PoCAD Introduction

As outlined in our previous newsletters, the new Point of Call (Range Based) Address Data went live for mailings on or after January 17, 2011. While it appears residential addresses were not adversely affected by the change for most mailers, there were issues found in PoCAD with respect to business addresses with suite or unit numbers. We have been working with Canada Post to help identify these issues and work towards resolution. Canada Post has assured us that they will work with mailers facing surcharges as a result of these issues. If you have found a significant decrease in your accuracy score for databases with a high number of businesses with suites or units, please contact Kristi Kanitz at Kristi@flagshipsoftware.com or by phone (1-866-672-0007) extension 5.

We would like to remind customers that the introduction of PoCAD has impacted the look-up module within iAddress™. The following information is reprinted from the January, 2011 newsletter for your reference.

The data you are using in the look-up is the PCAD data (Postal Code Address Data) which continues to be the data set you have used in the past. The problem 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 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.

If you have questions about the change in functionality of the look-up screen, please contact Technical Support at 1-866-672-0007ext 3) or support@flagshipsoftware.com.

US NCOA^Link® Now Available

Flagship Software is pleased to announce that we will now be providing real-time NCOA^Link® processing directly through iAddress™ US. The process will be similar to the Canadian NCOA processing that is currently available. NCOA^Link® will be offered as an unlimited service at an annual fee. A transaction-based service will not be offered for US change of address processing.

There are specific documentation requirements for NCOA^Link®. They are as follows:

1. All list owners must sign a Processing Acknowledgement Form (PAF) to the licensee annually. Flagship will be collecting and remitting these forms on your behalf. Please be reminded that a lettershop/mailhouse/MSP/VAM is NOT the list owner. If you are processing mail on behalf of another party, that party must sign the PAF. Soft copies of the PAF are available by e-mailing ncoa@flagshipsoftware.com. Flagship will remind customers when a PAF is due for renewal.

2. If the mailer is non-US, you will require a Letter of Understanding (LoU) submitted for approval to the USPS. This LoU is completed by the lettershop if processing mail on behalf of a third party. If your company is the list owner, you will submit the LoU. Flagship will be collecting and remitting these forms on your behalf. Soft copy of a sample LoU is available by e-mailing ncoa@flagshipsoftware.com.

The Letter of Understanding is only required once per customer; it does not require annual submission. Please allow at least a week for the LoU to be approved by the USPS. Flagship will notify you once the approval has been granted and a mailer ID issued by the NCOA^Link® licensee.

3. If the mailer is a US company, only a signed PAF is required. Flagship will remind customers when a PAF is due for renewal.

IMb® Update

Flagship Software completed certification of the IMb® just in time for the USPS to cancel mandatory use as of May, 2011! Automation discounts will continue for mail with the POSTNET™ barcode. It will also continue to be accepted for Business Reply Mail and the Confirm® service. There is no new mandatory date for use of the IMb®.

The decision to delay the May, 2011 date was based on consultation with key industry leaders and recognized mailers' concerns about their readiness for adaptation. It is hoped this will ease the transition to the IMb®. iAddress™ is compliant with the IMb® for those companies looking to move ahead with this functionality.

Image courtesy Canada Post

Machineable Presort

Customers are reminded that Machineable Presort (MP) became a mailing option for Short/Long Addressed Admail up to 50g as of January 17, 2011. MP uses the Machineable mail specifications with a modified LCP sort. Canada Post has set the pricing below the standard Machineable rates. As part of this presort, there is less bundling which can reduce handling requirements depending on the composition of your mailing.

For most customers, there will be no price advantage to using this option. If your piece qualifies as Machineable, there may be little or no savings by using MP and the labour costs will likely negate any potential savings. We are hopeful that the price difference between Machineable and MP will be greater next year, making this a more attractive option. However, if your mailing has a large number of DMD pieces, your average price per piece could be low enough to justify the service.

If you have a large enough database, here is a suggestion to take advantage of the MP rates. It requires the following:

• Short/Long Addressed Admail under 50g

• Must qualify as Machineable Mail

• Minimum 2,000 pieces (but should be much larger)
• Of these pieces, a minimum 1,000 must qualify for DMD rates (run the database through the Addressed Admail Machineable Presort option to determine this).

If you have run your database through the MP presort option and meet these requirements, you would then use the Filter Mailing option to separate your data into two mailings. The first mailing contains your DMD pieces which would be run as Addressed Admail Machineable Presort. The second mailing would be run as Addressed Admail Machineable.

Pricing would be as follows:

Mailing 1: 1,000 pieces at MP rates of $0.37/piece
Mailing 2: 1,000 pieces at Machineable rates of $0.39/piece

In this way, you can take advantage of the preferential MP rates without subjecting the rest of the mailing to the density-based pricing included with the MP option. If you have a qualifying database and would like to try this strategy, please contact our Technical Support at 1-866-672-0007 extension 3 for assistance.

Reminder: Dimensional Addressed Admail

Dimensional Addressed Admail was modified to only two categories as of January 17, 2011. The Small category remains the same but the Large category now encompasses the former Medium sizes. Canada Post indicated that they made a mistake in their original documentation. The minimum length for Large Dimensional Addressed Admail should be 140mm rather than 180mm.

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.