

Machineable Presort

In order to support Postal Transformation and the plant upgrades, Canada Post has created a new presorting process called Admail Machineable LCP, which will be available in January, 2011. This is a hybrid of the current Letter Carrier Presort and Machineable Mail. The mail must meet machineability specifications but will be presorted. Part of the sort (DCF and below) will be prepared in the current LCP format. The other portion of the sort (FCP and Residue) will be placed unbundled in the container like machineable mail.

Draft technical specifications are available to the developers with final specifications due in July, 2010. Pricing is anticipated to be below LCP rates but it, too, will be announced in July. The Flagship technical team is currently developing the iAddress™ interface to be simple to use and a direct extension of the current Admail LCP. The most noticeable impact will be that some containers will be unbundled and the price should be lower.

We will continue to update our customers on this new presortation process as information becomes available. Depending on the level of complexity of this new sort, we will be investigating having Webinars to explain the new process. A help guide will be produced and distributed electronically to all presortation module customers well in advance of January, 2011.



National Postal Forum

In early April, 2010, Kristi Kanitz (General Manager) and John Woolsey (Technical Director) headed down to Nashville, Tennessee for some country music and the annual National Postal Forum hosted by the USPS. Fortunately, the Forum was held a couple of weeks in advance of the big flood which has closed the conference hotel for at least two months. Lots of great information was brought back - from application of the Intelligent Mail Barcode to mailer marketing tips in a tough economy. This information will be published in newsletters throughout the year.

As everyone is aware, the USPS has had a very tough year, with significant volume and revenue reductions. As a result, USPS will be moving to 5 day delivery which is expected to save them approximately \$3 billion per year. They will also be expanding their operations to retail operations and will close some post offices.

The good news from the USPS is the upcoming Standard Mail Summer Sale. The USPS had great results from this sale last year, with a 1 billion piece increase in volume over the sale period and excellent feedback from mailers. As a result, they are repeating the sale and lowering the threshold for participation to mailers who sent over 350,000 pieces between July and September, 2009. This represents over 67% of Standard mailers. Invitation letters were sent in March and require a response by May 28, 2010. If you did not receive an invitation and believe you are eligible, you must contact USPS right away to prove eligibility.

Additional incentive programs are in the works. They are as follows:

Saturation and High Density Incentives:

This will target existing saturation and high density mailers and will offer discounts for incremental volume growth over an established threshold volume. Last year this promotion only covered saturation mailing but will be expanded this year to include high density mailings.

Catalogues - Extra Weight at a Discounted Rate:

With print catalogue volumes declining, USPS is proposing a pricing structure where catalogues can increase their weight without paying a higher postage rate. This will provide additional selling space for catalogue mailers which should increase their return on investment.

First Class Mail - Reply Rides Free:

USPS is proposing First Class mailers can send up to 1.2 ounces at the 1 ounce rate as long as a courtesy or business reply envelope or card are included. This will allow mailers to include additional inserts along with the reply vehicle at no additional cost.

For information on any of these programs, please contact your USPS representative.



John Woolsey and Kristi Kanitz remind Jack Potter, Postmaster General of the United States, of the importance of Canadian mailers!

Business Desktop 2.0

Yet another update! Canada Post has made some significant improvements to the program over the past few months. They are asking that customers begin migrating to BD2.0. Although a cut-off date of June 30, 2010 has been posted on VCD, this is apparently not a firm date. Kristi is working with one of the BD2.0 team members to get answers to questions (such as where are the help files?) and solutions to issues (like disappearing ESOMs) that have been sent in by those of you that have tried the program. She will hopefully be able to address these issues in the June newsletter.

To CD or not to CD?

Thank you to our customers that responded to our "CD or not to CD" article in the last newsletter. Many of you indicated you prefer to download only. Some expressed that copying data from the CD is faster than the download. John Woolsey, our Technical Director, said improvements have been made over the past few months and this may not be the case any more. Feel free to test it out! Should you decide to download only in the future, please let virginia@flagshipsoftware.com know. If you ever require a physical copy, we would be happy to get it out to you.

Flagship Training Course

Our training courses are now finished for the summer. However, we will be running web-based training over the summer.

The next training course in our Richmond Hill office will be Wednesday, September 15th.

If you wish to attend our September training course or register for web training please contact Carolyn Trebell at carolyn@flagshipsoftware.com.



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