If your software is Internet based, or links to the Internet, which web browsers are supported?
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? CD/DVD
29. How often is your zip code directory updated? Monthly
30. Which application was the software primarily designed for? Direct mail
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? No

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? Yes-additional fee
35. How is support provided? 800 Phone, Email
36. Is there a cost for support? Unlimited free support with annual s
37. What training is provided? Onsite, Offsite, Internet, Internet (ELS) free, others fee based
38. Does the company provide professional/consulting services? Yes

Purchase Price

39. What is the average purchase price?
40. What is the cost of the initial annual subscription for software updates?
41. What is the cost of subsequent annual subscriptions for software updates?
42. If the software is available as a service via the Internet, what are the fees?



Other Information

43. What is the target weekly mailing volume for your software? 150,000+

44. How many current users are there? 100-249

45. How many years has your software been sold? 3-5 years

46. Do you provide a free trial? No

47. If you provide a free trial please describe

Vendor Comments

BCC Software Inc: Developer of Mail Manager family of mailing software, list-enhancing NCOALink® services and Track N Trace® OneCode Confirm® mailpiece tracking. (800) 337-0372; www.bccsoftware.com.



Product Name: SmartAddresser 5

Mailing Address: 30101 Agoura Court, Ste 118

Web Site: www.smartsoftusa.com

City: Agoura Hills

State: CA

Zip Code: 91301-4301

Country: USA

Contact Person: Corry Casler

Phone: 888-227-7221

Sales 800 Number: 888-227-7221

Email: corryc@smartsoftusa.com

Fax: 818-707-9333

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding Optional
 - 16c. Congressional District Number Included
 - 16d. Residential or business location Optional
 - 16e. Business suite numbers Included
 - 16f. FIPS county names Included
 - 16g. County Names Included
 - 16h. Other: Included: Area Code, Time Zone, DPV Codes, LACS Indicator, Error and Correction Cod
17. What address updating services are interfaced at additional cost with the software?
18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48
18. Which classes of mail can your software accommodate? First, Periodical, Standard, Parcel
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Optional
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters Standard
 - 21e. Other: Label Format, CSV, DBF, Excel, Fixed Length Text and VideoJet file formats
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



23. Please indicate whether the following capabilities are standard or optional?

- | | |
|---|------------------------------------|
| 23a. Merge/purge <u>Standard</u> | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service <u>Standard</u> | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing | 23i. Edit Mail.dat files |
| 23d. Palletization <u>Optional</u> | 23j. Canadian mail |
| 23e. Automation so jobs can be processed unattended <u>Standard</u> | |
| 23f. Submit electronic documentation to the USPS PostalOne! System | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Licensed
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP
26. If your software is Internet based, or links to the Internet, which web browsers are supported? PC-Internet Explorer
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? Both
29. How often is your zip code directory updated? Bi-monthly
30. Which application was the software primarily designed for? Both
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? No

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? No
35. How is support provided? Phone, 800 Phone, Email, Web-based chat, Knowledge base via Web
36. Is there a cost for support? Unlimited free support with annual s
37. What training is provided? Internet, Included with software, Web-based individual & group training
38. Does the company provide professional/consulting services? No

Purchase Price

39. What is the average purchase price? \$1,995 incl. unlimited NCOALink
40. What is the cost of the initial annual subscription for software updates? Included in purchase price
41. What is the cost of subsequent annual subscriptions for software updates? \$1,695-\$2,995
42. If the software is available as a service via the Internet, what are the fees?

Datech SmartSoft, Inc.

Company # 04



Other Information

43. What is the target weekly mailing volume for your software? Unlimited, though we have a Light Version for lower volume mailers
44. How many current users are there? 1000+
45. How many years has your software been sold? 11-20 years
46. Do you provide a free trial? Yes
47. If you provide a free trial please describe 30 Day trial is available for evaluation purposes.

Vendor Comments

Datech SmartSoft, Inc. is a leader in the address quality, mailing and digital print industries providing desktop and enterprise-level solutions for both the United States and Canada.



DuoShare

Company # 05

Product Name: DuoShare.com

Mailing Address: PO Box 763187

Web Site: DuoShare.com

City: Dallas

State: TX

Zip Code: 75376

Country: US

Contact Person: Michael Harvanek

Phone: 800-749-8807

Sales 800 Number: 800-749-8807

Email: info@duoshare.com

Fax: 800-518-8965

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount No
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding
 - 16c. Congressional District Number Included
 - 16d. Residential or business location Included
 - 16e. Business suite numbers Included
 - 16f. FIPS county names Included
 - 16g. County Names Included
 - 16h. Other: Vacant, No Stat
17. What address updating services are interfaced at additional cost with the software?
18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48
18. Which classes of mail can your software accommodate? First, Standard,
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode
21. Which of the following can your software output?
 - 21a. Mail.dat files
 - 21b. Mail.xml files
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters Standard
 - 21e. Other:
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation



23. Please indicate whether the following capabilities are standard or optional?

- | | |
|---|------------------------------------|
| 23a. Merge/purge <u>Standard</u> | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service <u>Standard</u> | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing | 23i. Edit Mail.dat files |
| 23d. Palletization <u>Standard</u> | 23j. Canadian mail |
| 23e. Automation so jobs can be processed unattended <u>Standard</u> | |
| 23f. Submit electronic documentation to the USPS PostalOne! System | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? SaaS
25. If licensed software, which operating system can your software run on?
26. If your software is Internet based, or links to the Internet, which web browsers are supported? Mac & PC Browsers
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet?
29. How often is your zip code directory updated? Monthly
30. Which application was the software primarily designed for? Both
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? Yes

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? No
35. How is support provided? 800 Phone, Email
36. Is there a cost for support?
37. What training is provided?
38. Does the company provide professional/consulting services? No

Purchase Price

39. What is the average purchase price? \$600
40. What is the cost of the initial annual subscription for software updates? Starts at \$1.95 per thousand records
41. What is the cost of subsequent annual subscriptions for software updates? Starts at \$1.95 per thousand records
42. If the software is available as a service via the Internet, what are the fees? Based on usage, starts at \$1.95 per thousand records

DuoShare

Company # 05



Other Information

43. What is the target weekly mailing volume for your software?
44. How many current users are there?
45. How many years has your software been sold? 6-10 years
46. Do you provide a free trial? Yes
47. If you provide a free trial please describe 30 day trial available upon request

Vendor Comments

DuoShare.com - Move-updates, presort, and address correction (real-time and batch) in the cloud.



Lorton Data

Company # 06

Product Name: A-Qua Mailer

Mailing Address: 2 Pine Tree Dr Ste 302

Web Site: www.lortondata.com

City: Arden Hills

State: MN

Zip Code: 55112

Country: USA

Contact Person: Sales Team

Phone: 651-203-8200

Sales 800 Number:

Email: sales@lortondata.com

Fax: 651-203-8299

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding Optional
 - 16c. Congressional District Number Optional
 - 16d. Residential or business location Optional
 - 16e. Business suite numbers Included
 - 16f. FIPS county names Optional
 - 16g. County Names Optional
 - 16h. Other: Optional: DSF2, proprietary address correction & COA, telephone appen, email appen
17. What address updating services are interfaced at additional cost with the software?
48 months USPS NCOALink updates
18. Which classes of mail can your software accommodate? First, Periodical, Standard, Parcel
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Standard
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters Optional
 - 21e. Other:
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



Lorton Data

Company # 06

23. Please indicate whether the following capabilities are standard or optional?

- | | |
|---|------------------------------------|
| 23a. Merge/purge <u>Standard</u> | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service <u>Standard</u> | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing | 23i. Edit Mail.dat files |
| 23d. Palletization <u>Standard</u> | 23j. Canadian mail |
| 23e. Automation so jobs can be processed unattended <u>Optional</u> | |
| 23f. Submit electronic documentation to the USPS PostalOne! System | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? SaaS
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP, Mac OS X, UNIX/LINUX
26. If your software is Internet based, or links to the Internet, which web browsers are supported? Mac & PC Browsers
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet?
29. How often is your zip code directory updated? Monthly
30. Which application was the software primarily designed for? Direct mail
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? No

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? Yes-additional fee
35. How is support provided? Phone, Email, Web-based chat,
36. Is there a cost for support? Unlimited free support with annual s
37. What training is provided? Internet
38. Does the company provide professional/consulting services? Yes

Purchase Price

39. What is the average purchase price?
40. What is the cost of the initial annual subscription for software updates?
41. What is the cost of subsequent annual subscriptions for software updates?
42. If the software is available as a service via the Internet, what are the fees? End user: \$2,995/Commercial user: \$4,995/Custom user: Quoted



Lorton Data

Company # 06

Other Information

43. What is the target weekly mailing volume for your software? None

44. How many current users are there? 1000+

45. How many years has your software been sold? 3-5 years

46. Do you provide a free trial? Yes

47. If you provide a free trial please describe Trial offers vary

Vendor Comments

A-Qua Mailer gives users a complete suite of address quality & mail list processing services without having to install software on their computer. Pay-per-Job, Unit or Annual subscriptions available.



