White Paper

eDoc & *PostalOne!*®
They're What's Best for You and the USPS

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Introduction

With all the time and money that's at stake with your mail - and the *data* about your mail - doesn't it make sense for you to follow best practices in postal data management? Using electronic documentation (eDoc) and the USPS *PostalOne!*® system is the only way you can get the best postal rates currently available, be eligible for special incentive programs, and best manage the data about your mailings.

Over the last few years, there has been a major shift towards electronic documentation by the Postal Service™ which has eliminated the need for and ability to submit paper postage statements as part of a mailing. The key to this electronic technology is the USPS *PostalOne!* system that lets mailers and mail service providers exchange data and communications electronically with them via web-based services.

It is absolutely critical for your company's long-term success that you know about - and start to use - eDoc and *PostalOne!* You *must* do this to stay current and competitive in the mailing industry. As a mailer, you need to be able to take advantage of all the different discounts and additional incentives being offered by the USPS (discussed in more detail later) for using eDoc. If you're a mail service provider of any kind (i.e., lettershop, consolidator, logistics provider, etc.), you have to be involved in eDoc and *PostalOne!* just to simply stay in business! If you can't offer your customers the same access to postage discounts and additional ease of keeping everything electronic, your competition will be able to easily take your business away.

As we progress through this white paper, we will discuss how taking advantage of eDoc and *PostalOne!* can help you reduce your postage costs, save additional sums of money, participate in new programs and incentives that provide added efficiencies on top of monetary savings and – this one is also extremely crucial - help the USPS run more effectively and efficiently in order for *THEM* to stay in business (keeping mail one of the most effective marketing strategies).

Why the Push for eDoc?

Did you know that just a scant 5 years ago, there were over 14 million postage statements hand-entered by the USPS? This kind of intensive manual labor cost the Postal Service millions of dollars every year just for the data entry efforts alone – not to mention the additional time and money it cost them because of the all the information incorrectly entered into their systems.

As part of the Postal Accountability and Enhancement Act (PAEA) of 2006, the Postal Service was required to become "SOX-compliant" by the end of 2010. This means they had to make a number of systemic changes in order to comply with the Sarbanes-Oxley Act. More specifically, they had to change how they accepted and recorded data about their customers, their customers' mail and the postage paid for that mail. They could no longer accept and process all the hardcopy and manually-altered postage statements they had been accepting for years. In making these changes, they turned to their *PostalOne!* system as a means for mailers to submit electronic data and documentation about their mailings and their payments. See the notice below from a December 2009 DMM Advisory notice where the USPS announced they would no longer accept hardcopy statements at facilities equipped with the *PostalOne!* system.

DMM Advisory, December 2, 2009

Starting March 15, 2010, when a customer brings in a hard copy postage statement with a mailing to an acceptance site that is equipped with *PostalOne!*, the Postal Service will no longer fill out the USPS section of the form nor round-stamp the document. To obtain a receipt, mailers are encouraged to visit the Business Customer Gateway to access *PostalOne!*, the system of record.

Submitting electronic documentation (eDoc) via the *Postalone!* system allows mailing data to be more accurately and cost-effectively entered and transmitted to the Postal Service. Once mailers fully embrace creating and using electronic documentation and postage statements, postal clerks will no longer have to key in postage data at the acceptance facility since it would be received electronically from the mailer ahead of time. The clerks at a Bulk Mail Entry Unit (BMEU) or Detached Mail Unit (DMU) will simply retrieve the statements and go through the process of verification and acceptance and postage payments online. It provides a faster and more accurate system for accepting and finalizing customer's mailings and payments.

By now, there are few – if any - Postal facilities that do not have the *PostalOne!* system installed and active and have the ability to view eDoc submitted by their business mailers. And if there *are* any facilities left that can't access *PostalOne!,* they probably won't be around much longer. As a mailer or mail service provider, if you cannot adapt to the electronic means of submitting postal documentation, you are going to find things getting more and more difficult as you try to move into the future with the Postal Service. Particularly for service providers, if you can't provide the means to let your customers transact electronically with the USPS, or can't get them access to the best postage prices because you're not ready for Full-Service Intelligent Mail, you will most likely end up losing customers as they switch to other vendors who can. They will find a service provider who can help them run a more efficient business by providing them with electronic files of postage documents and financial data that can be readily entered into their in-house business management system. In other words, you will simply not be able to keep up with your competitors and your business just will not survive.
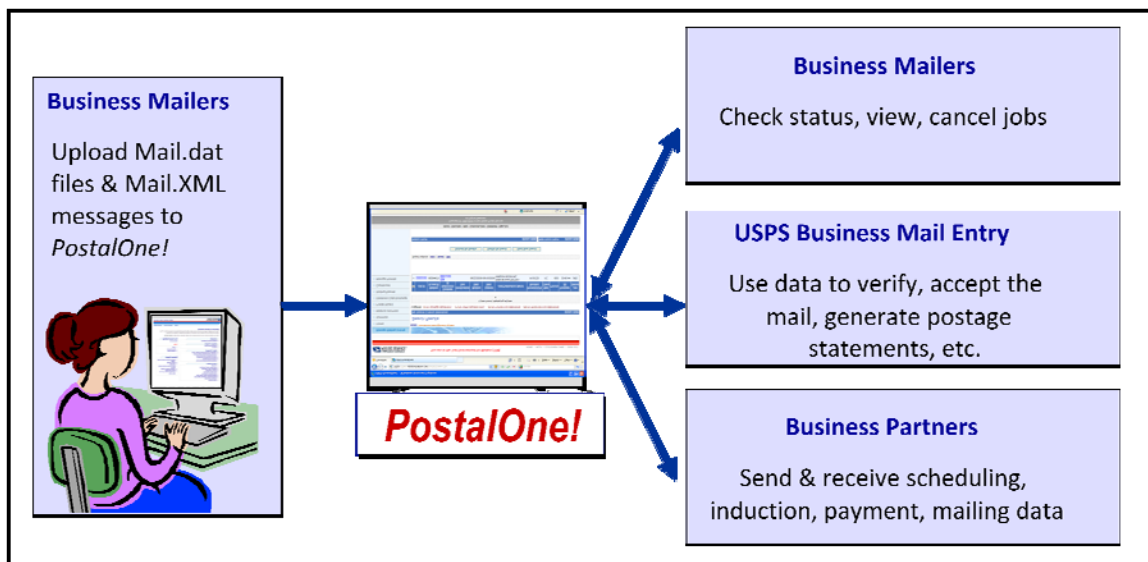
About *PostalOne!*

