



iAddress Updater

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Welcome to 2011!

Happy New Year to our clients! With the economy continuing to recover, we hope that 2011 is a great year for your business. If there is anything Flagship Software staff can do to help with your mailing questions or issues, please let us know. We look forward to working with you!

January 17, 2011 Changes

- New pricing comes into effect
- PoCAD data now used for address accuracy for mailings on or after this date
- Machineable Presort option becomes available
- Canada Post now offers cardboard Lettertainers which can be ordered for mailings

Important Changes to the iAddress™ Look-up Screen

Now that PoCAD (Point of Call data) is live for mailings after January 17th, certain usage restrictions have come into effect. One of these is that PoCAD cannot be used in the iAddress™ look-up utility. Therefore, the data you are using in the iAddress™ look-up is the PCAD data (Postal Code Address Data) which continues to be the data set you have used in the past. The issue is that the two databases are not exactly the same, for example:

PCAD might say:
1-99 ODD Main Street A1A 1A1

Whereas PoCAD might say:
1-23 ODD Main Street A1A 1A1
31-57 ODD Main Street A1A 1A1
61-85 ODD Main Street A1A 1A1
93-99 ODD Main Street A1A 1A1

So if you have an address such as 25 Main Street, the Validation Report will say it is Uncorrectable. However, if you look it up in the iAddress™ look-up, it will show that it is valid. When you are finished with your addresses in the iAddress™ look-up and close View Database, iAddress™ runs the addresses you edited against the PoCAD database. If they are still not valid, *it will not* update the Validation Report.

The bottom line is that the iAddress™ look-up screen is now strictly a "suggestion" tool to help find some basic information on addresses that might help determine what they really should be. If the address should have a unit number, iAddress™ will let you know that. If the address has multiple spelling mistakes and minor errors that can be manually corrected, those should be picked up and validated against PoCAD after you exit View Database.

To try to make these new restrictions as obvious as possible, we have made the following changes to the iAddress™ look-up screen:

- Disclaimer across the top of the screen to remind users that these results may not be the same as PoCAD results;
- The "Correct" button has been changed to "Suggest";
- The status message has been changed to reflect that the results must still be verified by PoCAD.

The screenshot shows the 'iAddress Look-Up' window. At the top, a yellow banner reads: 'The data provided here does not reflect Point of Call Address Data (PoCAD). Results may differ from batch correction.' Below this is a table with columns: Street #, Suite #, Name, City, Postal, and Other. The table contains four rows of address data. Below the table is a 'Quick Search' section with fields for Address1 (3205 TURNBERRY RD), Address2, City (BURLINGTON), Province (ON), and Postal / ZIP (L7M 4J4). There are buttons for 'Suggest', 'Address Save', 'Delete record', and 'Address UnCorrectable'. A 'Possible Problem' field shows 'Street name, Street type'. At the bottom, there are search filters for Province and City, and a 'Next' button.

Street #	Suite #	Name	City	Postal	Other
4098 to 4120 Even		MONTROSE CRES	BURLINGTON	L7M4J4	
4101 to 4119 Odd		MONTROSE CRES	BURLINGTON	L7M4J4	
2104 to 2114 Even		TURNBERRY RD	BURLINGTON	L7M4J4	
2113 to 2131 Odd		TURNBERRY RD	BURLINGTON	L7M4J4	

This will be a difficult transition for users that have used the iAddress™ look-up screen to make manual corrections to their database. This can still be done, however, the changes may not be valid when compared to PoCAD. If you have further questions about how the PoCAD data has impacted the iAddress™ look-up screen, please contact Kristi@flagshipsoftware.com.

New Validation Report Layout

Here is a sample of the new iAddress™ Validation Report (Statement of Accuracy):

Job Name:	TestList-2011
Software & Version Number:	iAddress Version 2011
Customer Name:	Company Name
Customer Address:	123 Main Street City Prov PostalCode
Customer Telephone Number:	(111) 222-3333
Customer Number:	Customer Num
Mailed on Behalf Of:	Test Company
Customer Number:	1212121212
Date of Mailing Selected:	2011-01-18
Expiry Date of Delivery Mode Data CD:	2011-02-17
Serial Number of Delivery Mode Data CD:	
Options:	Upper Case Two Line Add Accents Western Style Shorten Streets Update Valid Place Space in Postal Code (OM) Minimum SERP Rural Standards Automatic
Language Options:	
Valid:	3801
Corrected Addresses:	1207
Uncorrectable Addresses:	499
Foreign Addresses:	0
Apartment Questionable and Valid:	0
Apartment Questionable and Corrected:	0
Rural Questionable and Valid:	173
Rural Questionable and Corrected:	7
Excluded Apartment Addresses:	12
Questionable Apartment Addresses:	0.0%
Questionable Rural Addresses:	3.3%
Excluded Apartment Addresses:	0.2%
Percent Valid Before Correction:	69.0%
Percent Valid:	91.2%
Total Records:	5507
Date file processed:	2011-01-18 10:37
Address Accuracy Expiry Date:	2012-01-18

Please note the new category of “Excluded Apartment”. These are addresses that require a unit number. Excluded addresses do not count against your accuracy percentage until August 1, 2011. At that time, the excluded category will be removed and the excluded addresses will be classified as Uncorrectable.



PoCAD Processing Modification

Canada Post has made us aware of a modification to a licensing restriction listed in the October, 2010 newsletter. In that article, we explained that “Validation Only” was no longer an option and that no Statement of Accuracy (Validation Report) would be produced if the “Validation Only” option was selected. Canada Post has clarified this restriction. SERP software (i.e. iAddress™) cannot be recognized by Canada Post unless it has the ability to correct addresses. However, customers can choose not to correct their address and still receive a valid Statement of Accuracy.

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Recommended Computer Requirements



As a result of the introduction of the much larger PoCAD databases, we have found some customers are running out of memory during processing. We offer a low memory data download available for those customers. Should you be evaluating a computer to run iAddress™, we recommend XP or higher operating systems and a minimum 4GB of RAM.

Cardboard Lettainers

Rather than loosen container size requirements for mailers when Lettainers are not available, Canada Post has decided to take the pay-for-use option. When Lettainers are not available, you can now purchase cardboard Lettainers from Canada Post through their online business store. Our information is that the Lettainers are a corrugated material with a sleeve rather than a lid. These containers are sturdy enough to be used more than once. At the time of publication of this newsletter, our information is that a 10 pack of Lettainers will cost \$9.50 plus taxes. There does not appear to be a shipping charge but it is not clear if this price includes the sleeves.

Canada Post is rolling out new containers internally as part of their Postal Transformation project. This has been expected to release more Lettainers to mailers that were previously being used in postal facilities. We will be monitoring the situation to ensure this is truly a measure to fulfill unexpected container shortages and not a new profit center for Canada Post. We'd appreciate your feedback on the new container situation, both positive and negative. Please e-mail Kristi@flagshipsoftware.com with your comments.

Web Training Available

Flagship Software continues to offer 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.

