# Bulk Mailer®

# **Powerfully Advanced Desktop Mailing Software**

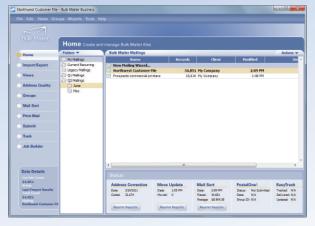
Make your mailing operation much more productive with Bulk Mailer<sup>®</sup> — prepare USPS<sup>®</sup> compliant direct mail faster and more easily. Use Bulk Mailer to increase mail deliverability, navigate complex postal regulations and achieve the lowest postage rates. Superior productivity features include wizard-based processes, reusable templates, comprehensive data exchange and an unmatched mail piece designer. Upgrade to Bulk Mailer Business for faster performance with the largest address data files.

## **Unsurpassed Mail Preparation**

Bulk Mailer is full-featured, remarkably productive desktop mailing software.

- CASS Certified<sup>™</sup> for address correction
- PAVE<sup>™</sup> Gold certified postal presorting
- S Fully supports Intelligent Mail<sup>®</sup> technology
- Real-time\* NCOA<sup>Link®</sup> service
- Custom high-speed printer support

#### **Innovative Graphical Interface**



The innovative interface divides mailing preparation into a series of wizard-based tasks for risk-free processing

\*Satori Software receives weekly NCOALink updates.





# LIST MANAGEMENT

# **Increase Quality, Increase Results**

Bulk Mailer address quality tools clean and update list data and qualify your mailings for the lowest postage rates. Increased address quality delivers more mail, offers better return on investment and improves overall satisfaction with direct mail. Bimonthly update DVDs provide the latest USPS address management files.

#### **CASS Certified for Address Correction**

Complete, correct and update addresses to USPS guidelines and verify deliverability. Address Correction standardizes abbreviations, adds missing postal data, such as ninedigit ZIP<sup>™</sup> codes, eLOT<sup>®</sup> codes, carrier route numbers and delivery points, and generates USPS Form 3553. Includes DPV<sup>®</sup>, LACS<sup>Link®</sup> and Suite<sup>Link®</sup> processing.

## **Real-Time Move Update Service**

Use our built-in Move Update service to process lists against the full 48-month NCOA<sup>Link</sup> data set — without manual export, FTP or a messy data merge. As the only changeof-address method that updates lists BEFORE mailing, NCOA<sup>Link</sup> processing efficiently meets USPS Move Update criteria for First-Class Mail<sup>®</sup> and Standard Mail<sup>®</sup> discounts.

#### **Integrated Data Enhancement Services**

Improve the quality of mailing lists for better overall results. Append contact details, amend addresses and suppress records on do-not-mail lists all within Bulk Mailer — no need to FTP files or manually reconcile changes.

#### **List Cleansing**

The included Duplication Search wizard offers multiple search options and field combinations for precise results. Get the Merge/Purge add-on to combine, compare and eliminate duplicate entries across multiple lists.

## **Import and Export Files**

Work with a wide variety of address files without hassle.

- Supported file formats include comma or tab delimited, fixed length, dBase, XML and Microsoft Access and Excel
- Intelligent field mapping actively suggests matches
- Increase productivity save settings for similar data files in templates

# **Address Quality Wizards**



Access easy-to-use wizards for Address Correction, Move Update, Duplication Search and Merge/Purge

lk Mailer Business	<b>×</b>	
Move Update Processing Options MC	DVE UPDATE	
Matching Logic Business, Individual (first and last names), and	Move Update Progress View processing status and preview/print reports.	
Business and Individual     Individual and Family     Business only	Job Information         Elapsed Time:           Records:         34,851         Elapsed Time:           Phase:         Sending encrypted records to Move Update Server.	00:01:19
Individual only  Hultiple Input Names  If the address suppled to Move Update contains in  Search if a common last name is found (  Search using all names found (Jane Doe  Skip the address	Address Correction         Hove Update           ZP +4 Coded:         26,489         94%         Math found:           el of Assigned:         26,489         94%         New address returned:           Foreign/Errors:         1,511         5%         New address unavailable:           Address for thirds:         Address of thirds:         Address of thirds:             VICOLARIA: Processing Summary         Total:	27%
Help Cancel Pre	View Print Save PDF	Cancel

