

# Hot Tips to Streamline Mailing in a Remote World



# Items We Will Cover:

- Cloud based postage options
- Enterprise mail and shipping
- On demand mailing services to print in house or through third parties
- Incoming Digital Mail
- Enterprise mailing tools for visibility and control
  - a. Meter accounting
  - b. USPS® Permit accounting
  - c. Mailing fleet visibility
- Postage savings strategies
- Permit savings strategies
- Equipment savings strategies
- Supplier savings strategies
- Future management and oversight

# What technology is available to help with mailing and shipping remotely?

## Solutions need to:

- Access information electronically through the cloud
- Send mail and packages from any computer
- Control where items print and or what way the recipient receives the information (Print, email, fax, text)
- Control incoming mail including how to electronically route to the right department and recipient
- Simple to implement and maintain with limited to no IT resources required
- Ability to control users and have visibility across all locations.
- **Save money with a positive return on investment**

# USPS® Options

- Order stamps to be delivered – USPS.com Postal Store
  - 5-7 day delivery - \$1.30 shipping and handling
- Order mailing supplies shipped for free
- Click-N-Ship® - Generate 4 x 6 shipping labels online for your packages. (Retail rates only)
- Every Day Direct Mail – Advertising mail to a covered geographic area. No address labels, printers to fulfill work
- Premium Mail Forwarding Service Commercial – USPS will consolidate mail and expedite to where it needs to go
- USPS Business Customer Gateway – One website to be able to access all mailing accounts and services



Start Click-N-Ship®



# PC Postage

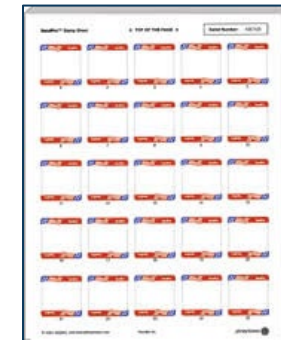
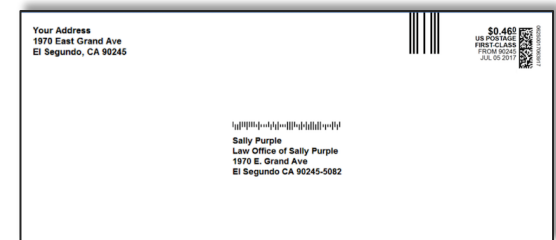
- Most common remote mailing solution
- Subscription model
- Print from any computer with an internet connection and a printer

## – 4x6 - Shipping labels

- Regular paper (To be taped to the item or use labelope)
- Avery type labels (Purchased from office supply provider)

## – Postage stamps

- Directly onto envelope (Along with destination and return address)
- Stamp Sheets (Most common) – Purchased from PC Postage provider
- Vendor provided label printer



# PC Postage – Fastest growth segment of the mailing industry

- Inexpensive compared to postage meters and typical costs range from \$10-30 per month.
- Cloud based and can be accessed from any device.
- Easy to deploy and use – Within 10-15 business days, you can receive your login credentials, a scale and starter labels. There are simple online tutorials to get you started quickly.
- Visibility to all history and package tracking statuses.
- Some systems have multiple carrier options to process UPS®/FedEx®
- Significant postage savings –some newer postage meters may come with a PC Postage subscription to get these rates. (Some newer mailing systems include PC Postage to get these discounts).

Mail Type	Stamps	Postage Meter	PC Postage	Savings	% Savings
1 Ounce Letter	\$0.55	\$0.50	\$0.50	\$0.05	9%
1 Ounce Certified Mail with Return Receipt	\$6.85	\$5.60-6.80	\$5.60	\$1.20-1.25	18%
5 Ounce First Class Parcel	\$4.39-4.81	\$4.39-4.81	\$3.18-3.63	\$1.18-1.21	25-28%
10 Ounce First Class Parcel	\$5.19-5.66	\$5.19-5.66	\$3.82-4.33	\$1.33-1.37	23-27%
15 Ounce First Class Parcel	\$7.35-12.20	\$7.35-12.20	\$4.94-5.53	\$2.41-6.67	33-55%
Priority Mail 1LB	\$7.35-12.20	\$7.35-12.20	\$6.95-9.91	\$.80-2.29	4-19%
Priority Mail 5LB	\$9.80-34.80	\$9.80-34.80	\$7.81-28.84	\$1.99-5.96	17-25%
Priority Mail 10LB	\$13.10-59.90	\$13.10-59.90	\$9.38-50.38	\$3.72-9.52	16-40%
Priority Mail Express	\$25.60-56.10	\$25.60-56.10	\$22.74-49	\$2.86-7.10	11-13%
Prices lower than available through postage meters.					

