



ACCUZIP DQ for Enfocus Switch!



Introduction to AccuZIP Data Quality (DQ) Service

Enhancing Data Quality, Mailing Efficiency and Accuracy



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AGENDA

- Key Benefits of AccuZIP DQ
- Undeliverable Mail Statistics
- CASS™ Certification
- NCOA^{Link}® Address Updates
- Duplicate Detection and Removal
- Presort Services for U.S. Postal Service® Discounts
- Intelligent Mail® Barcode (IMb™)
- AccuTrace® Mail Tracking
- PostalOne!® and Mail.dat® Integration
- AccuZIP DQ Ecosystem Example
- AccuZIP DQ Enfocus Switch Flow Examples
- Summary of AccuZIP DQ App with Enfocus Switch Benefits
- Question & Answers

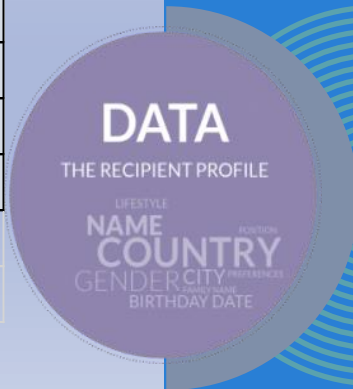


KEY BENEFITS OF ACCUZIP DQ

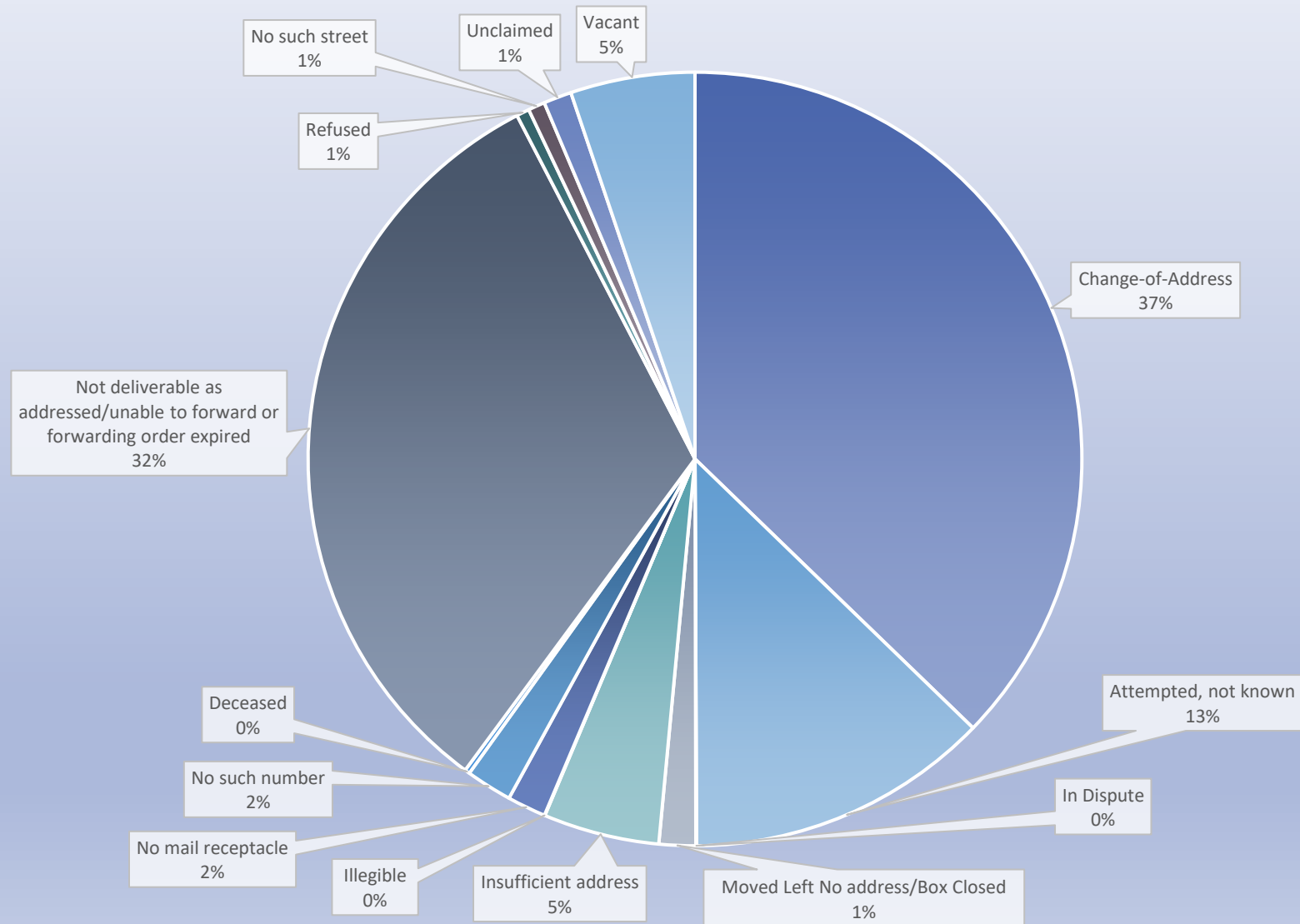
- Improved address accuracy and deliverability.
- Reduced postage costs through efficient presorting.
- Enhanced compliance with USPS® regulations.
- Increased visibility into mail tracking with AccuTrace.

