



# StreamWeaver<sup>®</sup> Print Stream Engineering Solution

*Maximize postal discounts and ensure address quality*

In the battle to reduce expenses, there are three major ways that production mail operations can save dollars: eliminate incorrect mailing addresses that lead to costly returned mail, identify recipients' most current addresses to ensure mail deliverability and presort mail pieces to maximize postal discounts.

Mailing software, such as Pitney Bowes *Finalist*<sup>®</sup> address quality solution, which standardizes, verifies and corrects addresses, *ForwardTrak*<sup>™ Plus</sup> move update solution, which identifies current address information, and *Mailer's Choice*<sup>®</sup> presort solution, which presorts mail, are effective tools to save dollars in production mail operations. But to take full advantage of these products for all your mailings, you must ensure you use the software across all print streams. Here's where the *StreamWeaver*<sup>®</sup> Postal Automation application comes in.

## Maximizing money-saving mailing software

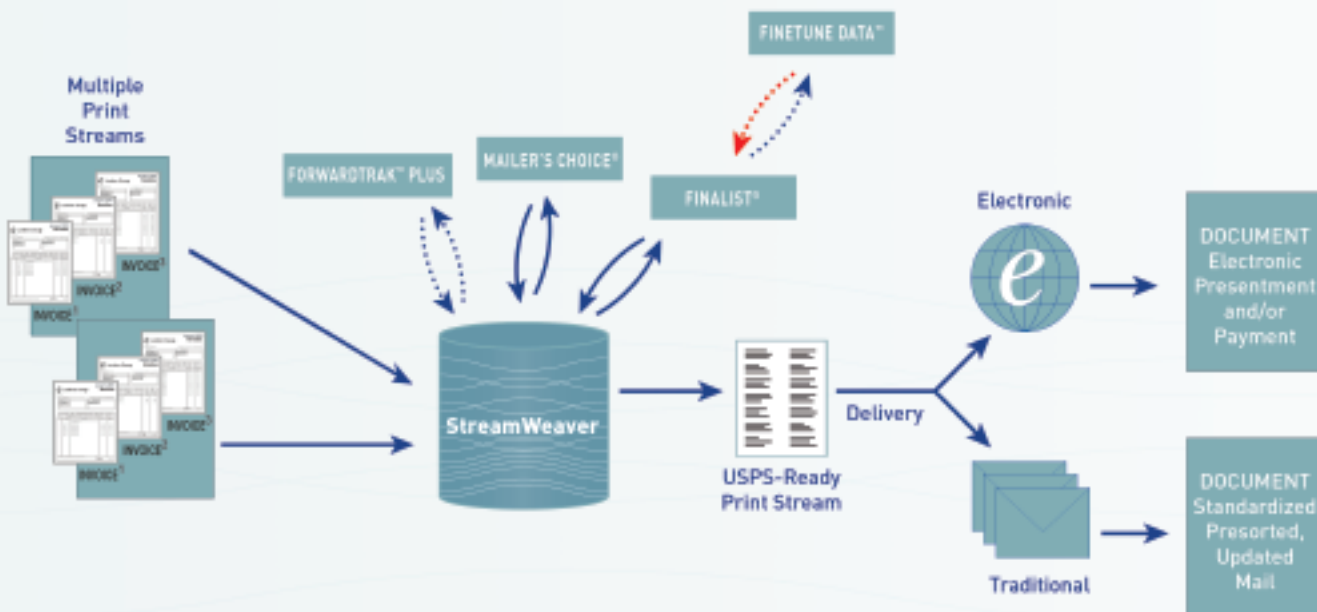
When print streams contain consistent processing elements from their originating business application, the *StreamWeaver*<sup>®</sup> Postal Automation application can receive multiple print streams and pull them into one place for postal processing. *StreamWeaver*<sup>®</sup> extracts the necessary name and address information from the print stream, then calls your mailing software. Then *Finalist*<sup>®</sup>, *ForwardTrak*<sup>™ Plus</sup> and *Mailer's Choice*<sup>®</sup> can perform their essential cleansing, updating and presorting functions across mail streams. *StreamWeaver*<sup>®</sup> then receives the latest address and Delivery Point

Barcode information and updates the print stream to ensure even greater mail piece deliverability and postal discounts.

