



 Pitney Bowes



*Get your addresses
cleaner than ever.*



Pitney Bowes
Finalist®

Use the highest accuracy address correction to scrub your addresses clean clear through.



In a time when address quality directly affects customer satisfaction and revenues, immaculate address accuracy is the order of the day.

Address accuracy is a huge challenge. In fact, the United States Postal Service (USPS) reports that 33 percent of all addresses processed contain anomalies and inaccuracies. This includes incorrect street directionals, missing or incomplete ZIP Codes®, missing apartment numbers and more.

Inaccurate address information means more misdirected or misdelivered mail. The result? It's not pretty — higher expenses, lost revenues, plummeting customer satisfaction. Good reason to get your addresses as clean as clean can be.

Finalist – the industrial strength address cleanser.

Finalist from Pitney Bowes is a Coding Accuracy Support System (CASS) certified application that thoroughly prepares addresses for USPS handling. It verifies, standardizes and corrects address elements, and appends postal codes.

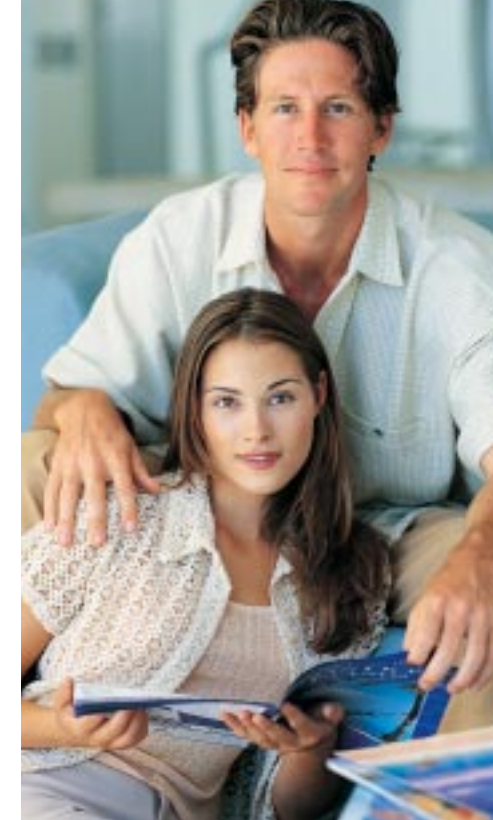
Finalist provides the utmost address accuracy. And payoff is huge. You'll cut the costs of delayed and undeliverable-as-addressed mail. You can expect timely delivery of customer communications. More invoices arrive on time, speeding your business' cash flow. Finalist is CASS certified software that earns you postal discounts and provides the utmost address accuracy.

Deep-down clean with ultimate control.

Finalist scrubs every aspect of an address to bring it into precise alignment with strict USPS standards.

To cleanse addresses, send your address information from your customer database to Finalist to match against the USPS database. Finalist will verify, add, standardize and correct street names, directionals, suffixes, city names, states and ZIP+4 codes. Once the address is cleansed, Finalist will add carrier route codes and delivery point barcodes. Finalist's output is flexible in that you control whether it will ever overwrite the address information in your database. This is important if you have an agreement not to change customer information without their consent.

Finalist provides an extensive list of return codes to help you diagnose addresses that are returned because they were not matched to addresses in the USPS database. Finalist also generates the required USPS documentation, including the CASS 3553 postal statement, for automation rate discounts.



Finalist fits.

Finalist is at home in mainframe, UNIX® and Windows® environments. It's versatile, too. Finalist will cleanse addresses through batch processing to regularly comply with USPS regulations or through interactive processing to perform point of entry validation or address cleansing analysis.

It's from the postal preparation experts at Pitney Bowes.

Pitney Bowes has over 80 years experience in helping companies mail efficiently, with more than 28 years of experience in postal software applications. We pioneered postal processing software. A newcomer, we're not.

The more important mail efficiency is to your company, the more you need the expertise of Pitney Bowes. We've seen it. We've done it. We know what it takes to help make your postal operations productive and profitable.

Rely on us for the outstanding products, service and support that have made us a leader for over eight decades.

Features and Benefits

■ **Delivery Point Validation (DPV)*** – Takes the addresses that Finalist matched with the USPS ZIP+4 database, and compares them with another USPS data file (containing over 145,000,000 addresses), confirming that the address of the mail piece is a valid delivery point. Using DPV, you'll improve address cleansing for more reliable delivery of mail.