# Cloud-Based Enterprise Options – PC Postage

Enterprise PC Postage is the same as standard PC Postage with the main difference being how multiple locations can be controlled under a central administration license.

## This offers the following benefits:

- Simplicity of onboarding new users
- Reporting on all location and user activities from a central dashboard
- Managing billing for subscriptions, supplies and postage
- Controlling user access (This includes removing users who are no longer active)
- Single Sign On - Some systems have this option to link to an active directory to eliminate password management.
- **If you have more than 10 locations using PC Postage, we recommend having them controlled through an enterprise license.**



The screenshot displays the 'History' section of the PC Postage interface. It features a navigation menu on the left with icons for Home, Dashboard, Shipments, Postage, and Returns. The main content area has tabs for 'Shipments', 'Postage', and 'Returns', with 'Shipments' selected. A date filter is set to 'Last Month' and a dropdown menu is set to 'All'. The table below lists various shipping transactions with columns for Date, Carrier Type, Recipient, Shipping Info, Tracking Number, Status, Amount, and User.

Date	Carrier Type	Recipient	Shipping Info	Tracking Number	Status	Amount	User
4/20/2016 11:04:44 AM	USPS	Madhavan Kumar	First Class Mail®		Label Printed	\$0.94	Mike Zeller
4/6/2016 2:59:54 PM	USPS	Olga Lapshina	Priority Mail®	94051088864150021047	Label Printed	\$6.91	Mike Zeller
4/6/2016 4:01:14 AM	FedEx	Olga Lapshina	FedEx Express Saver®	702771810014	Label Printed	\$18.40	Mike Zeller
4/10/2016 11:40:58 AM	USPS	Olga Lapshina	Priority Mail®	94051088864150009863	Label Printed	\$6.10	Mike Zeller
4/12/2016 12:28:07 AM	USPS	Madhavan Kumar	First Class Mail®		Label Printed	\$0.98	Mike Zeller
4/11/2016 9:51:44 AM	FedEx	Madhavan Kumar	FedEx International Priority®	70271026946	Label Printed	\$71.62	Mike Zeller
4/6/2016 4:30:54 PM	FedEx	Madhavan Kumar	FedEx International Economy®	70274026744	Label Printed	\$86.70	Mike Zeller
5/20/2016 10:34:30 AM	USPS	Madhavan Kumar	Priority Mail®	940510888641500008181	Label Printed	\$11.98	Mike Zeller
3/24/2016 2:14:08 PM	USPS	Madhavan Kumar	Priority Mail®	940510888641500007426	Label Printed	\$2.58	Mike Zeller

# Multi-Carrier Enterprise Mail and Shipping

- Similar to enterprise PC Postage but more focused on the shipping
  - More robust rate shopping between carriers and service levels
  - Create rules that can be enforced automatically
    - Example: Only director levels have the ability to do 8:30AM shipments that cost an additional \$25 each
    - Example: Intercompany shipments default to 2 day or ground shipments
  - Improved user management and reporting options
  - Enhanced single sign-on (SSO)
  - Some systems provide the option to print postage stamps on the same platform as packages



# Remote Printing

- Remote workers will need online tools to print larger volume documents at locations with the proper staff and technology
- This is done with online tools that work through virtual print drivers or customized integration on larger jobs

## Two Main Options

1. Onsite production facilities (In-house) – Software needed to control the process and workflow
2. Professional mail service providers (Outsource) – Per job or Subscription services available

# Benefits of Remote Printing

- Flexibility with output – Through the newest tools, they give the flexibility on how the item is sent. This can include paper, or electronic client delivery as an email, fax or text.
- Mail moves faster from central automated processes.
- Mail tracking capabilities.
- Documents are archived for retrieval in a central repository.
- Postage discounts – As you can see in the chart below, moving mail from single piece rates to automation with barcodes provides huge savings.