## Save and save again

Companies using the *StreamWeaver*<sup>®</sup> Postal Automation application not only score big savings by maximizing postal discounts, optimizing mail deliverability and eliminating costs associated with returned mail, they also save time and money by consuming fewer IT resources. This is because *StreamWeaver*<sup>®</sup> intercepts and engineers print streams after they leave business applications and before they are printed or distributed.

## THE STREAMWEAVER<sup>®</sup> SOLUTION | Postal Automation Application



# StreamWeaver® Print Stream Engineering Solution

## Maximize postal discounts and ensure address quality

As a result, companies need not make extensive programming changes to numerous business applications to facilitate the broad-based use of mailing software. Companies can rely instead on the *StreamWeaver*® system's more cost-effective solution of receiving and engineering mail streams in one place,

where it can then call your Pitney Bowes mailing software.

### Improve service to customers and stay postal compliant with *StreamWeaver*®

*StreamWeaver*® ensures that you make full use of your mailing software to reduce the amount of late, incorrect

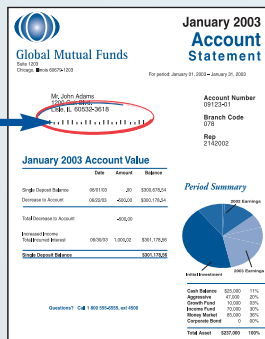
or undelivered mail and to implement United States Postal Service® (USPS®) changes more quickly. And no matter how much postage goes up or how often postal requirements change, *StreamWeaver*® softens the blow by enabling your mailing software to maximize postal discounts, which can translate into big dollar savings for high-volume mailers.

#### MANAGER'S PROBLEM

"We need to optimize the use of our Coding Accuracy Support System™ (CASS™) and PAVE software to meet changing postal requirements and control postal costs. How can we do this with minimal impact to our current processes? Ideally, I'd like to do this with our first applications as well as the rest. We have 22 applications."

"We need to add a ZIP+4 and Delivery Point Barcode. I think we need to make the address smaller so the barcode will fit the envelope window. Put the barcode below the address."

"We have been getting too much returned mail because of bad addresses. Can we verify the address with *Finalist*® software and correct it if necessary? If it can't be corrected, outsource the document to be checked by customer service?"



"We generate about 500,000 of these per month. Currently, we send them out to be presorted. If we can presort them before printing, we can save \$400K a year and get them in the mail sooner!"

"We have Pitney Bowes *Finalist*® CASS software and *Mailer's Choice*® PAVE software and we want *StreamWeaver*® to integrate all of our mail streams in one location so that we can use the mailing software across all of our mail streams."

## Maximize postal discounts and ensure address quality for greater mail deliverability.

### Call us today at 877-536-2736.

Pitney Bowes is an expert in *Engineering the Flow of Communication*™ with end-to-end integrated 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.

Pitney Bowes, *StreamWeaver*, *Finalist* and *Mailer's Choice* are registered trademarks and *ForwardTrak* and *Engineering the flow of communication* are trademarks of Pitney Bowes Inc. The following trademarks are owned by the United States Postal Service®: USPS® and CASS™.

 **Pitney Bowes**  
*Engineering the flow of communication™*

Pitney Bowes Inc.  
37 Executive Drive  
Danbury, CT 06810-4148  
Tel: 877-536-2736  
203-792-1600  
Web: [www.pbdmt.com](http://www.pbdmt.com)

For more information call us today at **877-536-2736** or visit us on the Web at [www.pbdmt.com](http://www.pbdmt.com).

AD11295R0404 ©2004 Pitney Bowes Inc.  
All rights reserved. An Equal Opportunity Employer.  
Printed in USA