Melissa Data

Company # 07

Product Name: MAILERS+4

Mailing Address: 22382 Avenida Empresa

Web Site: www.MelissaData.com

City: Rancho Santa Margari State: CA

Zip Code: 92688

Country: USA

Contact Person: Greg Brown

Phone: 949-858-3000

Sales 800 Number: 800-635-4772

Email: greg@melissadata.com

Fax: 949-589-5211

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding Included
 - 16c. Congressional District Number Included
 - 16d. Residential or business location Optional
 - 16e. Business suite numbers Included
 - 16f. FIPS county names Included
 - 16g. County Names Included
 - 16h. Other: Residential suite numbers (Included); Canadian addressing (optional)
17. What address updating services are interfaced at additional cost with the software?
48 months USPS NCOALink updates, 18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48
18. Which classes of mail can your software accommodate? First, Periodical, Standard
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Standard
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters Standard
 - 21e. Other:
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



Melissa Data

Company # 07

23. Please indicate whether the following capabilities are standard or optional?

- | | |
|--|--|
| 23a. Merge/purge <u>Standard</u> | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service <u>Optional</u> | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing | 23i. Edit Mail.dat files <u>Standard</u> |
| 23d. Palletization | 23j. Canadian mail <u>Optional</u> |
| 23e. Automation so jobs can be processed unattended <u>Standard</u> | |
| 23f. Submit electronic documentation to the USPS PostalOne! System <u>Standard</u> | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Licensed
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP
26. If your software is Internet based, or links to the Internet, which web browsers are supported?
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? Both
29. How often is your zip code directory updated? Monthly
30. Which application was the software primarily designed for? Direct mail
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? Yes

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? No
35. How is support provided? Phone, 800 Phone, Email
36. Is there a cost for support? Unlimited free support with annual s
37. What training is provided? Internet, Included with software
38. Does the company provide professional/consulting services? No

Purchase Price

39. What is the average purchase price? \$1,695
40. What is the cost of the initial annual subscription for software updates? \$1,696
41. What is the cost of subsequent annual subscriptions for software updates? \$1,695
42. If the software is available as a service via the Internet, what are the fees?

Melissa Data

Company # 07



Other Information

43. What is the target weekly mailing volume for your software? Unlimited

44. How many current users are there? 1000+

45. How many years has your software been sold? 11-20 years

46. Do you provide a free trial? Yes

47. If you provide a free trial please describe 14-day, fully functional

Vendor Comments

Add-on functions: Canadian address verification; residential/business delivery type indicator; lat/long to the ZIP+4 level. Standard features include: mail merge; area code updates, name parse/gender.



SAP BusinessObjects

Company # 08

Product Name: Postalsoft DeskTop Mailer, Postalsoft Business Edition, and Postalsoft Professional Edition

Mailing Address: 332 Front Street S, 3rd Floor

Web Site: www.sap.com

City: La Crosse

State: WI

Zip Code: 54601

Country: USA

Contact Person: Joseph Carty

Phone: 608-793-7347

Sales 800 Number:

Email: joe.carty@sap.com

Fax:

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding Optional
 - 16c. Congressional District Number Optional
 - 16d. Residential or business location Optional
 - 16e. Business suite numbers Included
 - 16f. FIPS county names Included
 - 16g. County Names Included
 - 16h. Other:
17. What address updating services are interfaced at additional cost with the software?
48 months USPS NCOALink updates, 18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48
18. Which classes of mail can your software accommodate? First, Periodical, Standard, Parcel
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Standard
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters
 - 21e. Other:
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



SAP BusinessObjects

Company # 08

23. Please indicate whether the following capabilities are standard or optional?

- | | |
|--|--|
| 23a. Merge/purge <u>Standard</u> | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service <u>Standard</u> | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing <u>Optional</u> | 23i. Edit Mail.dat files <u>Standard</u> |
| 23d. Palletization <u>Optional</u> | 23j. Canadian mail <u>Optional</u> |
| 23e. Automation so jobs can be processed unattended <u>Optional</u> | |
| 23f. Submit electronic documentation to the USPS PostalOne! System <u>Standard</u> | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Licensed
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP, UNIX/LINUX
26. If your software is Internet based, or links to the Internet, which web browsers are supported? PC-Internet Explorer
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? Both
29. How often is your zip code directory updated? Monthly
30. Which application was the software primarily designed for? Both
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? Yes

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? Yes-additional fee
35. How is support provided? Phone, Email, Web-based chat, Knowledge base via Web
36. Is there a cost for support? Unlimited free support with annual s
37. What training is provided? Onsite, Offsite, Internet
38. Does the company provide professional/consulting services? Yes

Purchase Price

39. What is the average purchase price? \$1,495 - \$100,000
40. What is the cost of the initial annual subscription for software updates? \$1,495 - \$100,000
41. What is the cost of subsequent annual subscriptions for software updates? \$1,495 - \$25,000
42. If the software is available as a service via the Internet, what are the fees? \$1,295

SAP BusinessObjects

Company # 08



Other Information

43. What is the target weekly mailing volume for your software? 1,500 - unlimited
44. How many current users are there? 1000+
45. How many years has your software been sold? 21+ years
46. Do you provide a free trial? Yes
47. If you provide a free trial please describe Free - full production capable version available for up to 60 day trial

Vendor Comments

SAP offers software to meet your cost savings and productivity goals whether Postalsoft Desktop Mailer, Business Edition, or Professional Edition is the right choice for your organization.



Satori Software

Company # 09

Product Name: Bulk Mailer Standard

Mailing Address: 1301 5th Ave, Suite 2200

Web Site: www.satorisoftware.com

City: Seattle

State: WA

Zip Code: 98101-2676

Country: United States

Contact Person: Joe Skop

Phone: 206-357-2900

Sales 800 Number: 800-553-6477

Email: sales@satorisoftware.com

Fax: 206-357-2901

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding
 - 16c. Congressional District Number
 - 16d. Residential or business location
 - 16e. Business suite numbers
 - 16f. FIPS county names
 - 16g. County Names
 - 16h. Other:
17. What address updating services are interfaced at additional cost with the software?
48 months USPS NCOALink updates
18. Which classes of mail can your software accommodate? First, Periodical, Standard
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters Standard
 - 21e. Other:
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation



Satori Software

Company # 09

23. Please indicate whether the following capabilities are standard or optional?

- | | |
|--|------------------------------------|
| 23a. Merge/purge | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing | 23i. Edit Mail.dat files |
| 23d. Palletization | 23j. Canadian mail |
| 23e. Automation so jobs can be processed unattended | |
| 23f. Submit electronic documentation to the USPS PostalOne! System | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Licensed
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP
26. If your software is Internet based, or links to the Internet, which web browsers are supported?
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? Both
29. How often is your zip code directory updated? Bi-monthly
30. Which application was the software primarily designed for? Direct mail
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? No

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? No
35. How is support provided? Phone, 800 Phone, Email, Knowledge base via Web
36. Is there a cost for support? Limited free support with annual su
37. What training is provided? Offsite, Internet, Included with software
38. Does the company provide professional/consulting services? Yes

Purchase Price

39. What is the average purchase price? 1695
40. What is the cost of the initial annual subscription for software updates? Included
41. What is the cost of subsequent annual subscriptions for software updates? 995
42. If the software is available as a service via the Internet, what are the fees?