The Move Update wizard processes lists against the 48-month NCOA<sup>Link</sup> data set via the Internet

# **View and Edit Records**

**List Views** present addresses in a spreadsheet for quick review. Spot anomalies and validate group criteria. Update, split or combine fields in all active records. Cut, copy and paste groups of records with Microsoft Excel and other Bulk Mailer files.

**Detail Views** offer organized access to data fields in an address-card format. Easily add, validate and update individual records.

## Groups

Easily limit a mailing to a subset of your list. Define criteria and sort options for a more targeted mailing.

- Any field or set of fields may be used to define a group
- Conditions include custom, predefined and data sampling
- Use preset groups such as All Deliverable Records or All Corrected Records to minimize returned mail

# MAILING PREPARATION

# Full-Featured, USPS PAVE Certified Presorting

Bulk Mailer makes presorting easy for everyone from the novice to the seasoned expert. The Mail Sort wizard walks you through the sorting process, ensuring the lowest possible postage rates.

#### **Mail Sort Wizard Features**

- First-Class Mail, Standard Mail and Periodicals presorts
- SCF, NMC, ADC and DDU entry point discounts
- O Management of multiple mailing permits
- All required USPS documentation: Qualification Report, Postage Statements 3602, 3541 and 3600, and others
- Advanced settings for minimum or maximum pieces per container, type of tray and maximum sack weight
- Supports Intelligent Mail® or POSTNET™ barcodes for mail pieces, sack and tray tags
- Append a presort ID and other mailing data for use in other environments
- Presort add-ons include Electronic Documentation, Package Services, Palletization, Firm Bundles and more

# **State-of-the-Art Printing Control**

Take full advantage of your address printer — Bulk Mailer provides built-in support for model specific features, grids, package spacers and more. Address printing features include barcodes, an optional endorsement line, compressed fields and an intelligent address block.

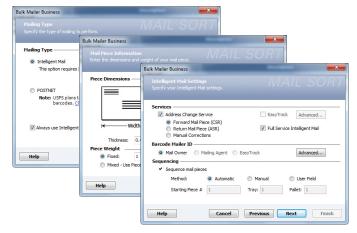
#### Industry-Leading Layout Design

- Precisely set label and envelope dimensions
- Solution Format fonts and images for example, your logo
- Specify when to print each element:
  - According to a conditional statement
  - First or last piece of a group or container
  - Always

#### **Custom Drivers for High-Speed Address Printers**

Our custom drivers eliminate the need to manually program your printer. Printer specific controls include DPI, belt speed, page size and more. Print directly to popular models including Astrojet, Hasler, Neopost, RENA, Secap and others. Or output a print file for printers that require one.

# **Mail Sort Wizard**



The Mail Sort wizard presents presort settings in a step-by-step format, or in a single window for power users

