

Address Accuracy Changes

As you should now be aware, Canada Post will be introducing Point of Call Address Data (PoCAD™) for mailings inducted after January 17, 2011. This data will more accurately reflect deliverable addresses in urban and suburban areas of Canada. The data will still be range-based, however, the ranges will be smaller, with non-deliverable addresses being excluded.

There are important restrictions to the use of this data of which you must be aware. This is a proprietary database owned by Canada Post and they have set rules to protect its use and distribution. This includes encryption and other restrictions which may impact your use.

To prevent data users from pulling lists of deliverable addresses, the PoCAD™ data can only be used in batch mode. This means only blocks of addresses can be corrected at a time. There can be no one-off corrections or look-ups. The existing Postal Code^{OM} Address Data (PCAD™) may still be used for data entry or look-up purposes. What this means for you in the iAddress™ software:

1. When you run correction/validation after January 17, 2011, iAddress™ will use the new PoCAD™ data sets. You will likely find a difference in accuracy from the previous month's data set. In most cases, your accuracy level will drop. Factors impacting the amount of this drop include:

- How long it has been since the file was previously cleaned.
- How the file was created. Collected data will be less likely to be impacted than lists originally pulled from ranges.
- The number of apartment records in your database. Canada Post has focused data collection efforts on updating apartment building data. This means that many unit ranges have been added or modified.
- The number of rural records in your database. If your data has a large rural component, you may not see much change as the PoCAD™ file concentrated on urban and suburban data collection.

2. Validation only will no longer be an option. Under the new PoCAD™ license, address accuracy must include both validation and correction.

If a mailer does not want to accept the corrections, a Statement of Accuracy will not be generated. Without a Statement of Accuracy, mailers will not be able to prove their valid percent and will therefore be subject to a surcharge on Addressed Admail and Publications Mailings over 5,000 pieces and all Incentive Lettermail jobs.

3. No access to the raw data. While iAddress™ users have never had direct access to the Canada Post address data, it is displayed in the Look-up screen when manually correcting or looking up an address. Therefore, the look-up and development components of the iAddress™ suite of software will only use the PCAD™ data as of January 17, 2011. This means an address may appear as valid within the range during look-up but may be flagged as invalid when compared to the more precise PoCAD™ data. It is important therefore, to check collected addresses against the PoCAD™ data by regularly running the software in batch mode. The percent of your data that becomes "uncorrectable" will again depend on the factors mentioned earlier.

For many mailers, the upcoming changes will have a minor impact in terms of data processing. The major impact will be on the accuracy percentage of the database itself. Canada Post has done pilots and believes the impact will be minimal. However, we are not convinced. For mailers with a high apartment record count, the impact could be quite substantial. There are also issues with the timing and roll-out of the new data. Mailers must use the PoCAD™ data for all mailings inducted after January 17, 2011 with no option to revert to the previous data if the accuracy rate drops substantially. The first opportunity most mailers will have to see the PoCAD™ data will be in mid-December, which may be a concern for mailers inducting large jobs in January.

We recommend the following to our customers:

1. As soon as the data is available, pretest your standard mailing files. This will provide a good indication of any issues and give a longer time period in which to rectify the issues.
2. If your files are static, run correction/validation on those files in December or early January using a mailing date of January 16, 2011 or earlier.



Keep this Statement of Accuracy. It will be run against the PCAD™ data and is valid for a year so if there are issues with the accuracy level under the PoCAD™ data, you can submit this Statement as proof of accuracy.

There is an opportunity for customers to pre-test their files as early as November, 2010. If you are interested in pretesting files, please contact Kristi Kanitz at kristi@flagshipsoftware.com. Canada Post requires that we notify them of any customer who wishes to pretest.

If you are interested in providing real-life data to Flagship Software and back to Canada Post, we would ask that during December and the first half of January, you run your file through correction twice; first using a mailing date prior to January 17, 2011 and the second time using a mailing date after January 17, 2011. Please print both Validation Reports to file and e-mail to kristi@flagshipsoftware.com. We are interested in seeing the true impact of the new data sets on our customers and providing a summary of these results to Canada Post.

Should you have any questions about the new PoCAD™ data, please feel free to contact Kristi Kanitz by e-mail or telephone (416-410-6357 ext 5/toll-free 1-866-672-0007 ext 5) or Technical Support at extension 3.



US Boot Camp Almost Full

This is a reminder of the US Postal Boot Camp being held on Thursday, November 4, 2010 in Markham, Ontario. There are only a few seats left. If you are interested in attending, please contact Carolyn Trebell at carolyn@flagshipsoftware.com for an Agenda and registration form.

Machineable Mail Advisor Now Available

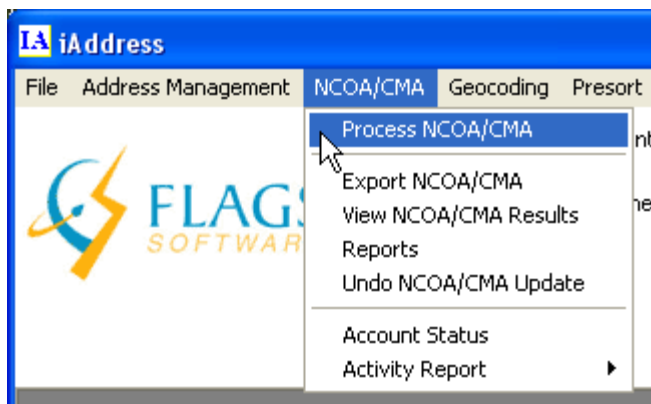
Canada Post has released its new online Machineable Mail Advisor www.canadapost.ca/mmadvisor. This is an interactive tool to assist mailers in creating a mail piece that fits within the Machineable mail specifications. Machineable pieces are eligible for both Machineable rates as well as the new Machineable Presort option which starts in January, 2011.

The Value of NCOA

NCOA is Canada Post's National Change of Address service. This provides updated address data for individuals, families and businesses who have moved in the past 6 years and filled out a Change of Address Notification (COAN). By submitting a name and address for processing, the mailer can be provided with an updated address where one is available. Deceased individuals or those with no updated address are flagged and can be removed from the mailing.

Why NCOA? A recent large scale study by Canada Post has demonstrated that 72% of undeliverable mail is due to movers. In spite of this, only 16% of mailers use NCOA at all, and most of them don't use it on a regular basis. Only 20% of addresses are processed through NCOA in Canada. By using NCOA on a regular basis, you can be confident that your mail will remain as deliverable as possible, whether or not your customer has moved. Mail that isn't being delivered is not going to provide a return on investment.

Did you know that iAddress™ has the NCOA module included? This is a pay for use service, which requires purchase of blocks of transactions or an unlimited annual license. To discuss how NCOA can improve your deliverability and your bottom line, please contact Carolyn at carolyn@flagshipsoftware.com or Kristi at kristi@flagshipsoftware.com.



Web Training Available

Flagship Software offers web training! If you would like a refresher course on iAddress™ or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a session.