Satori Software

Company # 09

Other Information

43. What is the target weekly mailing volume for your software?

44. How many current users are there? 500-999

45. How many years has your software been sold? 11-20 years

46. Do you provide a free trial? Yes

47. If you provide a free trial please describe Up to 30-days use of all standard features

Vendor Comments

Any size mailing operation can reap the benefits of increased address quality and maximum postage discounts. The three editions of Bulk Mailer deliver the right set of features for organization.



Satori Software Inc.

Company # 10

Product Name: MailRoom ToolKit Architect

Mailing Address: 1301 5th Ave, Suite 2200

Web Site: www.satorissoftware.com

City: Seattle

State: WA

Zip Code: 98101-2676

Country: USA

Contact Person: Joe Skop

Phone: 206-357-2900

Sales 800 Number: 800-553-6477

Email: sales@satorissoftware.com

Fax: 206-357-2901

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding Optional
 - 16c. Congressional District Number Optional
 - 16d. Residential or business location Optional
 - 16e. Business suite numbers Included
 - 16f. FIPS county names Optional
 - 16g. County Names Optional
 - 16h. Other: Census Information
17. What address updating services are interfaced at additional cost with the software?
48 months USPS NCOALink updates
18. Which classes of mail can your software accommodate? First, Periodical, Standard, Parcel
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Optional
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters Standard
 - 21e. Other:
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



23. Please indicate whether the following capabilities are standard or optional?

- | | |
|---|------------------------------------|
| 23a. Merge/purge | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service | 23h. Dedupe |
| 23c. Co-mailing | 23i. Edit Mail.dat files |
| 23d. Palletization <u>Optional</u> | 23j. Canadian mail <u>Optional</u> |
| 23e. Automation so jobs can be processed unattended <u>Optional</u> | |
| 23f. Submit electronic documentation to the USPS PostalOne! System | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Licensed
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP
26. If your software is Internet based, or links to the Internet, which web browsers are supported? Mac & PC Browsers
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? Both
29. How often is your zip code directory updated? Bi-monthly
30. Which application was the software primarily designed for? Both
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? Yes

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? Yes-additional fee
35. How is support provided? Phone, 800 Phone, Email, Knowledge base via Web
36. Is there a cost for support? Limited free support with annual su
37. What training is provided? Onsite, Offsite, Internet, Included with software
38. Does the company provide professional/consulting services? Yes

Purchase Price

39. What is the average purchase price? Based on Use, Call for Pricing
40. What is the cost of the initial annual subscription for software updates? Included
41. What is the cost of subsequent annual subscriptions for software updates? Call for Pricing
42. If the software is available as a service via the Internet, what are the fees? Based on Use, Call for Pricing



Other Information

43. What is the target weekly mailing volume for your software?

44. How many current users are there? 1000+

45. How many years has your software been sold? 11-20 years

46. Do you provide a free trial? Yes

47. If you provide a free trial please describe Up to 30 days use of all standard features

Vendor Comments

Prepare volume mailings more efficiently with MailRoom ToolKit® Architect. Integrate address quality and presorting into automated web-to-print and variable-data mailing systems.



Satori Software Inc.

Company # 11

Product Name: Bulk Mailer Professional

Mailing Address: 1301 5th Ave, Suite 2200

Web Site: www.satorissoftware.com

City: Seattle

State: WA

Zip Code: 98101-2676

Country: United States

Contact Person: Joe Skop

Phone: 206-357-2900

Sales 800 Number: 800-553-6477

Email: sales@satorissoftware.com

Fax: 206-357-2901

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding Optional
 - 16c. Congressional District Number Optional
 - 16d. Residential or business location Optional
 - 16e. Business suite numbers Included
 - 16f. FIPS county names Optional
 - 16g. County Names Optional
 - 16h. Other:
17. What address updating services are interfaced at additional cost with the software?
48 months USPS NCOALink updates
18. Which classes of mail can your software accommodate? First, Periodical, Standard, Parcel
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Optional
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters Standard
 - 21e. Other:
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



23. Please indicate whether the following capabilities are standard or optional?

- | | |
|--|------------------------------------|
| 23a. Merge/purge <u>Optional</u> | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service <u>Optional</u> | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing | 23i. Edit Mail.dat files |
| 23d. Palletization <u>Optional</u> | 23j. Canadian mail |
| 23e. Automation so jobs can be processed unattended | |
| 23f. Submit electronic documentation to the USPS PostalOne! System <u>Optional</u> | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Licensed
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP
26. If your software is Internet based, or links to the Internet, which web browsers are supported?
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? Both
29. How often is your zip code directory updated? Bi-monthly
30. Which application was the software primarily designed for? Direct mail
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? No

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? Yes-additional fee
35. How is support provided? Phone, 800 Phone, Email, Knowledge base via Web
36. Is there a cost for support? Unlimited free support with annual s
37. What training is provided? Onsite, Offsite, Internet, Included with software
38. Does the company provide professional/consulting services? Yes

Purchase Price

39. What is the average purchase price? \$2,695
40. What is the cost of the initial annual subscription for software updates? Included
41. What is the cost of subsequent annual subscriptions for software updates? \$1,695
42. If the software is available as a service via the Internet, what are the fees?

Satori Software Inc.

Company # 11



Other Information

43. What is the target weekly mailing volume for your software?

44. How many current users are there? 1000+

45. How many years has your software been sold? 11-20 years

46. Do you provide a free trial? Yes

47. If you provide a free trial please describe Up to 30-days use of all standard features

Vendor Comments

Correct and presort address lists for the lowest postage, in an easy-to-use all-in-one interface. Wizard-based processes and reusable templates simplify mailing preparation and reduce training hassles.



Satori Software Inc.

Company # 12

Product Name: Bulk Mailer Business

Mailing Address: 1301 5th Ave, Suite 2200

Web Site: www.satorisoftware.com

City: Seattle

State: WA

Zip Code: 98101-2676

Country: United States

Contact Person: Joe Skop

Phone: 206-357-2900

Sales 800 Number: 800-553-6477

Email: sales@satorisoftware.com

Fax: 206-357-2901

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ? Yes
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount Yes
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod Included
 - 16b. Longitude and latitude for geocoding Optional
 - 16c. Congressional District Number Optional
 - 16d. Residential or business location Optional
 - 16e. Business suite numbers Included
 - 16f. FIPS county names Optional
 - 16g. County Names Optional
 - 16h. Other: Census Information (optional)
17. What address updating services are interfaced at additional cost with the software?
48 months USPS NCOALink updates
18. Which classes of mail can your software accommodate? First, Periodical, Standard, Parcel
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Optional
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope Standard
 - 21d. File for printing customized letters Standard
 - 21e. Other:
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



23. Please indicate whether the following capabilities are standard or optional?

- | | |
|--|------------------------------------|
| 23a. Merge/purge <u>Optional</u> | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service <u>Optional</u> | 23h. Dedupe <u>Standard</u> |
| 23c. Co-mailing | 23i. Edit Mail.dat files |
| 23d. Palletization <u>Optional</u> | 23j. Canadian mail |
| 23e. Automation so jobs can be processed unattended | |
| 23f. Submit electronic documentation to the USPS PostalOne! System <u>Optional</u> | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Licensed
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP
26. If your software is Internet based, or links to the Internet, which web browsers are supported?
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? Both
29. How often is your zip code directory updated? Bi-monthly
30. Which application was the software primarily designed for? Direct mail
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software? No

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? Yes-additional fee
35. How is support provided? Phone, 800 Phone, Email, Knowledge base via Web
36. Is there a cost for support? Unlimited free support with annual s
37. What training is provided? Onsite, Offsite, Internet, Included with software
38. Does the company provide professional/consulting services? Yes

Purchase Price

39. What is the average purchase price? \$3,695
40. What is the cost of the initial annual subscription for software updates? Included
41. What is the cost of subsequent annual subscriptions for software updates? \$2,195
42. If the software is available as a service via the Internet, what are the fees?



