

**Mail is an important part of any business communication and still represents 53% of transactional communications. Optimise your mail room and start to offer your customers options for email and Web communications.\***

- Cut down on manual handling of paper and automate repetitive tasks
- Reduce envelope weight by optimizing content
- Save on postage and consumable costs
- Transition to electronic mail at your own pace

**43%**  
of print and mail room managers want to reduce costs and improve speed.\*\*



\*The Institute of Financial Operations  
\* AIM

## Not enough time to do it all?

Mail room managers need to ensure that the mail is sent on time. They struggle with challenging requests and still have to satisfy internal and external customers. In addition to large mail runs, there are many one-off mailing requests. Manual handling of these tasks is repetitive, mundane and costly.

## Finding it hard to optimise your mail?

Sending mail is expensive, managing returns more so. But several optimisation options are available. Clean addresses by integrating with third-party solutions to ensure you never mail an invoice that comes back unpaid again. Sort the mail for the post office and receive a discount. Restructure your mail pieces to reduce pages and weight, for even more savings.

## Do you struggle with mail integrity?

Mail integrity is critical for business compliance. Manual mailing processes are expensive and error-prone. There is no guarantee that the right document is in the right envelope. To try to ensure this, often many hours are spent manually checking the output against the source data. All these processes can be automated.



# Outbound Mail Optimisation

**Normalise data, cleanse addresses and sort mail.**



## Design



## Communicate (Print or Email)

Communications preference management



You can transition to electronic mail at your own pace because the software handles both print and email

## Split and Batch

Combine multiple documents from various sources in a single envelope.



The enveloping process can be implemented to generate batches for mailings that fall within different postage and weight classes.

## Postal Reports



## Insert and Mail



The inserter reads the OMR marks to control folding and insertion. Process validation (right document in the right envelope) is also possible through third-party integration.