Boost Your Mailing Power

SmartAddresser 5

Mailing Software Redefined

A Suite of Powerful Add-on Modules

Total Address Quality

Maximum Postal Discounts

FREE Demonstration! Visit us at: www.smartsoftusa.com

Powerful Add-On Modules

SmartAddresser 5
Mailing Software Redefined

BOOST YOUR MAILING POWER!

SmartAddresser 5 by Datatech SmartSoft, Inc. is the mailing software that puts unparalleled power and control at your fingertips. From CASS Certified™ address standardization and advanced duplicate removal technology, to powerful Presorting and Job Scripting capabilities, there has never been an all-in-one solution to match it.

Innovations such as our new Print Layout Assistant make envelope and label design easier than ever, and our Reporting tool not only generates any postal report you might need, but also gives you the ability to create your own custom reports on your company letterhead.

If all that wasn't enough, we've come up with a suite of add-on modules that give you additional power when and where you need it. These modules integrate seamlessly with SmartAddresser 5 to ensure that every single mailing is a success and that you stay ahead of the competition.

Smart mailers know that SmartAddresser 5 gives them all the power they need, whenever they need it.

Keeps Databases Up-to-Date When Customers Move

MUV MOVE UPDATE
A SMARTADDRESSER MODULE

Move Update (MUV)™ Module
Don't Lose Your Customers When They Move!

SmartAddresser 5's Move Update option provides new address information from the USPS® NCOA$^{Link®}$ and ANK$^{Link™}$ systems when the addressee has filed a permanent Change of Address (COA). With around 1 in 7 individuals or businesses changing their address every year, it is easy to see how this can develop into a big problem. Wrong addresses mean wasted printing, postage and time, not to mention lost opportunities and the potential harm to your reputation in the eyes of your customers.

With tighter rules from the USPS for mailers to update their data through an approved Move Update process to qualify for automation and other discounts, SmartAddresser 5's MUV Module is a great way for you to comply with these regulations and reduce your UAA mail.

The MUV Module is easy to use, simple to understand and now faster than ever before! Flexible purchase options make it affordable for any size user. What's more, you never leave the familiar SmartAddresser 5 interface; simply click on the NCOA^{Link} button and your lists are processed in real time* - what could be simpler?

Postage Saving Options for the Volume Mailer

ASM *ADVANCED SORTATION MODULES*

A **SMART**ADDRESSER MODULE

Advanced Sortation Modules (ASM)™
Added Mailing Power For the Volume Mailer

A host of powerful new Presort Options within the all new SmartAddresser 5 offer unparalleled power and control over each mailing. If this wasn't enough, we have also developed a suite of **Advanced Sortation Modules** that give you more power when and where it is needed. These modules integrate seamlessly into SmartAddresser 5 to ensure that every single mailing is a success, boosting efficiency and saving you money.

PALLETIZATION MODULES

SmartAddresser 5 **Palletization Module** options are a must have option if you are a high volume mailer. You will soon enjoy all of the additional savings and increased delivery speeds that are available to mailers who palletize.
Mail stacked in the correct order and format on pallets also involves less handling during the mailing process, meaning your mailpieces tend to arrive at their destination in better condition.
Our Palletization Modules support tray-based, sack-based and package-based Palletization options, with Standard Mail®, Periodicals and Package Services presorts available to you.

PACKAGE SERVICES – BOUND PRINTED MATTER MODULE

Are **Bound Printed Matter**, **Library Mail** and **Media Mail®** on your list of common mailing categories? If not, talk to your local Postal Representative to find out if your mailings qualify for these generous postal discount programs.
Media Mail is an economical way to mail books, CDs, DVDs and more.
Library Mail is used for mail between universities, libraries, museums and other qualified organizations.
These modules support barcoded discounts for Bound Printed Matter shipments and destination discounts for Presorted and Carrier Route flats and machinable and irregular parcels. All USPS documentation is produced automatically.

MAIL.DAT MODULE

Eliminate the postal paper chase with our **Mail.dat Module**, which uses the industry standard Mail.dat data format to allow the transmission of Postal Service™ Qualification reports electronically, for easier and faster postal acceptance and for a more streamlined payment process, as part of the *PostalOne!*® program.