Mail Piece Examples	Single Piece Rates		Typical Presort Service - First-Class Mail®	Automation Mail with Barcodes		
	First-Class Mail® Retail Single Piece	First-Class Mail® Metered Single Piece		First-Class Mail® - Automation	Marketing Mail® - Automation	Marketing Mail® Non Profit-Automation
1 Ounce #10 Envelope	\$0.55	\$0.50	\$ .419-.46	\$ .389-.439	\$ .259-.299	\$ .138-.178
3 Ounce Newsletter (6X9)	\$0.85	\$0.80	\$ .419-.46	\$ .389-.439	\$ .259-.299	\$ .138-.178
8 Ounce Flat (9X12)	\$2.40	\$2.40	\$2.12-2.21	\$1.83-2.12	\$ .651-.90	\$ .44-.69
Post Card	\$0.35	\$0.35	\$0.280	\$ .26-.285	n/a	n/a

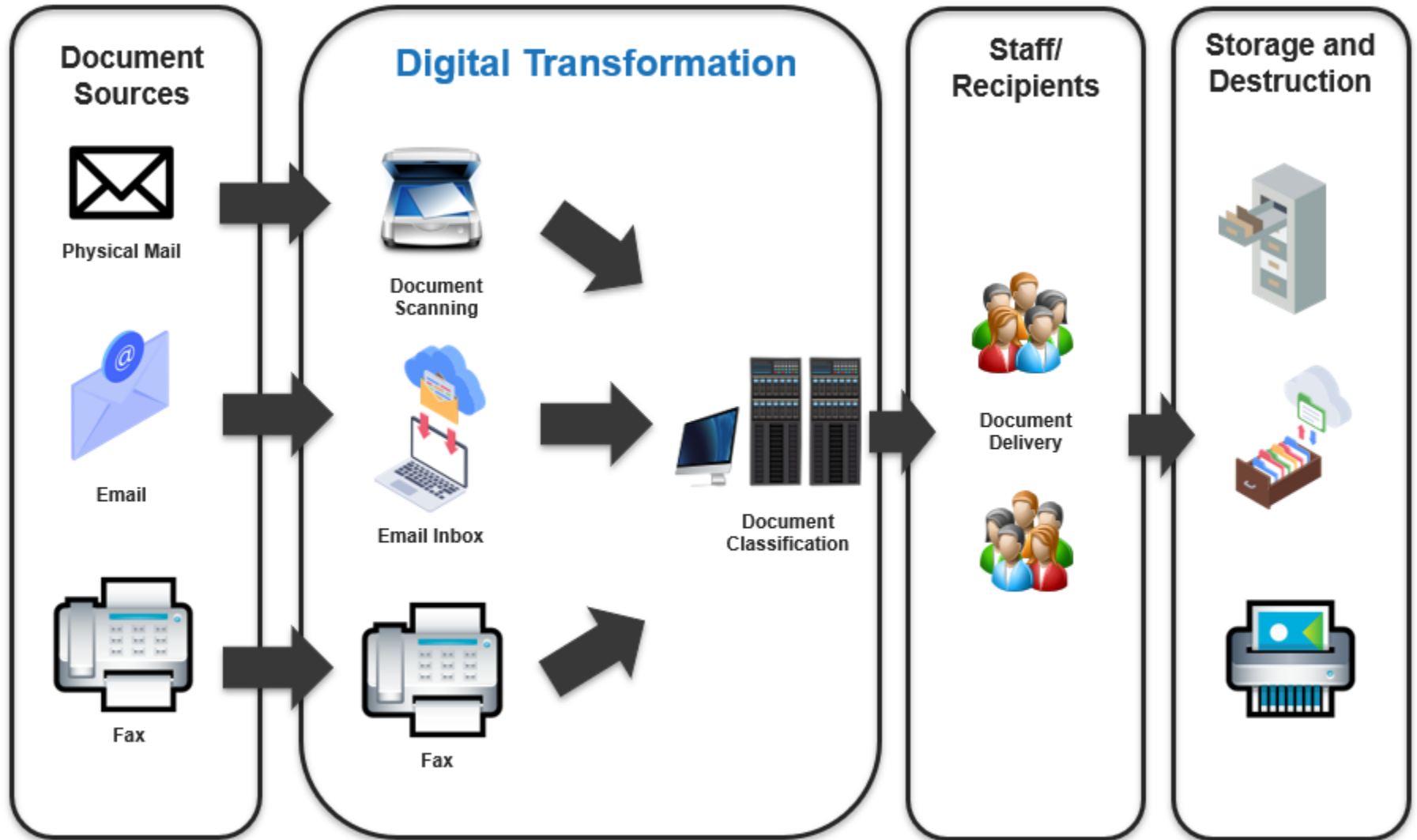
# Incoming Mail

If staff are working remotely, how are they going to receive incoming mail that is essential to the business?