One of the great misconceptions about eDoc is that it's new. Many people believe it was created as part of the USPS Intelligent Mail program in 2008. But, nothing could be further from accurate. Electronic documentation has been around since the inception of - what is now called - the USPS *PostalOne!* system back in the early 1990s. Accessed through a portal called the Business Customer Gateway, *PostalOne!* is an electronic suite of services developed for business mailers by the USPS to improve the mailing process and simplify the mailing experience.. It is a web-based alternative to the outdated manual

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About Jeffery Peoples

As Founder and CEO of Window Book, Jeffery Peoples has created many innovations since 1989 that make using the Postal Service easier and more profitable for mailers and shippers, including the first-ever: electronic Domestic Mail Manual, MAC Gold shipping system, commercial postal statement management system that supports both Mail.dat® & non-Mail.dat presort data, and the first Priority Mail Open and Distribute system that goes from analysis to printing PMOD labels for tracking mailings.

He is continually educating mailers and the mailing industry; developing systems to help mailers benefit by utilizing Full Service Intelligent Mail including eDoc with *PostalOne!*®, Mail.XML, Mail.dat, Post-presort software, and FAST. He is frequently invited to speak at industry events such as GraphExpo, MAILCOM, the National Postal Forum, Postal Customer Council meetings, and other industry and direct marketing events.

About Window Book

Window Book has been helping their clients manage their operations more profitably – and save anywhere from $50,000 to $1,000,000 per year - since 1989 and is the leader in mailing and shipping software for Lettershops, Corporate Mailers, Service Bureaus, and Mail Owners. Window Book's best-in-class postal solutions include: Intelligent Mail Full-Service, *PostalOne!,* eDoc, Mail.dat, Mail.XML, FAST, bound printed matter, post-presort data management, entry planning, drop shipping, postage accounting, postal documentation & statements, meter and stamp management, Express Mail and Priority Mail Open and Distribute, New Commercial Plus rates, eVS, delivery confirmation, and manifesting shipping systems.

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"Are You Ready to Get Going With eDoc and PostalOne!?
(Before it's too late…)"

If so, we've got GREAT news…

If you're a mailer who submits postage statements to the USPS, then you owe it to yourself and your company to discover the power of our industry-leading software solution, **DAT-MAIL**.

DAT-MAIL is the most powerful, up-to-date and easy to use Post-Presort solution available in the industry.

That's why over 9,995 companies have trusted **DAT-MAIL** and other Window Book software solutions to produce over $39.7 Billion dollars in postage statements since 1989!

DAT-MAIL allows you to:

- **Process eDoc via *PostalOne!*** and participate in Intelligent Mail and USPS Incentive programs
- **Save Time**, by eliminating manual entry of postage statement data.
- **Save Money**, by reducing postage costs with easy adjustments to statements to reflect spoilage and shortage. (And you also save money on document printing and storage!)
- **Increase Accuracy**, and reduce data entry errors with data import automation and the ability to edit statements last minute to match what was ACTUALLY mailed.
- **Manage Changes Easily**, by updating estimated piece weights to actual weights, modify drop-ship destination information and entry points, and updating Periodical advertising percentage – among other changes you can make.
- **Stay Up To Date**, because DAT-MAIL can easily update itself via the internet to reflect the latest USPS labeling lists and drop-ship destinations and redirections.
- **And So Much More!**

As our ***free bonus gift to you***, for downloading and reading this valuable whitepaper, we've decided to let you install and run a full working version **of DAT-MAIL** on your own systems, and give the software a test drive.

Discover For FREE if DAT-MAIL is Right For You and Your Business…

We are so confident that once you **give DAT-MAIL a try** and see how powerful and easy to use the system is – and how profitable you can be - you'll never go back to the "old way".

Claim your ***FREE***, no obligation, trial and demo of our industry-leading DAT-MAIL Software right now when you **visit the website below**…

http://www.WindowBook.com/free4

Or, simply call us toll-free at **1-800-524-0380** and tell us you would *"like to claim the free trial offered in the white paper"*, and **we'll take great care of you!**