Other Information

43. What is the target weekly mailing volume for your software?

44. How many current users are there? 100-249

45. How many years has your software been sold? 1-2 years

46. Do you provide a free trial? Yes

47. If you provide a free trial please describe Up to 30-days use of all standard features

Vendor Comments

Role-based sharing allows data processors and print operators to access lists from a central location. Bulk Mailer Business ensures that Intelligent Mail barcodes generated by processors are unique.



Window Book, Inc.

Company # 13

Product Name: DAT-MAIL

Mailing Address: 300 Franklin Street

Web Site: www.windowbook.com

City: Cambridge

State: MA

Zip Code: 02139-3781

Country: USA

Contact Person: Wallace Vingelis

Phone: 617-395-4500

Sales 800 Number: 524-0380

Email: postalspecialist@windowbook.com

Fax: 617-395-5900

The Survey

Functionality

14. Is your software CASS certified, providing the capabilities of address correction through CASS, Delivery Point Validation (DPV), and LACSLink ?
15. Is your software PAVE certified, able to sequence the list according to USPS regulations for postage discount
16. Which of the following can your software/company add to each record?
 - 16a. Enhanced Line of Travel (eLOT) cod
 - 16b. Longitude and latitude for geocoding
 - 16c. Congressional District Number
 - 16d. Residential or business location
 - 16e. Business suite numbers
 - 16f. FIPS county names
 - 16g. County Names
 - 16h. Other:
17. What address updating services are interfaced at additional cost with the software?
18. Which classes of mail can your software accommodate? First, Periodical, Standard, Parcel
19. Which barcodes does the software support for USPS presort discounts?
 - 19a. POSTNET Standard
 - 19b. Intelligent Mail® barcode Basic Service Standard
 - 19c. Intelligent Mail® barcode Full Service Standard
20. Which barcodes does the software support for handling units and containers?
 - 20a. 10/24 barcode (sacks/trays) Standard
 - 20b. Intelligent Mail® barcode Standard
21. Which of the following can your software output?
 - 21a. Mail.dat files Standard
 - 21b. Mail.xml files Standard
 - 21c. File for printing of labels and addresses on envelope
 - 21d. File for printing customized letters
 - 21e. Other: Mail.XML
22. Which reports can your software produce?
Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically



Window Book, Inc.

Company # 13

23. Please indicate whether the following capabilities are standard or optional?

- | | |
|--|--|
| 23a. Merge/purge | 23g. Drop shipping <u>Standard</u> |
| 23b. List suppression service | 23h. Dedupe |
| 23c. Co-mailing <u>Standard</u> | 23i. Edit Mail.dat files <u>Standard</u> |
| 23d. Palletization <u>Standard</u> | 23j. Canadian mail |
| 23e. Automation so jobs can be processed unattended <u>Optional</u> | |
| 23f. Submit electronic documentation to the USPS PostalOne! System <u>Standard</u> | |

Software Compatibility and Usage

24. Is the software sold as licensed software or delivered as software as a service (SaaS)? Licensed
25. If licensed software, which operating system can your software run on?
Windows 7, Windows XP
26. If your software is Internet based, or links to the Internet, which web browsers are supported? PC-Internet Explorer
27. What is the maximum number of address records that can be processed annually? Unlimited
28. Are your software updates provided by CD/DVD or via Internet? Internet
29. How often is your zip code directory updated? Continuously
30. Which application was the software primarily designed for? Both
31. What languages are supported? English
32. Is the software available in an API mode that can be integrated into Web-based and call-center software?

Support and Training

33. Do you have dedicated support staff? Yes
34. Is 24/7 support available? Yes-additional fee
35. How is support provided? Phone, 800 Phone, Email, Web-based chat, Knowledge base via Web
36. Is there a cost for support? Limited free support with annual su
37. What training is provided? Onsite, Internet
38. Does the company provide professional/consulting services? Yes

Purchase Price

39. What is the average purchase price?
40. What is the cost of the initial annual subscription for software updates?
41. What is the cost of subsequent annual subscriptions for software updates?
42. If the software is available as a service via the Internet, what are the fees?

Window Book, Inc.

Company # 13



Other Information

- 43. What is the target weekly mailing volume for your software?
- 44. How many current users are there?
- 45. How many years has your software been sold? 11-20 years
- 46. Do you provide a free trial? Yes
- 47. If you provide a free trial please describe

Vendor Comments

DAT-MAIL is complete mailing data management post-presort software (www.WindowBook.com/dat-mail) that enables mailers to make an easy transition to eDoc and Intelligent Mail® barcode services.



Printing Industries of America 2010 Survey of Mailing Software

Master List



Company Name	Product Name	Address	City	State	Zip Code	Country	Phone	800 Phone	Fax
01 AccuZIP Inc.	AccuZIP6 5.0	3216 El Camino Real	Atascadero	CA	93422-2500	US	805-461-7300	800-233-0555	877-839-6531
02 Anchor Software	Service Bureau Suite	9210 Corporate Blvd, Suite 120	Rockville	MD	20850	USA	800-237-1921	800-237-1921	240-631-2104
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Mail Manager Full Service	75 Josons Drive	Rochester	NY	14623	USA	5852729130	8003370442	5852729222
04 Datech SmartSoft, Inc.	SmartAddresser 5	30101 Agoura Court, Ste 118	Agoura Hills	CA	91301-4301	USA	888-227-7221	888-227-7221	818-707-9333
05 DuoShare	DuoShare.com	PO Box 763187	Dallas	TX	75376	US	800-749-8807	800-749-8807	800-518-8965
06 Lorton Data	A-Qua Mailer	2 Pine Tree Dr Ste 302	Arden Hills	MN	55112	USA	651-203-8200		651-203-8299
07 Melissa Data	MAILERS+4	22382 Avenida Empresa	Rancho Santa Margarita	CA	92688	USA	949-858-3000	800-635-4772	949-589-5211
08 SAP BusinessObjects	Postalsoft DeskTop Mailer, Postalsoft Business Edition, and Postalsoft Professional	332 Front Street S, 3rd Floor	La Crosse	WI	54601	USA	608-793-7347		
09 Satori Software	Bulk Mailer Standard	1301 5th Ave, Suite 2200	Seattle	WA	98101-2676	United States	206-357-2900	800-553-6477	206-357-2901
10 Satori Software Inc.	MailRoom ToolKit Architect	1301 5th Ave, Suite 2200	Seattle	WA	98101-2676	USA	206-357-2900	800-553-6477	206-357-2901
11 Satori Software Inc.	Bulk Mailer Professional	1301 5th Ave, Suite 2200	Seattle	WA	98101-2676	United States	206-357-2900	800-553-6477	206-357-2901



Printing Industries of America 2010 Survey of Mailing Software

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	Company Name	Product Name	Address	City	State	Zip Code	Country	Phone	800 Phone	Fax
12	Satori Software Inc.	Bulk Mailer Business	1301 5th Ave, Suite 2200	Seattle	WA	98101-2676	United States	206-357-2900	800-553-6477	206-357-2901
13	Window Book, Inc.	DAT-MAIL	300 Franklin Street	Cambridge	MA	02139-3781	USA	617-395-4500	524-0380	617-395-5900