UNDELIVERABLE MAIL STATISTICS BY INDUSTRY

Nixie Code	Nixie Description	Agricultural	Financial	Government Related	Healthcare Medical	Insurance	Marketing	Periodical Publishing	Utilities	UAA Avg	Preventable with Data Quality Best Practices
COA	Change-of-Address	19.46%	38.60%	11.65%	40.80%	41.53%	31.26%	41.25%	33.78%	37.24%	x
A	Attempted, not known	7.95%	13.96%	10.27%	13.18%	12.55%	14.34%	9.38%	12.72%	12.70%	x
E	In Dispute	0.00%	0.03%	0.06%	0.03%	0.03%	0.03%	0.01%	0.03%	0.03%	
K/G	Moved Left No address/Box Closed	0.59%	1.31%	0.67%	1.81%	1.93%	2.06%	1.31%	2.89%	1.53%	x
I	Insufficient address	4.16%	4.96%	3.00%	7.74%	3.91%	4.26%	4.56%	6.45%	4.85%	x
L	Illegible	0.00%	0.02%	0.04%	0.02%	0.02%	0.03%	0.02%	0.03%	0.02%	
M	No mail receptacle	7.84%	1.59%	1.34%	1.47%	1.47%	1.51%	1.51%	2.34%	1.62%	x
N	No such number	1.62%	1.65%	2.43%	2.73%	2.02%	1.48%	2.17%	2.53%	1.93%	x
P	Deceased	1.08%	0.13%	0.02%	0.12%	0.12%	0.34%	0.62%	0.12%	0.21%	x
Q	Not deliverable as addressed/unable to forward or forwarding order expired	54.22%	33.45%	17.81%	26.73%	32.08%	40.73%	33.99%	30.56%	32.27%	x
R	Refused	0.65%	0.33%	1.26%	0.42%	0.30%	0.35%	1.23%	0.43%	0.54%	
S	No such street	0.16%	0.61%	0.82%	1.11%	0.77%	0.46%	0.86%	0.74%	0.70%	x
U	Unclaimed	0.27%	1.10%	1.60%	1.71%	1.23%	0.84%	0.97%	1.54%	1.17%	
V	Vacant	2.00%	2.27%	49.04%	2.13%	2.04%	2.32%	2.12%	5.84%	5.20%	x
Total		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	



UNDELIVERABLE MAIL STATISTICS BY CATEGORY



FRESH DATA CAN GET OLD FAST

- **Data Updated WEEKLY**

- Change of Address data
- Early warning data for new addresses identified but have not yet been officially added to the main USPS delivery point databases.

