

Overheard

Here is a sampling of industry opinions offered in response to the latest rate case proposed by the USPS®:

"[R]aising its prices is not the way out – especially when its customers are no longer captive. The Postal Service™ should rethink this counterproductive rate increase proposal, and withdraw it."

—The National Postal Policy Council

"This proposed rate increase amounts to another tax imposed on Americans at a time when the economy can least afford it.... Consumers everywhere will pay more for the letters and packages they need to send; struggling businesses – large and small – will suffer and even more jobs will be lost."

— The Affordable Mail Alliance

"[I]n addition to not meeting the criteria set forth in the law, the exigent rate case is simply a bad business decision."

—U.S. Sen. Susan Collins (R-Maine), Author of the Postal Accountability Enhancement Act (PAEA)

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■ CURRENT EVENTS

Proposed Rate Case Greeted by Protests

USPS cites exigent circumstances, but BCC and other industry leaders call for alternatives to sharp increases

Average rate increases of between 5 and 6 percent across all mail classes – and significantly higher rate hikes for Periodicals and Non-Flat Machinables (NFM) and Parcels – could take effect as early as January 2, 2011, if the recent proposed **USPS rate case** is approved by the Postal Regulatory Commission.

The controversial rate case, filed on July 6 under an exigency clause that allows the USPS to seek higher rates in extraordinary or exceptional circumstances, would increase postage rates by 8 and 23.3 percent for Periodicals and NFM/Parcels, respectively. Other classes would experience increases of between 5.2 and 6.7 percent.

Proposed structural changes include an increase to the Move Update compliance threshold, from 70 to 75 percent; a split between retail and commercial First-Class™ parcels; a new Reply Rides Free incentive for Full Service Intelligent Mail® participants; and high-density and saturation incentives that would provide some additional postage discounts based on incremental mail volumes.

"This dramatic combination of structural and rate-based changes is the last thing the industry needs right now," BCC President **Chris Lien** said.

In a post at the BCC blog *Mailing Industry News* (<http://blog.bccsoftware.com>), Lien took issue with "any increases that suggest the USPS is simply not charging enough for its invaluable services. On their own, higher rates will only artificially accelerate the industry's compression without addressing the real issues that continue to plague the USPS."

Lien called upon Congress to act on this issue, and cited a combination of steps including measured rate increases, strategic private-sector partnerships and a restructuring of the USPS Retiree Health Benefit Fund as offering appropriate relief without unduly burdening the postal industry.

Other industry organizations spoke up against the rate case, including the newly assembled Affordable Mail Alliance—a group of professional mailers of all sizes that formed specifically to protest this USPS announcement.

About the groundswell of industry opposition, Lien remarked, "It's unusual, but very encouraging, to see such an organized front being presented to the Postal Service. This kind of unified voice is exactly what the USPS needs to hear in order to understand the full impact of their decisions on the entire postal marketplace."

BCC Sets Fall 2010 Trade Show Schedule

BCC representatives will attend the following industry events this fall:

- **National PCC Day** (www.usps.com/nationalpcc), September 15 in various U.S. cities. BCC President Chris Lien will present **The 3C Approach to Address Quality** in Milwaukee, WI, and BCC Director of Product Management Paula Stoskopf will co-present **Secrets for (Postal) Success** with Ellie Alexander, Corporate Vice President of Newkirk Products, in Albany, NY.

This national industry event updates professional mailers on the status of the industry, and will feature a

keynote address from USPS Postmaster General John Potter in Portland, OR.

- **Graph Expo 2010** (www.graphexpo.com), October 3-6 at the McCormick Place Convention Center in Chicago, IL. This yearly event is where leading printers and mailers converge to learn, share, discuss opportunities and take the industry in exciting new directions. Visit BCC Booth 4012 to see live presentations and learn about the company's latest releases such as Customized Market Mail.