Printing Industries of America 2010 Survey of Mailing Software

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Contact	Email	Web Site	CASS Certified?	PAVE Certified?	Can Add eLOT Code	Can Add Longitude and Latitude	Can Add Congressional District Number	Can Add Residential or Business Location	Can Add Business Suite Numbers
01 Steve Belmonte	sales@accuzip.com	www.accuzip.com	Yes	Yes	Included	Included	Included		Included
02 Adam DeCruz	adecruz@anchorcomputersoftware.com	www.anchorcomputersoftware.com	Yes	Yes	Included	Optional	Optional	Optional	Optional
03 Corey Smith	coreys@bccsoftware.com	www.bccsoftware.com	Yes	Yes	Included	Included	Included	Optional	Included
04 Corry Casler	corryc@smartsoftusa.com	www.smartsoftusa.com	Yes	Yes	Included	Optional	Included	Optional	Included
05 Michael Harvanek	info@duoshare.com	DuoShare.com	Yes	No	Included		Included	Included	Included
06 Sales Team	sales@lortondata.com	www.lortondata.com	Yes	Yes	Included	Optional	Optional	Optional	Included
07 Greg Brown	greg@melissadata.com	www.MelissaData.com	Yes	Yes	Included	Included	Included	Optional	Included
08 Joseph Carty	joe.carty@sap.com	www.sap.com	Yes	Yes	Included	Optional	Optional	Optional	Included
09 Joe Skop	sales@satorissoftware.com	www.satorissoftware.com	Yes	Yes	Included				
10 Joe Skop	sales@satorissoftware.com	www.satorissoftware.com	Yes	Yes	Included	Optional	Optional	Optional	Included
11 Joe Skop	sales@satorissoftware.com	www.satorissoftware.com	Yes	Yes	Included	Optional	Optional	Optional	Included
12 Joe Skop	sales@satorissoftware.com	www.satorissoftware.com	Yes	Yes	Included	Optional	Optional	Optional	Included
13 Wallace Vingelis	postalspecialist@windowbook.com	www.windowbook.com							

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Company Name	Can Add FIPS County Names	Can Add County Names	Can Add Other-	Address Updating Services are Interfaced at Additional Cost	Classes of Mail Supported	Supported Bar Codes- POSTNET	Supported Bar Codes- Intelligent Mail® Basic Service
01 AccuZIP Inc.	Included	Included	Vacancy Flag	18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48	First, Periodical, Standard, Parcel	Standard	Standard
02 Anchor Software	Optional	Optional		48 months USPS NCOALink updates, 18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48	First, Periodical, Standard	Standard	Standard
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Included	Included		48 months USPS NCOALink updates, 18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48	First, Periodical, Standard, Parcel	Standard	Standard
04 Datech SmartSoft, Inc.	Included	Included	Included: Area Code, Time Zone, DPV Codes, LACS Indicator, Error and Correction Codes,	18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48	First, Periodical, Standard, Parcel	Standard	Standard
05 DuoShare	Included	Included	Vacant, No Stat	18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48	First, Standard,	Standard	Standard
06 Lorton Data	Optional	Optional	Optional: DSF2, proprietary address correction & COA, telephone append, email	48 months USPS NCOALink updates	First, Periodical, Standard, Parcel	Standard	Standard
07 Melissa Data	Included	Included	Residential suite numbers (Included); Canadian addressing (optional)	48 months USPS NCOALink updates, 18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48	First, Periodical, Standard	Standard	Standard
08 SAP BusinessObjects	Included	Included		48 months USPS NCOALink updates, 18 months USPS NCOALink updates, USPS ANKLink for months 19 to 48	First, Periodical, Standard, Parcel	Standard	Standard
09 Satori Software				48 months USPS NCOALink updates	First, Periodical, Standard	Standard	Standard
10 Satori Software Inc.	Optional	Optional	Census Information	48 months USPS NCOALink updates	First, Periodical, Standard, Parcel	Standard	Standard

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	Company Name	Can Add FIPS County Names	Can Add County Names	Can Add Other-	Address Updating Services are Interfaced at Additional Cost	Classes of Mail Supported	Supported Bar Codes- POSTNET	Supported Bar Codes- Intelligent Mail® Basic Service
11	Satori Software Inc.	Optional	Optional		48 months USPS NCOALink updates	First, Periodical, Standard, Parcel	Standard	Standard
12	Satori Software Inc.	Optional	Optional	Census Information (optional)	48 months USPS NCOALink updates	First, Periodical, Standard, Parcel	Standard	Standard
13	Window Book, Inc.					First, Periodical, Standard, Parcel	Standard	Standard

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Company Name	Supported Bar Codes Intelligent Mail® Full Service	Barcodes for Units and Containers-10/24 Barcode	Barcodes for Units and Containers-Intelligent Mail® Barcode	Output: Mail.dat files	Output: Mail.xml files	Output: File for Printing of Labels and Addresses	Output: File for Printing Customized Letters	Output: Other
01 AccuZIP Inc.	Standard		Standard	Optional		Standard	Standard	JS2, Excel, dBase, import XML, North/South for Multiple Up Printing
02 Anchor Software	Standard	Standard	Standard	Standard			Optional	
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Standard	Standard	Standard	Standard	Standard	Standard	Standard	Mail.XML for FAST appointment avail 12/2010
04 Datech SmartSoft, Inc.	Standard	Standard	Standard	Optional		Standard	Standard	Label Format, CSV, DBF, Excel, Fixed Length Text and VideoJet file formats
05 DuoShare		Standard				Standard	Standard	
06 Lorton Data	Standard	Standard	Standard	Standard		Standard	Optional	
07 Melissa Data		Standard	Standard	Standard	Standard	Standard	Standard	
08 SAP BusinessObjects	Standard	Standard	Standard	Standard		Standard		
09 Satori Software	Standard	Standard	Standard			Standard	Standard	
10 Satori Software Inc.	Standard	Standard	Standard	Optional		Standard	Standard	
11 Satori Software Inc.	Standard	Standard	Standard	Optional	Optional	Standard	Standard	
12 Satori Software Inc.	Standard	Standard	Standard	Optional	Optional	Standard	Standard	
13 Window Book, Inc.	Standard	Standard	Standard	Standard	Standard			Mail.XML

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Company Name	Reports that Software can Produce?	Software Capabilities: Merge/Purge	Software Capabilities: List Suppression	Software Capabilities: Co-maling	Software Capabilities: Palletization	Software Capabilities: Automation-Jobs Processed Unattended
01 AccuZIP Inc.	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically	Standard		Standard	Optional	Standard
02 Anchor Software	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically	Standard	Standard	Standard	Optional	Optional
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically	Standard	Optional	Standard	Standard	Standard
04 Datech SmartSoft, Inc.	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically	Standard	Standard		Optional	Standard
05 DuoShare	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation	Standard	Standard		Standard	Standard
06 Lorton Data	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically	Standard	Standard		Standard	Optional
07 Melissa Data	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically	Standard	Optional			Standard
08 SAP BusinessObjects	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically	Standard	Standard	Optional	Optional	Optional
09 Satori Software	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation					
10 Satori Software Inc.	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically				Optional	Optional

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Company Name	Reports that Software can Produce?	Software Capabilities: Merge/Purge	Software Capabilities: List Suppression	Software Capabilities: Co-maling	Software Capabilities: Palletization	Software Capabilities: Automation-Jobs Processed Unattended
11 Satori Software Inc.	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically	Optional	Optional		Optional	
12 Satori Software Inc.	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically	Optional	Optional		Optional	
13 Window Book, Inc.	Report showing addresses not codable and the reason, USPS postage statements, Presort documentation, Postage statement facsimile when documentation is submitted electronically			Standard	Standard	Optional



Printing Industries of America 2010 Survey of Mailing Software

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Company Name	Software Capabilities: Submit electronic documentation to USPS PostalOne!	Software Capabilities: Drop Shipping	Software Capabilities: Dedupe	Software Capabilities: Edit Mail.dat	Software Capabilities: Canadian Mail	Software sold as licensed software or delivered as software as a service (SaaS)	Operating System the Software Runs On
01 AccuZIP Inc.		Standard	Standard			Licensed	Windows 7, Windows XP, Windows Vista, Windows 2008 Server
02 Anchor Software		Standard	Standard	Optional	Optional	Both	Windows 7, Windows XP, UNIX/LINEX, CASS - Mainframe
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Standard	Standard	Standard			Licensed	Windows 7, Windows XP
04 Datech SmartSoft, Inc.		Standard	Standard			Licensed	Windows 7, Windows XP
05 DuoShare		Standard	Standard			SaaS	
06 Lorton Data		Standard	Standard			SaaS	Windows 7, Windows XP, Mac OS X, UNIX/LINEX
07 Melissa Data	Standard	Standard	Standard	Standard	Optional	Licensed	Windows 7, Windows XP
08 SAP BusinessObjects	Standard	Standard	Standard	Standard	Optional	Licensed	Windows 7, Windows XP, UNIX/LINEX
09 Satori Software		Standard	Standard			Licensed	Windows 7, Windows XP
10 Satori Software Inc.		Standard			Optional	Licensed	Windows 7, Windows XP
11 Satori Software Inc.	Optional	Standard	Standard			Licensed	Windows 7, Windows XP
12 Satori Software Inc.	Optional	Standard	Standard			Licensed	Windows 7, Windows XP
13 Window Book, Inc.	Standard	Standard		Standard		Licensed	Windows 7, Windows XP