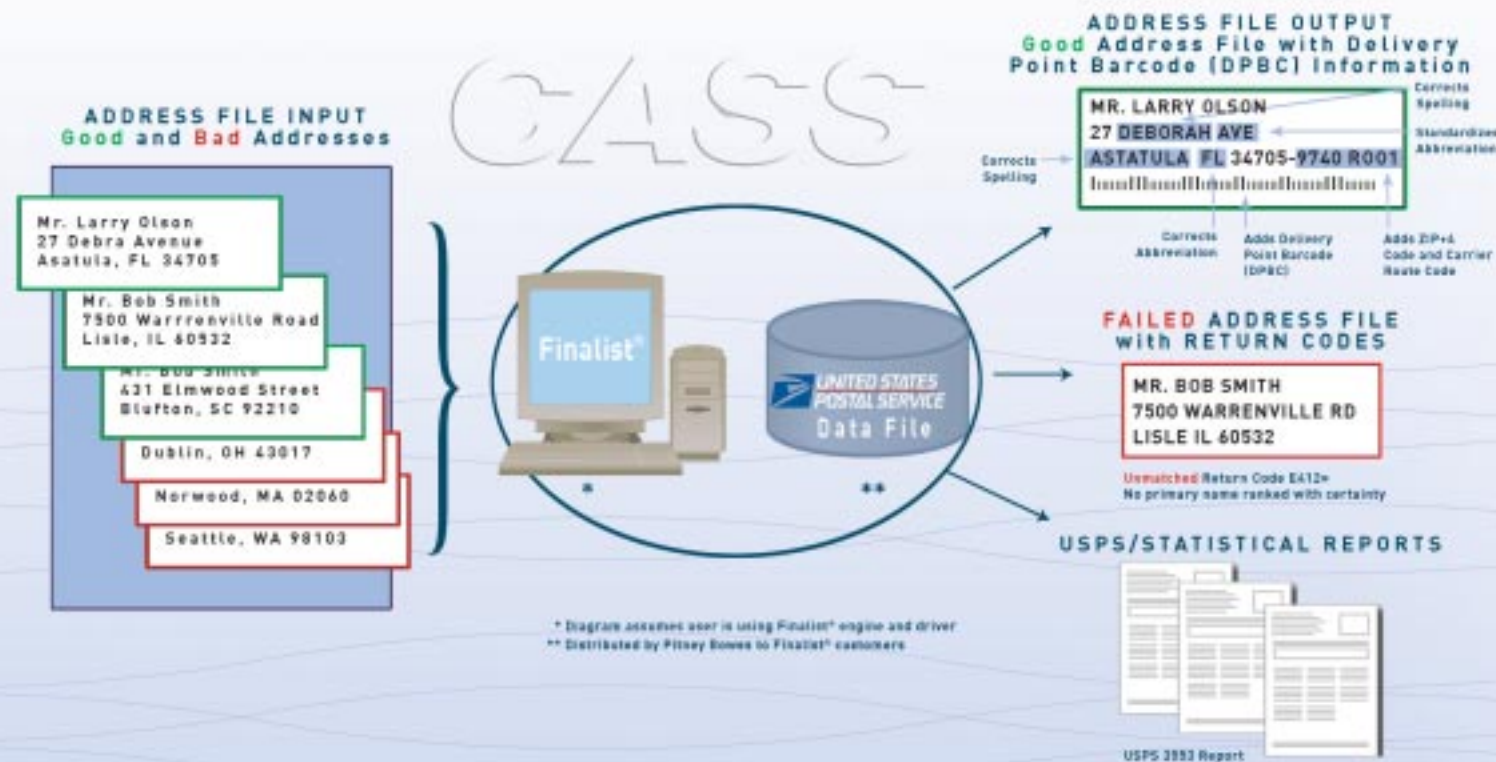
■ **On-Line Interface** – Uses Finalist in an interactive mode. It allows you to check addresses at the point of data entry, assuring that incorrect addresses never enter your database. Keeping bad addresses out increases the integrity of your customer database. The On-Line Interface is also useful when analyzing addresses that Finalist has rejected and provided a return code for analysis purposes.

■ **Z4 Select Option** – Identifies records that have changed according to the USPS. It increases efficiency by not rechecking previously verified addresses.

*Pitney Bowes is a non-exclusive licensee of the United States Postal Service.

The price of the DPV option for Finalist is offered by Pitney Bowes, and is not established, controlled, or approved by the United States Government.

FINALIST® | IMPROVE ADDRESS QUALITY



* Diagram assumes user is using Finalist® engine and driver
 ** Distributed by Pitney Bowes to Finalist® customers



Get your addresses cleaner than ever.

Cut costs, speed cash flow and increase customer satisfaction with timely delivery of communications.



For more information, call us today at (877) 536-2736 or visit us on the Web at www.pbdmt.com.

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Pitney Bowes helps you engineer the flow of communication with end-to-end intelligent mail solutions. Our leading-edge hardware, software and services can help you grow revenue, cut costs and strengthen customer loyalty, to drive your long-term profitability.

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