- **DMA 2010 Conference & Exhibit** (www.dma2010.org), October 9-14 at the Moscone

Convention Center in San Francisco, CA. Each year, direct marketing professionals converge at DMA to learn the latest strategies in data and direct marketing. At Booth 1209, attendees can speak to BCC personnel about the company's role in multi-channel mail practices, and how BCC Data Services can help improve mail delivery and economy while making every mailpiece count.

For updates about these shows visit www.bccsoftware.com and click on *Why BCC > Industry Events*. To pre-schedule a meeting at one of these shows, contact your BCC Account Executive today.

Understanding Return Mail

Mailers often contact BCC with a common misconception: that the combination of NCOA^{Link} and DPV[®] processing should identify all Undeliverable As Addressed mail. In fact, return mail can never be completely eliminated from a mailing.

To learn why this is so, and how the proper use of Move Update return codes can dramatically reduce return mail volumes, visit the Customer Portal (<https://portal.bccsoftware.com/>) and click on *Services > Data Services* to read "Understanding Return Mail," "How to Reduce Return Mail," and "6 Ways to Improve NCOA^{Link} Results."

Your Weekly BCC eNews

The weekly *eBulletin* newsletter is sent most Wednesdays via e-mail. If you know of individuals in your company who would like to receive this convenient postal news vehicle, write to BCCmarketing@bccsoftware.com.

Customized Market Mail Option Now Available

Support for USPS[®] Customized *MarketMail*[®] shipments is now available with BCC's new Customized Market Mail feature, integrated with Mail Manager Full Service[™] and available as a premium option for Mail Manager.

The new feature allows easy processing of jobs containing non-traditional pieces—die-cuts, non-rectangular shapes, dimensional pieces, and more—and prepares the necessary postal documents to claim USPS postage discounts reserved for the Standard Mail[®] subclass.

The new Customized Market Mail feature is integrated in the August Update for Mail Manager Full Service users who have not already downloaded the new feature in the July interim update. Mail Manager users interested in adding the Customized Market Mail option can contact their BCC Account Executive today.

BCC News & Notes

For details, call (800) 453-3130.

August Survey Polls Customers on Bulletin, eFulfillment

To learn more about the needs of your business, BCC has launched a monthly survey on rotating topics. The August 2010 survey concerns the subjects of electronic fulfillment and your readership habits of the bimonthly *BCC Bulletin* and weekly *eBulletin* newsletters.

The survey, which takes only a few minutes to complete, can be accessed via a link that appears in the weekly August *eBulletins*.

Thank you in advance for your feedback.

3602-C Support Added to TaskMaster Functionality

Mailers taking advantage of BCC's TaskMaster automation --standard with Mail Manager Full Service and optional for Mail Manager--now have the ability to print PS Form 3602-C and consolidate multiple shipments in a mailing onto a single postage statement. TaskMaster users can include **PS Form 3602-C** in their automation jobs by adding the new "POSTAGESTATEMENT3602C" task, or by selecting "Print PS Form 3602-C" while recording a TaskMaster job interactively.

If you are a Mail Manager user who is not currently using automation in your mailroom operations, a new 60-second video explains the benefits of adding automated functionality to your workflow. For details, click on "**How Can Automation Help?**" on the home page of the BCC website: www.bccsoftware.com.

BCC Offices to Close for Labor Day Holiday

BCC offices, including Customer Support, will close on Monday, September 6 in observance of the Labor Day holiday.

BCC Data Services jobs may be auto-processed throughout the holiday weekend, if Processing Acknowledgement Form (PAF) information and finance details are up to date.

Enhancements Released for Job Manager Premium Automation Feature

Mail Manager Full Service users taking advantage of integrated Job Manager automation functionality now have even more reasons to use the built-in feature. The following Job Manager enhancements are available in the August update accompanying this *Bulletin*:

- **"E-mail on unhandled file" Check Box** – Added to the Watch Folders tab in the Job Manager Preferences dialog. Automatically sends users an e-mail when any file is moved into the Unhandled folder.

- **Variable Job Settings Report** – New report contains the complete job script (including variable settings) for analysis and troubleshooting. Users can click a "Write report to" check box on the File Configuration dialog to select a location for the report.