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Company Name	Supported Web Browsers	Maximum Number of Address Records Processed Annually	Updates Provided by CD/DVD or Internet	Frequency of Updating Zip Code Directory	Software Primarily Designed for:	Languages Supported	Software Available in an API mode/Web-based and Call-Center
01 AccuZIP Inc.		Unlimited	Both	Continuously	Direct mail	English	Yes
02 Anchor Software		Unlimited	Both	Monthly	Both	English	Yes
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company		Unlimited	CD/DVD	Monthly	Direct mail	English	No
04 Datech SmartSoft, Inc.	PC-Internet Explorer	Unlimited	Both	Bi-monthly	Both	English	No
05 DuoShare	Mac & PC Browsers	Unlimited		Monthly	Both	English	Yes
06 Lorton Data	Mac & PC Browsers	Unlimited		Monthly	Direct mail	English	No
07 Melissa Data		Unlimited	Both	Monthly	Direct mail	English	Yes
08 SAP BusinessObjects	PC-Internet Explorer	Unlimited	Both	Monthly	Both	English	Yes
09 Satori Software		Unlimited	Both	Bi-monthly	Direct mail	English	No
10 Satori Software Inc.	Mac & PC Browsers	Unlimited	Both	Bi-monthly	Both	English	Yes
11 Satori Software Inc.		Unlimited	Both	Bi-monthly	Direct mail	English	No
12 Satori Software Inc.		Unlimited	Both	Bi-monthly	Direct mail	English	No
13 Window Book, Inc.	PC-Internet Explorer	Unlimited	Internet	Continuously	Both	English	

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Company Name	Dedicated Support Staff	24/7 Support Available	How is Support Provided	Cost for Support	Training Provided	Professional/Consulting Services
01 AccuZIP Inc.	Yes	No	Phone, Email, Web-based chat, Knowledge base via Web	Unlimited free support with annual subscription	Offsite, Internet, Included with software, Group Training	Yes
02 Anchor Software	Yes	Yes-included	800 Phone, Email	Unlimited free support with annual subscription	Onsite, Offsite, Internet	Yes
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Yes	Yes-additional fee	800 Phone, Email	Unlimited free support with annual subscription	Onsite, Offsite, Internet, Internet (ELS) free, others fee based	Yes
04 Datech SmartSoft, Inc.	Yes	No	Phone, 800 Phone, Email, Web-based chat, Knowledge base via Web	Unlimited free support with annual subscription	Internet, Included with software, Web-based individual & group training	No
05 DuoShare	Yes	No	800 Phone, Email			No
06 Lorton Data	Yes	Yes-additional fee	Phone, Email, Web-based chat,	Unlimited free support with annual subscription	Internet	Yes
07 Melissa Data	Yes	No	Phone, 800 Phone, Email	Unlimited free support with annual subscription	Internet, Included with software	No
08 SAP BusinessObjects	Yes	Yes-additional fee	Phone, Email, Web-based chat, Knowledge base via Web	Unlimited free support with annual subscription	Onsite, Offsite, Internet	Yes
09 Satori Software	Yes	No	Phone, 800 Phone, Email, Knowledge base via Web	Limited free support with annual subscription	Offsite, Internet, Included with software	Yes
10 Satori Software Inc.	Yes	Yes-additional fee	Phone, 800 Phone, Email, Knowledge base via Web	Limited free support with annual subscription	Onsite, Offsite, Internet, Included with software	Yes
11 Satori Software Inc.	Yes	Yes-additional fee	Phone, 800 Phone, Email, Knowledge base via Web	Unlimited free support with annual subscription	Onsite, Offsite, Internet, Included with software	Yes
12 Satori Software Inc.	Yes	Yes-additional fee	Phone, 800 Phone, Email, Knowledge base via Web	Unlimited free support with annual subscription	Onsite, Offsite, Internet, Included with software	Yes
13 Window Book, Inc.	Yes	Yes-additional fee	Phone, 800 Phone, Email, Web-based chat, Knowledge base via Web	Limited free support with annual subscription	Onsite, Internet	Yes



Printing Industries of America 2010 Survey of Mailing Software

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	Company Name	Average Purchase Price	Cost of Initial Annual Subscription Update	Cost of Subsequent Annual Subscription Updates	Software is available via the Internet-Fees	Targeted Weekly Mailing Volume	Number of Current Users	Number of Years Sold	Offer Free Trial
01	AccuZIP Inc.	\$995.00	\$995.00	\$995.00		200 - 10 million	1000+	11-20 years	Yes
02	Anchor Software	Call for quote.	Call for quote.	Call for quote.	Call for quote.		100-249	11-20 years	Yes
03	BCC Software, Inc. A BÖWE BELL + HOWELL Company					150,000+	100-249	3-5 years	No
04	Datech SmartSoft, Inc.	\$1,995 incl. unlimited NCOALink	Included in purchase price	\$1,695-\$2,995		Unlimited, though we have a Light Version for lower volume	1000+	11-20 years	Yes
05	DuoShare	\$600	Starts at \$1.95 per thousand records	Starts at \$1.95 per thousand records	Based on usage, starts at \$1.95 per thousand records			6-10 years	Yes
06	Lorton Data				End user: \$2,995/Commercial user:	None	1000+	3-5 years	Yes
07	Melissa Data	\$1,695	\$1,696	\$1,695		Unlimited	1000+	11-20 years	Yes
08	SAP BusinessObjects	\$1,495 - \$100,000	\$1,495 - \$100,000	\$1,495 - \$25,000	\$1,295	1,500 - unlimited	1000+	21+ years	Yes
09	Satori Software	1695	Included	995			500-999	11-20 years	Yes
10	Satori Software Inc.	Based on Use, Call for Pricing	Included	Call for Pricing	Based on Use, Call for Pricing		1000+	11-20 years	Yes
11	Satori Software Inc.	\$2,695	Included	\$1,695			1000+	11-20 years	Yes



Printing Industries of America 2010 Survey of Mailing Software

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	Company Name	Average Purchase Price	Cost of Initial Annual Subscription Update	Cost of Subsequent Annual Subscription Updates	Software is available via the Internet-Fees	Targeted Weekly Mailing Volume	Number of Current Users	Number of Years Sold	Offer Free Trial
12	Satori Software Inc.	\$3,695	Included	\$2,195			100-249	1-2 years	Yes
13	Window Book, Inc.							11-20 years	Yes

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Company Name	Explain Free Trial	Vendor Comments
01 AccuZIP Inc.	15-Day Free Trials available on request	AccuZIP Inc. was started in 1992 and creates award-winning, powerful and robust data quality and certified mailing software and is an Accredited Better Business Bureau member with an A+ rating.
02 Anchor Software	Trial are done via trial agreements by contacting sales.	
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company		BCC Software Inc: Developer of Mail Manager family of mailing software, list-enhancing NCOALink® services and Track N Trace® OneCode Confirm® mailpiece tracking. (800) 337-0372; www.bccsoftware.com.
04 Datech SmartSoft, Inc.	30 Day trial is available for evaluation purposes.	Datatech SmartSoft, Inc.is a leader in the address quality, mailing and digital print industries providing desktop and enterprise-level solutions for both the United States and Canada.
05 DuoShare	30 day trial available upon request	DuoShare.com - Move-updates, presort, and address correction (real-time and batch) in the cloud.
06 Lorton Data	Trial offers vary	A-Qua Mailer gives users a complete suite of address quality & mail list processing services without having to install software on their computer. Pay-per-Job, Unit or Annual subscriptions available.
07 Melissa Data	14-day, fully functional	Add-on functions: Canadian address verification; residential/business delivery type indicator; lat/long to the ZIP+4 level. Standard features include: mail merge; area code updates, name parse/gender.
08 SAP BusinessObjects	Free - full production capable version available for up to 60 day trial	SAP offers software to meet your cost savings and productivity goals whether Postalsoft Desktop Mailer, Business Edition, or Professional Edition is the right choice for your organization.
09 Satori Software	Up to 30-days use of all standard features	Any size mailing operation can reap the benefits of increased address quality and maximum postage discounts. The three editions of Bulk Mailer deliver the right set of features for organization.
10 Satori Software Inc.	Up to 30 days use of all standard features	Prepare volume mailings more efficiently with MailRoom ToolKit® Architect. Integrate address quality and presorting into automated web-to-print and variable-data mailing systems.
11 Satori Software Inc.	Up to 30-days use of all standard features	Correct and presort address lists for the lowest postage, in an easy-to-use all-in-one interface. Wizard-based processes and reusable templates simplify mailing preparation and reduce training hassles.