- **Data Updated MONTHLY**

- USPS Delivery Point address data
- Mail sorting data and labeling lists

CASS (CODING ACCURACY SUPPORT SYSTEM)

A program developed by the United States Postal Service® (USPS®) to verify the accuracy of addresses in the mail system.

- **Address Verification:** Compares address lists against an official USPS list of deliverable addresses to ensure correct mail delivery.
- **Address Standardization:** Establishes a consistent format for addresses in the US mail system, including the correct order of address components.
- **Benefits:** Improved address accuracy, reduced undeliverable-as-addressed (UAA) mail, and qualification for postal discounts.





IDENTIFY MATCHED ADDRESS

- **Street:** Residential or commercial addresses along streets.
- **Highrise:** Addresses in multi-story buildings with unit numbers.
- **PO Box:** Mail delivered to a post office box.
- **Rural Route:** Addresses in rural areas served by specific routes.
- **Firm:** High-volume business addresses.
- **Military Address (APO/FPO/DPO):** Mail for military personnel, both domestic and overseas.



IDENTIFY THE QUALITY OF MATCHED ADDRESS

- **RDI (Residential Delivery Indicator):** Differentiates between residential and business addresses for correct postage rates.
- **Vacant Address:** Unoccupied addresses not receiving mail, typically due to vacancy.
- **LACS^{Link™} (Locatable Address Conversion System):** Updates rural or outdated addresses to current 911 standards.
- **USPS NO STAT:** Inactive delivery points like vacant properties, new constructions, and seasonal homes, excluded from delivery statistics to prevent undeliverable mail.

NCOA^{Link}

(NATIONAL CHANGE OF ADDRESS)



- Overview of NCOA^{Link} and its function in updating addresses for individuals and businesses.
- How NCOA^{Link} helps reduce undeliverable mail by updating addresses that have changed.
- Benefits: Compliance with USPS[®] Move Update requirements, reduced waste, and cost savings.



DUPLICATE DETECTION AND REMOVAL

- Normalized and Standardized addresses will guarantee a good duplicate match.
- AccuZIP DQ identifies and removes duplicate records based on exact or phonetic name + address, last name + address or address information alone.
- Benefits: Eliminates redundant mailings, reduces postage and print costs, and improves response rates.

PRESORTING FOR POSTAL DISCOUNTS



- Presorting often results in lower postage rates, as the USPS saves on handling and transportation costs.
- It also helps streamline the mailing process, enabling faster delivery times and better tracking.
- Presorting can qualify mailers for USPS discounts, making it a cost-effective option for large mailings like marketing campaigns or billing statements

Class & Type	First-Class® Rate (1 oz.)	5-Digit Discount Rate	Savings on 1,000 pcs.
First-Class Letter	\$0.73	\$0.545	\$185.00
First-Class Flat	\$1.50	\$0.874	\$626.00
Marketing Mail Letter	\$0.73	\$0.345*	\$385.00
Marketing Mail Flat	\$1.50	\$0.770*	\$730.00

* Marketing Mail Letter up to 3.5oz.; Marketing Mail Flat up to 4oz.



Intelligent Mail Barcode (IMb)

- The IMb uniquely identifies each mail piece.
- The IMb provides additional postage discounted postal rates.
- The IMb facilitates sorting, processing of mail and Out For Delivery tracking by USPS®.

ACCUTRACE MAIL TRACKING

- Mail pieces processed through the Enfocus Switch AccuZIP DQ workflow and mailed via USPS can be tracked from induction to delivery at no additional cost when you provide a custom JSON with your AccuTrace API Key and delegate your MID to AccuZIP.
- AccuTrace receives around 1,440 data feeds daily, totaling approximately 200 million scans from USPS each day, ensuring updated tracking information every minute.
- This real-time transparency enhances delivery status visibility, improves customer communication, and strengthens marketing efforts.