## TRADITIONAL MAILSTREAM PROCESS



# The Remote Mailroom – Going Digital



# Digital Mail Transformation

## Digital Mail Transformation creates savings from the following:

- Reduce the delivery costs of the physical pieces of mail.
- Faster response to incoming items – Example – Responding to customer requests for information.
- Visibility to data and analytics on what is being received for improved tracking.
- Elimination of data entry of information because the data can be received electronically.
  - **i.e Returned Mail-** Instead of needing to key in all of the items that the USPS sends back as “Undeliverable as Addressed”, the system can convert these addresses into an electronic file that can be sent to a specific area where addresses can be checked and updated.

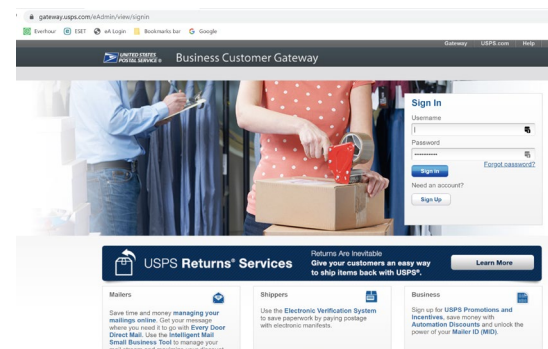


## There are two core models for implementing this solution

- Buy the scanners and software and run with existing staff.
- Hire professional firms who specialize in this to manage the daily incoming mail operations either from a central facility or onsite at your offices.

# Enterprise Mailing Tools for Visibility and Control

- Web based postage meter accounting
- Mailing vendor consolidated websites – equipment, postage and invoicing.
- USPS Business Gateway – to maintain permit relationships.
  - Enterprise Payment System (EPS)
  - Pay PO Boxes
  - Consolidate to master permit accounts.
  - USPS Mail Anywhere program.
- Postal Advocate enterpriseAdvocate – Full visibility to equipment and postage across the enterprise.



# Postage Savings – Main Areas

- Use a postage meter or PC Postage to save \$.05 per letter.
- Convert Letters and Flats to Automation Classes – up to 60% Savings!
  - Up to 3.5 ounces for the price of 1 ounce! - Fold flats for additional savings
  - Faster delivery
  - Automated address validation

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Post Card	\$0.35	\$0.35	\$0.280	\$.26-.285	n/a	n/a

- Convert Priority Mail® from Retail to Commercial
  - 19% average savings for Priority Mail®
  - 13% average savings for Priority Mail® Express
- Convert First-Class Mail® Parcels from Retail to Commercial – 27% Savings
- User Electronic Return Receipt with Certified Mail - \$1.15 Savings.
- Compare pricing across carriers for the best rate on each package.

In order to get postage savings you need high levels of visibility to current mail spends across the enterprise!

# Permit Savings Strategies:

1. Using the USPS® Business Customer Gateway
2. Using the USPS® Electronic Payment System
3. Using the USPS® Enterprise PO Box Online System
4. Consolidating locations to master permits
5. How to analyze permit accounts for maximum savings →
6. Managing funding levels
7. Scheduling regular reviews/audits
8. Managing and confirming refunds
9. Centralizing permit management
10. Knowing your USPS® contact

Commercial First-Class Mail®			
	Weight Ounces	Letters	Flats
Automation 5 Digit	1	\$0.389	\$0.430
Automation 3 Digit	1		\$0.577
Automation AADC	1	\$0.419	\$0.620
Automation Mixed AADC	1	\$0.439	\$0.716
Presorted (Non Automation)	1	\$0.460	\$0.810
Marketing Mail®			
	Weight Ounces	Letters	Flats
Automation 5 Digit	≤3.5	\$0.259	\$0.418
Automation 3 Digit	≤4		\$0.543
Automation AADC/ADC	≤3.5	\$0.284	\$0.608
Automation Mixed AADC/ADC-Origin	≤3.5	\$0.299	\$0.666
Marketing Mail® Nonprofit			
	Weight Ounces	Letters	Flats
Automation 5 Digit	≤3.5	\$0.138	\$0.240
Automation 3 Digit	≤4		\$0.365
Automation AADC/ADC	≤3.5	\$0.163	\$0.430
Automation Mixed AADC/ADC-Origin	≤3.5	\$0.178	\$0.488
Destination Entry Discounts for Marketing Mail			
	Letters	Flats <4 Ounces	Flats >4 Ounces
DNDC	\$0.020	\$0.043	\$0.172
DSCF	\$0.026	\$0.054	\$0.216