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Company Name	Explain Free Trial	Vendor Comments
12 Satori Software Inc.	Up to 30-days use of all standard features	Role-based sharing allows data processors and print operators to access lists from a central location. Bulk Mailer Business ensures that Intelligent Mail barcodes generated by processors are unique.
13 Window Book, Inc.		DAT-MAIL is complete mailing data management post-presort software (www.WindowBook.com/dat-mail) that enables mailers to make an easy transition to eDoc and Intelligent Mail® barcode services.



Printing Industries of America 2010 Survey of Mailing Software

Software Includes Intelligent Mail Barcode Full Service Standard



Company	Product Name	Support for First Class Mail	Support for Standard Class Mail	Support for Periodical/Class Mail	Intelligent Mail Barcode for handling units and containers	Output Mail.dat files	Edit Mail.dat files	Output Mail.xml files	Submit documentation to PostalOne!
01 AccuZIP Inc.	AccuZIP6 5.0	Yes	Yes	Yes	Standard	Optional			
02 Anchor Software	Service Bureau Suite	Yes	Yes	Yes	Standard	Standard	Optional		
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Mail Manager Full Service	Yes	Yes	Yes	Standard	Standard		Standard	Standard
04 Datech SmartSoft, Inc.	SmartAddresser 5	Yes	Yes	Yes	Standard	Optional			
06 Lorton Data	A-Qua Mailer	Yes	Yes	Yes	Standard	Standard			
08 SAP BusinessObjects	Postalsoft DeskTop Mailer, Postalsoft Business Edition, and Postalsoft Professional Edition	Yes	Yes	Yes	Standard	Standard	Standard		Standard
09 Satori Software	Bulk Mailer Standard	Yes	Yes	Yes	Standard				
10 Satori Software Inc.	MailRoom ToolKit Architect	Yes	Yes	Yes	Standard	Optional			
11 Satori Software Inc.	Bulk Mailer Professional	Yes	Yes	Yes	Standard	Optional		Optional	Optional
12 Satori Software Inc.	Bulk Mailer Business	Yes	Yes	Yes	Standard	Optional		Optional	Optional
13 Window Book, Inc.	DAT-MAIL	Yes	Yes	Yes	Standard	Standard	Standard	Standard	Standard



Printing Industries of America 2010 Survey of Mailing Software

Software Includes Intelligent Mail Barcode Basic Service



Company	Product Name	Support for First Class Mail	Support for Standard Class Mail	Support for Periodical/Class Mail	Intelligent Mail Barcode for handling units and containers	Output Mail.dat files	Edit Mail.dat files	Output Mail.xml files	Submit documentation to PostalOne!
01 AccuZIP Inc.	AccuZIP 5.0	Yes	Yes	Yes	Standard	Optional			
02 Anchor Software	Service Bureau Suite	Yes	Yes	Yes	Standard	Standard	Optional		
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Mail Manager Full Service	Yes	Yes	Yes	Standard	Standard		Standard	Standard
04 Datech SmartSoft, Inc.	SmartAddresser 5	Yes	Yes	Yes	Standard	Optional			
05 DuoShare	DuoShare.com	Yes	Yes						
06 Lorton Data	A-Qua Mailer	Yes	Yes	Yes	Standard	Standard			
07 Melissa Data	MAILERS+4	Yes	Yes	Yes	Standard	Standard	Standard	Standard	Standard
08 SAP BusinessObjects	Postalsoft DeskTop Mailer, Postalsoft Business Edition, and Postalsoft Professional Edition	Yes	Yes	Yes	Standard	Standard	Standard		Standard
09 Satori Software	Bulk Mailer Standard	Yes	Yes	Yes	Standard				
10 Satori Software Inc.	MailRoom ToolKit Architect	Yes	Yes	Yes	Standard	Optional			
11 Satori Software Inc.	Bulk Mailer Professional	Yes	Yes	Yes	Standard	Optional		Optional	Optional
12 Satori Software Inc.	Bulk Mailer Business	Yes	Yes	Yes	Standard	Optional		Optional	Optional
13 Window Book, Inc.	DAT-MAIL	Yes	Yes	Yes	Standard	Standard	Standard	Standard	Standard



Printing Industries of America 2010 Survey of Mailing Software

Software Includes the Ability to Output Mail.dat Files



Company	Product Name	Edit Mail.dat files	Support for First Class Mail	Support for Standard Class Mail	Support for PeriodicalClass Mail	Intelligent Mail barcode Full Service	Intelligent Mail barcode Basic Service	Output Mail.xml files	Submit documentation to PostalOne!
02 Anchor Software	Service Bureau Suite	Optional	Yes	Yes	Yes	Standard	Standard		
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Mail Manager Full Service		Yes	Yes	Yes	Standard	Standard	Standard	Standard
06 Lorton Data	A-Qua Mailer		Yes	Yes	Yes	Standard	Standard		
07 Melissa Data	MAILERS+4	Standard	Yes	Yes	Yes	Standard		Standard	Standard
08 SAP BusinessObjects	Postalsoft DeskTop Mailer, Postalsoft Business Edition, and Postalsoft Professional Edition	Standard	Yes	Yes	Yes	Standard	Standard		Standard
13 Window Book, Inc.	DAT-MAIL	Standard	Yes	Yes	Yes	Standard	Standard	Standard	Standard



Printing Industries of America 2010 Survey of Mailing Software

Software can Output Mail.dat Files as an Optional Feature



Company	Product Name	Edit Mail.dat files	Support for First Class Mail	Support for Standard Class Mail	Support for PeriodicalClass Mail	Intelligent Mail barcode Full Service	Intelligent Mail barcode Basic Service	Output Mail.xml files	Submit documentation to PostalOne!
01 AccuZIP Inc.	AccuZIP6 5.0		Yes	Yes	Yes	Standard	Standard		
04 Datech SmartSoft, Inc.	SmartAddresser 5		Yes	Yes	Yes	Standard	Standard		
10 Satori Software Inc.	MailRoom ToolKit Architect		Yes	Yes	Yes	Standard	Standard		
11 Satori Software Inc.	Bulk Mailer Professional		Yes	Yes	Yes	Standard	Standard	Optional	Optional
12 Satori Software Inc.	Bulk Mailer Business		Yes	Yes	Yes	Standard	Standard	Optional	Optional



Printing Industries of America 2010 Survey of Mailing Software

Software has Standard Module for Longitude and Latitude Geocoding



Company	Product Name	Support for First Class Mail	Support for Standard Class Mail	Support for Periodical Mail	CASS Certified	PAVE Certified	Enhanced Line of Travel (eLOT) Code	Residential or Business Location
01 AccuZIP Inc.	AccuZIP6 5.0	Yes	Yes	Yes	Yes	Yes	Included	
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Mail Manager Full Service	Yes	Yes	Yes	Yes	Yes	Included	Optional
07 Melissa Data	MAILERS+4	Yes	Yes	Yes	Yes	Yes	Included	Optional