- **Mail.dat Variable Job Setting** – "SETTINGS" command gives users the ability to load a previously saved Mail.dat (.mds) settings file.

Professional Services Update

For training curricula and more information, visit <https://portal.bccsoftware.com>.

UPCOMING MAIL MANAGER CLASSROOM WORKSHOPS

- Power:** September 28-30 (Rochester); November 16-18 (Rochester)
 - A three-day Power Workshop takes you from novice to experienced veteran in record time. (Some prior mailing experience required.)
- Standard:** October 12-14 (Las Vegas); October 18-20 (Rochester)
 - Three-day Standard sessions now include an overview of mailing basics.
 - Rochester classes are offered at significant discounts compared to other sites.
- Advanced:** November 4-5 (Rochester)
 - Two-day Advanced sessions help experienced users amplify their skills.

To schedule customized training, call Professional Services at (800) 453-3130.

- **Track N Trace[®] Variable Job Setting** – Allows users to update Track N Trace values.

For assistance using these enhancements, contact Mail Manager Full Service Customer Support at (866) 326-0108. To upgrade to Mail Manager Full Service, contact your BCC Account Executive.



by Chris Lien

Your Data-Driven Postal Future

The recent exigency rate case proposed by the United States Postal Service® (see page 1) may have startled some corners of our industry with its severity, but the fact of the proposal itself should come as no surprise to any of us. BCC Software has gone on the record in opposing any plan that positions raising prices as the “silver bullet” solution to the Postal Service’s problems, but make no mistake: the

from a quantity-based to a quality-based industry. That can only be accomplished by embracing the untapped potential of the data behind the address label.

Until recently, business mail’s prime value was in its ability to saturate a market with a given message. Such is no longer the case: between “Do Not Mail” legislative measures, the rise in competitive messaging technologies and mandated address-correction

box” incentives to inspire widespread adoption; as it approaches mandatory status for mailers seeking automation discounts, a large percentage of the industry still has yet to transition away from POSTNET™. The USPS has its hands full these days in dealing with its undeniable fiscal problems, and in making whatever adjustments it can to ensure maximum efficiency and throughput in its own processing and delivery operations.

“Ripped from the Headlines”

A recorded Web Event outlines the impact of the proposed rate case and describes how mailers can adapt and succeed. For details, visit <https://bccsoftware.webex.com>.

problems do indeed exist, and solving them will require adjustments at every level of the postal business system.

Still, to paraphrase Mark Twain: Reports of the death of printed mail are not only exaggerated, but way off the mark. Working in the collaborative printing and mailing industries certainly comes with new challenges these days, but the durable value of the paper mailpiece is undeniable, even in this digital world. The key to future growth lies in deriving as much value as possible from each individual piece in a mailing job – transforming ours

methods, the sheer volume of mail has understandably compressed. But that same wave of technology has given us the Intelligent Mail barcode, an unprecedented resource for storing and analyzing data about the mail recipient, the mailpiece itself, and its journey through the mailstream. The opportunities presented by that kind of centralized data resource have the ability to make mail more valuable than ever, as the hub of tightly coordinated end-to-end multi-channel communications.

Where can you look for leadership in fulfilling the potential of these new data-driven postal innovations? Unfortunately, the Postal Service can only get you a portion of the way there. The IMb was introduced without enough “out of the

That leaves postal partners like BCC Software. Our commitment to the postal industry is broader than merely emphasizing our software’s ability to deliver USPS compliance and discounts. Those fundamental priorities are matched by an ongoing dedication to helping our customers grow and adapt with the industry itself. Between our evolving Track N Trace® technology and our comprehensive slate of Data Services, BCC understands that mailers must look beyond the printed piece to achieve a brighter postal future.

I invite you to contact Customer Support or your BCC Account Executive to inquire about using data-quality technology to maximize your postal success. Just let us know: **How Can We Help?**

Send comments to ChrisL@bccsoftware.com.

BCC
SOFTWARE

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