# Analyze your Business Reply Mail (BRM) Accounts

Business Reply Mail Basics	Basic	High Volume	QBRM Basic	QBRM High Volume
Annual Permit Fee	\$240	\$240	\$0	\$0
Annual Account Maintenance Fee	\$0	\$725	\$725	\$725
Quarterly Fee	\$0	\$0	\$0	\$2,460
<b>Total Annual Fees</b>	<b>\$240</b>	<b>\$965</b>	<b>\$725</b>	<b>\$10,565</b>
Fee per piece	\$0.850	\$0.093	\$0.072	\$0.015
Postage for 1 ounce mail	\$0.550	\$0.550	\$0.534	\$0.534
<b>Total cost - Fee and Postage</b>	<b>\$1,400</b>	<b>\$0,643</b>	<b>\$0,606</b>	<b>\$0,549</b>
Savings			\$0.794	
Annual Cost by pieces				
100	\$380	\$1,029	\$786	\$10,620
250	\$590	\$1,126	\$877	\$10,702
500	\$940	\$1,287	\$1,028	\$10,840
<b>611</b>	<b>\$1,095</b>	<b>\$1,358</b>	<b>\$1,095</b>	<b>\$10,900</b>
750	\$1,290	\$1,447	\$1,180	\$10,977
958	\$1,581	\$1,581	\$1,306	\$11,091
1000	\$1,640	\$1,608	\$1,331	\$11,114
2500	\$3,740	\$2,573	\$2,240	\$11,938
5000	\$7,240	\$4,180	\$3,755	\$13,310
10000	\$14,240	\$7,395	\$6,785	\$16,055
25000	\$35,240	\$17,040	\$15,875	\$24,290
50000	\$70,240	\$33,115	\$31,025	\$38,015
100000	\$140,240	\$65,265	\$61,325	\$65,465
250000	\$350,240	\$161,715	\$152,225	\$147,815
500000	\$700,240	\$322,465	\$303,725	\$285,065
1000000	\$1,400,240	\$643,965	\$606,725	\$559,565

## Example 1:

Location on Basic level with 50,000 returns  
\$70,240 vs. \$33,115 - \$37,125 Savings - 53%

## Example 2:

Location on High Volume with 250 returns  
\$1,126 vs. \$590 - \$536 Savings – 48%

## Example 3:

Location on High Volume with 500,000 returns  
\$322,465 – \$285,065 - \$37,400 – 12%

To find savings it requires visibility to all of your BRM accounts!

# Equipment Savings Process

## Optimized Mailing Fleet Asset Management

1. Gain visibility to your equipment and spends.
2. Validate questionable charges.
3. Negotiate enterprise pricing and terms.
4. Work with locations on equipment changes.
5. Eliminate fees and overcharges
6. Maintain postage balances and claim lost funds.
7. Continual review to ensure savings.

This process leads to 30-70% saving

Ways to reduce mailing equipment supply costs:

- Buy in bulk
- Negotiate national agreements
- Consider third party non OEM providers



# Future Management and Oversight – Do Not Put Your Accounts on Autopilot

Set a schedule for review – Monthly or Quarterly

Create a dashboard that provides visibility to all of your mailing spends. Ask the following questions:

1. Are funding levels correct?
2. Are all accounts being used (If not, should they be closed)?
3. Are the charges being allocated back to the departments or groups that generated them?
4. Are the lowest postage costs being utilized?
5. Are we paying the right amount for equipment and services.
6. What trends are happening in mailing volumes and spends?
7. What initiatives are we pushing and tracking to reduce costs and better support your users.

# Summary

- More and more people will be working remotely in the future.
- Cloud based tools are needed to support their mail and shipping needs.
- PC Postage can provide a way to mail from anywhere with an internet connection and printer.
- Multi carrier tools are available to rate shop for the lowest costs to send.
- Enterprise versions are available to manage all users on a single platform.
- Larger mailings can be routed to onsite or offsite production facilities with the proper equipment and staff.
- Incoming digital mail solutions can move paper electronically to where it can be actioned quickly.
- Savings can be made visible through web based tools available from different providers.
- All of these solutions create efficiencies and savings.

## POSTAL ADVOCATE SAVINGS STATISTICS

**\$61M**

Total Client Savings

**\$16.5M**

Recovered in Lost Postage,  
Vendor Overcharges and  
Fees

**58%**

Average Equipment  
Savings

**\$1.6M**

Average Client  
Savings

**13.5K**

Locations Helped

**\$2B**

Managed Annual  
Client Postage

OVER 175 YEARS OF COMBINED MAILING INDUSTRY EXPERIENCE

# Questions?

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