Printing Industries of America 2010 Survey of Mailing Software

Software has Optional Module for Longitude and Latitude Geocoding



Company	Product Name	Support for First Class Mail	Support for Standard Class Mail	Support for Periodical Mail	CASS Certified	PAVE Certified	Enhanced Line of Travel (eLOT) Code	Residential or Business Location
02 Anchor Software	Service Bureau Suite	Yes	Yes	Yes	Yes	Yes	Included	Optional
04 Datech SmartSoft, Inc.	SmartAddresser 5	Yes	Yes	Yes	Yes	Yes	Included	Optional
06 Lorton Data	A-Qua Mailer	Yes	Yes	Yes	Yes	Yes	Included	Optional
08 SAP BusinessObjects	Postalsoft DeskTop Mailer, Postalsoft Business Edition, and Postalsoft Professional Edition	Yes	Yes	Yes	Yes	Yes	Included	Optional
10 Satori Software Inc.	MailRoom ToolKit Architect	Yes	Yes	Yes	Yes	Yes	Included	Optional
11 Satori Software Inc.	Bulk Mailer Professional	Yes	Yes	Yes	Yes	Yes	Included	Optional
12 Satori Software Inc.	Bulk Mailer Business	Yes	Yes	Yes	Yes	Yes	Included	Optional



Printing Industries of America 2010 Survey of Mailing Software

Software Includes Co-Mailing Features



Company	Product Name	Support for First Class Mail	Support for Standard Class Mail	Support for Periodical Class Mail	Support for Palletization of Mail	Support for Drop Shipping of Mail	Output Mail.dat files	Output Mail.xml files	Submit documentation to PostalOne!
01 AccuZIP Inc.	AccuZIP6 5.0	Yes	Yes	Yes	Optional	Standard	Optional		
02 Anchor Software	Service Bureau Suite	Yes	Yes	Yes	Optional	Standard	Standard		
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Mail Manager Full Service	Yes	Yes	Yes	Standard	Standard	Standard	Standard	Standard
13 Window Book, Inc.	DAT-MAIL	Yes	Yes	Yes	Standard	Standard	Standard	Standard	Standard



Printing Industries of America 2010 Survey of Mailing Software

Software Offers Optional Co-Mailing Features



Company	Product Name	Support for First Class Mail	Support for Standard Class Mail	Support for Periodical Class Mail	Support for Palletization of Mail	Support for Drop Shipping of Mail	Output Mail.dat files	Output Mail.xml files	Submit documentation to PostalOne!
08 SAP BusinessObjects	Postalsoft DeskTop Mailer, Postalsoft Business Edition, and Postalsoft Professional Edition	Yes	Yes	Yes	Optional	Standard	Standard		Standard



Printing Industries of America 2010 Survey of Mailing Software

Software Includes Palletization of Mail



Company	Product Name	Support for First Class Mail	Support for Standard Class Mail	Support for Periodical Class Mail	Support for Drop Shipping of Mail	Support for Drop Shipping of Mail	Output Mail.dat files	Output Mail.xml files	Submit documentation to PostalOne!
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Mail Manager Full Service	Yes	Yes	Yes	Standard	Standard	Standard	Standard	Standard
05 DuoShare	DuoShare.com	Yes	Yes			Standard			
06 Lorton Data	A-Qua Mailer	Yes	Yes	Yes		Standard	Standard		
13 Window Book, Inc.	DAT-MAIL	Yes	Yes	Yes	Standard	Standard	Standard	Standard	Standard



Printing Industries of America 2010 Survey of Mailing Software

Software Offering Optional Palletization of Mail



Company	Product Name	Support for First Class Mail	Support for Standard Class Mail	Support for Periodical Class Mail	Support for Drop Shipping of Mail	Support for Drop Shipping of Mail	Output Mail.dat files	Output Mail.xml files	Submit documentation to PostalOne!
01 AccuZIP Inc.	AccuZIP6 5.0	Yes	Yes	Yes	Standard	Standard	Optional		
02 Anchor Software	Service Bureau Suite	Yes	Yes	Yes	Standard	Standard	Standard		
04 Datech SmartSoft, Inc.	SmartAddresser 5	Yes	Yes	Yes		Standard	Optional		
08 SAP BusinessObjects	Postalsoft DeskTop Mailer, Postalsoft Business Edition, and Postalsoft Professional Edition	Yes	Yes	Yes	Optional	Standard	Standard		Standard
10 Satori Software Inc.	MailRoom ToolKit Architect	Yes	Yes	Yes		Standard	Optional		
11 Satori Software Inc.	Bulk Mailer Professional	Yes	Yes	Yes		Standard	Optional	Optional	Optional
12 Satori Software Inc.	Bulk Mailer Business	Yes	Yes	Yes		Standard	Optional	Optional	Optional



Printing Industries of America 2010 Survey of Mailing Software

Software has Drop Shipping Feature-Standard



Company	Product Name	Support for First Class Mail	Support for Standard Class Mail	Support for Periodical Class Mail	Support for Palletization of Mail	Support for Co-Mailing	Output Mail.dat files	Output Mail.xml files	Submit documentation to PostalOne!
01 AccuZIP Inc.	AccuZIP6 5.0	Yes	Yes	Yes	Optional	Standard	Optional		
02 Anchor Software	Service Bureau Suite	Yes	Yes	Yes	Optional	Standard	Standard		
03 BCC Software, Inc. A BÖWE BELL + HOWELL Company	Mail Manager Full Service	Yes	Yes	Yes	Standard	Standard	Standard	Standard	Standard
04 Datech SmartSoft, Inc.	SmartAddresser 5	Yes	Yes	Yes	Optional		Optional		
05 DuoShare	DuoShare.com	Yes	Yes		Standard				
06 Lorton Data	A-Qua Mailer	Yes	Yes	Yes	Standard		Standard		
07 Melissa Data	MAILERS+4	Yes	Yes	Yes			Standard	Standard	Standard
08 SAP BusinessObjects	Postalsoft DeskTop Mailer, Postalsoft Business Edition, and Postalsoft Professional Edition	Yes	Yes	Yes	Optional	Optional	Standard		Standard
09 Satori Software	Bulk Mailer Standard	Yes	Yes	Yes					
10 Satori Software Inc.	MailRoom ToolKit Architect	Yes	Yes	Yes	Optional		Optional		
11 Satori Software Inc.	Bulk Mailer Professional	Yes	Yes	Yes	Optional		Optional	Optional	Optional
12 Satori Software Inc.	Bulk Mailer Business	Yes	Yes	Yes	Optional		Optional	Optional	Optional



Printing Industries of America 2010 Survey of Mailing Software

Software has Drop Shipping Feature-Standard



Company	Product Name	Support for First Class Mail	Support for Standard Class Mail	Support for Periodical Class Mail	Support for Palletization of Mail	Support for Co-Mailing	Output Mail.dat files	Output Mail.xml files	Submit documentation to PostalOne!
13 Window Book, Inc.	DAT-MAIL	Yes	Yes	Yes	Standard	Standard	Standard	Standard	Standard



Printing Industries of America 2010 Survey of Mailing Software Software as a Service Through Internet



Company	Product Name	CASS Certified	PAVE Certified	Web Browser Supported	Fees	Number of Users	Number of Years Sold
02 Anchor Software	Service Bureau Suite	Yes	Yes		Call for quote.	100-249	11-20 years
05 DuoShare	DuoShare.com	Yes	No	Mac & PC Browsers	Based on usage, starts at \$1.95 per thousand records		6-10 years
06 Lorton Data	A-Qua Mailer	Yes	Yes	Mac & PC Browsers	End user: \$2,995/Commercial user: \$4,995/Custom user: Quoted	1000+	3-5 years

TECHNOLOGY BULLETIN

06

Mailing Software for the Printing Industry

This *Technology Bulletin* contains the results of a survey conducted by the Center for Technology and Research of Printing Industries of America regarding the features and capabilities of mailing software. There are 13 software programs listed in the report, which provides an excellent representation of the software currently available.

The survey consisted of 47 questions, split in focus between functionality, software compatibility and usage, support and training, and purchase price. Data is presented on all the systems. Data mining was then used to identify software by the specific features likely to determine which package a company purchases. The survey will be updated annually.

Approximately 30% of printing companies perform mailing for their customers, while others are looking to implement the service. The selection of mailing software is critical to being able to provide customers the best postal rates, meet postal requirements, and achieve the shortest delivery time. The survey results make it easier to compare software packages, avoiding the danger of snap, uniformed purchase decisions.



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