) Sort Class/Piece Ty			8) Sort Levels		
Sort Class	Piece Type	Machinability	First sort level:	Carrier Route (WS)	
First-Class Mail	Letters	Machinable	Second sort level:		
Periodicals	Flats	Nonmachinable		Carrier Route (LOT)	
Standard Mail	Marketing Parcels		Third sort level:	Automation	•
Package Services	Parcels		Fourth sort level:	Nonautomation	,
Piece Dimensions -	Irregular Parcels		9) Advanced Option		
Thidmess: 0.4	w based on 10	piece(s)	Sorting Tra	ying Pallets	Documents
			Pieces are baro	aded	
Height: 4.125	width: 9.5	Select		"max. bundles: Not using	nalets
) Piece Weight			10) Intelligent Mail		
Fixed: 1	z(s) v based on 1	piece(s)		Owner (600000)	Settings
Mixed - Use piece V	Veight and Thickness from	address record		Service	
) This Mailing			11) Discounts		
Drop ZIP Code: 98:	101 Date:	2/20/12	Mail Drop Post Offi	NDC ADC	DOU ZIP Codes
Job ID:		t #: 101611			PVDS Facilities
	Statemen	101011	Nonprofit	Limited Circulation	
i) Mailing Permit —			12) Tray Labels —		
Mail Owner: My Compa		Select		et; 2 x 5 sheet (3-1/4" by	2"); 2" x Select
	print - 666666		13) Template Option	Run mail sort	
i) Periodicals		Settings	Save template	Land Contraction of Contraction	
Maildat		bettings	Name: Sample S	tandard Auto Letter	
/ Flailuat		Settings			

# **Graphical Mail Piece Designer**



The mail piece designer offers full graphics support and even shows the print zones supported by your printer



# **ADVANCED FEATURES AND CAPABILITIES**

#### **Combine Tasks for Automated Processing**

Job Builder allows you to increase productivity by combining a series of tasks into a complete mailing job. Available with Bulk Mailer Professional and Business.

#### **Be More Productive with Job Builder**

- Include any task defined by a template
- Set a job to pause after the completion of any task
- Edit job templates as needs change

#### High-Performance, Multiuser Architecture

Built for high-volume mailers, Bulk Mailer Business offers advanced capabilities that offer faster performance with large address files and support team-based processes.

- O Multiuser interface easily share data and tasks
- Microsoft SQL Server database
- O Unlimited number of user-defined fields
- O Client-based management of permits and mailing data
- Package mailings with reports for backup or transfer
- Archive older mailings

#### Advanced Presorts, Data Sets and Utilities

Expand the capabilities of Bulk Mailer as your business grows. Add-ons enable Bulk Mailer to meet the most demanding mailing requirements.

Advanced Presorting

Package Services, Mixed Weights, Palletization and Firm Bundles

**O** Data Enhancement

Data Services, Move Update credits, Geocode, RDI™ Interface and Monthly Updates

O Utilities

Merge/Purge, Electronic Documentation and EasyTrack

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Certified, PAVE, First-Class Mail, Standard Mail, Intelligent Mail, RDI, DPV, USPS, NCOALink, SuiteLink, LACSLink

# **Job Builder**

Job Template Op	tions					
Name:	Address Correction a	and Select Deliverables	🖻 Run job	immediat	ely	
Description:	Using active file: 1) S group. 2) Run Addre	elect all records	Save but	ut do not i	run ja	b
Task List ———		·				
New Task						
Task	Name	Description	Pause	Skip	*	Up
Open Mailing	<active mailing=""></active>					
CASS	<internal></internal>	CASS Process List				Down
Search for Dup	Address and Exact	Compares the Address, 5-Digit ZIP and r				
Move Update	<internal></internal>	Move Process				
Group	All Deliverable Rec	All records that have been verified and u				
Mail Sort	Indicia Mailing					
	Envelope (#10) w	Laser envelope with return address				Edit
Print						
Print						

Use Job Builder to automate the preparation of any mailing

#### **Multiuser Access**

Add User		
Name	Role	Edit.
Ronald Dahl	Data Preparation	
Harry Harrison	Printing	Delete
Robert Jordan	Client Services	
Cyril Kornbluth	Data Preparation	
Robin McKinley	Administrator	
Andre Norton	Administrator	
Matt Ruff	Logistics	

The multiuser interface allows you to see which users are online each time you log into Bulk Mailer Business

#### Satori Software Inc.

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Satori Software

ZIP, POSTNET, eLOT and USPS. AD#2.12

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