POSTALONE! AND MAIL.DAT INTEGRATION

- Overview of PostalOne! and its role in electronic documentation submission to USPS®.
- AccuZIP DQ generates all required Mail.dat files.
- Benefits of using Mail.dat files for eInduction and IMb discounts:
 - eInduction is electronic documentation, not hard copy documentation.
 - Streamlines acceptance at USPS facilities with eInduction.
 - Ensures qualification for Intelligent Mail barcode discounts.



CASS CERTIFIED ADDRESS QUALITY

Source data example:

- Input Address:
 - 1758 JOHNSON CHURCH RD
 - POCAHONTAS AR 72545



CASS CERTIFIED ADDRESS QUALITY

Source data example:

- Input Address:
 - 1758 JOHNSON CHURCH RD
 - POCAHONTAS AR 72545

CASS Certified Address Correction and Standardization result:

- Corrected Address:
 - 1758 LEXIE LN
 - POCAHONTAS AR 72455-8847

CASS CERTIFIED ADDRESS QUALITY

Address Element corrections made:

- ZIP Code **72545** was corrected:
 - 1758 LEXIE LN
 - POCAHONTAS AR **72455-8847**
- **LACS^{Link} Match to 1758 JOHNSON CHURCH RD:**
 - 1758 LEXIE LN
 - POCAHONTAS AR **72455-8847**
 - LACS^{Link} is a secure dataset of converted addresses that primarily arise from the implementation of the 911 system, which commonly involves changing rural-style addresses to city-style addresses. **LACS^{Link} also contains existing city-style addresses that have been renamed or renumbered.**
- **Vacant match. This address exists and is valid, however, it has been Vacant for at least 90-days.**
 - 1758 LEXIE LN
 - POCAHONTAS AR **72455-8847**



NCOA^{Link} CERTIFIED CHANGE OF ADDRESS

CASS Certified standardized address with name:

- JANE S SMITH
- 1758 LEXIE LN
- POCAHONTAS AR 72455-8847

NCOA^{Link} Certified Match found:

- JANE S SMITH
- PO BOX 527323
- MIAMI FL 33152-7323
- Move Date: 201609
- Move Type: Individual

PAVE™ CERTIFIED MAIL PREPARATION

NCOA^{Link} Certified Match can now be used in to meet and exceed the customers expectations:

- JANE S SMITH
- PO BOX 527323
- MIAMI FL 33152-7323

PAVE Certified Mail Preparation result:

JANE S SMITH

PO BOX 527323

MIAMI FL 33152-7323



- This mail-piece is now trackable so that the customer knows where it is as it travels to the mail recipient.

DATA QUALITY AND MAIL PREPARATION

JANE S SMITH

PO BOX 527323

MIAMI FL 33152-7323



- This mail-piece will now be delivered to the intended recipient.
- The Intelligent Mail barcode allows this mail-piece to be tracked throughout its journey to the recipient.
- This includes induction into the USPS, all of the intermediary equipment scans to Out for Delivery.

ACCUZIP DQ ENFOCUS FLOW #1



Enfocus Switch - Switch Server (localhost) - AccuZIP DQ Example

File Edit Flow View Insight Dashboard Help

Workspace Messages Statistics Users Web Portal Activate flow Stop flow Retry flow

Flow elements

- Basics
 - Connection
 - Folder
 - Problem jobs
 - Submit hierarchy
 - Archive hierarchy
 - Set hierarchy path
 - Job dismantler
 - Ungroup job
 - Split multi-job
 - Assemble job
 - Generic application
 - Execute command
- Tools
- Scripting
- Communication
- Apps
 - AccuZIP DQ
 - Adobe Acrobat Distiller
 - Adobe Acrobat Professional
 - Adobe Illustrator
 - Adobe InDesign
 - Adobe InDesign Server
 - Adobe Photoshop
 - Alwan Color-Hub
 - axaio MadeToPrint Illustrator
 - axaio MadeToPrint InDesign
 - axaio MadeToPrint InDesign S
 - axaio MadeToPrint QuarkXPre
 - Caldera Nexio Collect
 - Caldera Nexio Submit
 - callas pdfToolbox Actions
 - callas pdfToolbox Compare
 - callas pdfToolbox ConvertCol
 - callas pdfToolbox Impose
 - callas pdfToolbox Profiles
 - ColorLogicZePrA
 - CorelDRAW
 - DesignMerge Pro
 - GMG ColorServer
 - HP Digital Front End JDF Cont
 - HP SmartStream Designer Gar
 - HP SmartStream Designer Imp
 - HP SmartStream Designer VDF
 - HP SmartStream Production C