The details of any mailing are standardized so they can be addressed and understood by anyone in any department. All mailing classes supported in SmartAddresser 5 are also supported by the Mail.dat Module.
Make lengthy and cumbersome paper postal reports a thing of the past – move up to the Mail.dat Module.

MAIL MANIFESTING

The SmartAddresser 5 **Mail Manifesting Module** allows you to document mailings containing pieces of different weights and thicknesses to comply with the USPS manifest mailing system and receive all eligible postal discounts.
The Mail Manifesting Module generates USPS-approved documentation for mail pieces of different weights and thicknesses. Perhaps the biggest advantage of manifesting is that it allows mailers to pay for non-identical weight pieces with a permit imprint.

Identify New Construction Addresses Before You Mail

EWS *EARLY WARNING SYSTEM*

A **SMART**ADDRESSER MODULE

EARLY WARNING SYSTEM (EWS) MODULE

Did you know that postal addresses are often assigned before a proposed office building or new home is ever built? The Early Warning System was designed as another step towards increased address accuracy. The system is used to prevent you making changes to an address that may actually be new construction and has not been added to the ZIP + 4® database.

During Address Correction, if an address is identified as part of the EWS file, SmartAddresser 5 does not append the usual address changes, but informs you that the address will soon become valid. The EWS file is updated weekly so you remain current.

Don't delete prospects that will have a new house or office in the next 30 to 45 days. They may turn out to be your best customers!

Print and Save Your Mailing Tags

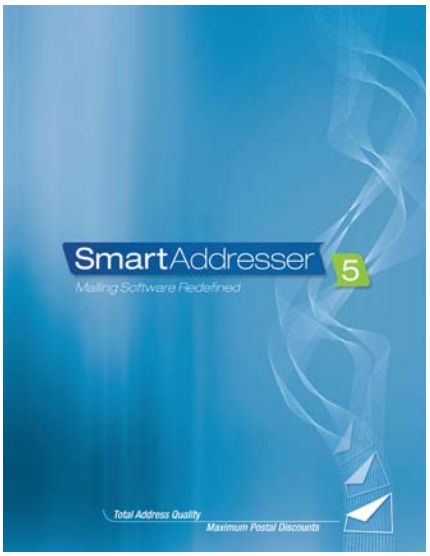
TAGS

A **SMART**ADDRESSER MODULE

TAGS MODULE

Do you receive pre-addressed mail without the actual mailing list? This powerful add-on module to SmartAddresser 5 gives you the power to print the required Barcoded Tray and Sack Tags without having the list on the computer. Your Tags can then be saved for future retrieval.
The Tags Module is ideal for those customers who must prepare mailings from preprinted labels, plain paper, or envelopes.

MAILING SOFTWARE REDEFINED



SmartAddresser 5 is the postal software you can trust to keep your data accurate and your mail prepared correctly every time-saving you time *and* saving you money.

Call for your FREE brochure today!

To see how easy it is to use SmartAddresser 5 contact us today and we'll happily schedule a free web demonstration. Just contact us at:
1.888.227.7221 or email
sales@smartsoftusa.com

Datatech SmartSoft has been creating innovative software solutions since 1995. We provide desktop and enterprise-level solutions for mail management and data quality, for the United States and Canada, including the award-winning AccuMail Gold:

AccuMail Gold: Real Time and Batch Postal Address Hygiene.
CASS Certified™ Address Correction and Validation. Designed for simple integration into your existing address-dependent applications:

- CRM Databases
- Website Forms
- Shipping / Fulfillment / Distribution systems
- Direct Mail
- Call Centers and more…

For more information on AccuMail Gold, or any of our other data quality and mail management software solutions, visit **www.smartsoftusa.com**

Visit **www.SmartAddresser5.com** for more information

SYSTEM OPERATING REQUIREMENTS: PC with a Pentium-class processor, Microsoft Windows 2000/XP/Vista operating system with current available service packs installed, 512MB RAM (2GB or higher recommended), 2GB of available hard-disk space for typical installation, DVD ROM drive, Microsoft .NET framework 1.1 or later installed, Internet Access recommended (Required for some Add-ons), Super VGA 800 x 600 or higher-resolution monitor with 256 colors, Microsoft Mouse or compatible pointing device.

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*Datatech SmartSoft receives weekly NCOA$^{Link®}$ updates. AD#3.08

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