Properties

Property	Value
Element type	Folder
Name	Input
Description	
Path	C:/Working/Switch/In
Leave originals in place	No
Minimum file size (KB)	None
Scan every (seconds)	Default
Time-of-day window	No
Day-of-week window	No
Day-of-month window	No
Color	Yellow
Attach hierarchy info	No
Attach email addresses	
Attach email body text	
Attach job state	
Set job priority	None
Set job private data	None
Show in statistics	No

Jobs

Name	Size	Type	Modified
Input [1]		File Folder	10/14/2024 11:48 AM
cass_example.csv	267 KB	csv File	6/15/2023 11:56 AM

Enfocus Appstore

[Go to the Enfocus Appstore](#)

Registered in the Enfocus Appstore

AccuZIP DQ flow recording has been modified for presentation. Actual times will vary depending on list size.

ACCUZIP DQ ENFOCUS FLOW #2



The screenshot displays the Enfocus Switch interface for an 'AccuZIP DQ Example' flow. The main workspace shows a sequence of steps: 'Input' (yellow folder icon), followed by four 'Continue' steps (blue folder icons), and finally 'Output' (green folder icon). The steps are labeled: 'Upload CSV', 'Get Quote', 'Update Quote', 'CASS-NCOA-PRESORT', 'Download Zip', and 'Output'. A red folder icon labeled 'Problem jobs' is also visible. The 'Properties' pane on the left shows details for the 'Input' element, including its path and various settings. The 'Jobs' pane on the right shows a list of files, including 'demonstration.csv'. The 'Flow elements' pane on the right lists various components available in the software.

Property	Value
Element type	Folder
Name	Input
Description	
Path	C:/Working/Switch/In
Leave originals in place	No
Minimum file size (KB)	None
Scan every (seconds)	Default
Time-of-day window	No
Day-of-week window	No
Day-of-month window	No
Color	Yellow
Attach hierarchy info	No
Attach email addresses	
Attach email body text	
Attach job state	
Set job priority	None
Set job private data	None
Show in statistics	No

Name	Size	Type	Modified
Input [1]		File Folder	10/14/2024 11:25 AM
demonstration.csv	267 KB	csv File	6/15/2023 11:56 AM

AccuZIP DQ flow recording has been modified for presentation. Actual times will vary depending on list size.

SUMMARY OF ACCUZIP DQ SERVICE WITH ENFOCUS SWITCH BENEFITS

Title	Data Accuracy	Cost Savings	Compliance	Integration
Address Validation	Ensures accurate address data for better delivery.	Reduces undeliverable mail, saving postage costs.	Meets USPS CASS certification requirements.	Integrates smoothly into Enfocus Switch workflows.
NCOA ^{Link} Processing	Provides real-time visibility into mail delivery.	Reduces customer inquiries about mail status.	Ensures adherence to service level agreements (SLAs).	Streamlines NCOA processing through Enfocus Switch.
Duplicate Detection	Identifies and removes duplicate records.	Minimizes wasted resources on duplicate mailings.	Supports data privacy by reducing duplicate data.	Automates duplicate detection in Enfocus Switch.
PAVE Certified Mail Preparation	Organizes mailings for optimized postal processing.	Qualifies for discounted postal rates, lowering costs.	Meets USPS standards for presorted mail.	Integrates PAVE processes into Enfocus Switch workflows.
AccuTrace Mail Tracking	Provides real-time visibility into mail delivery.	Reduces customer inquiries about mail status.	Ensures adherence to service level agreements (SLAs).	Enables mail tracking integration into Switch workflows.



THANK YOU

www.accuzip.com/contact



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