



## Duplicate Detection Included

SAP BusinessObjects Postalsoft software provides full duplicate-detection functionality out of the box. There's no need to purchase an additional upgrade—it comes standard, allowing you to make a great impression on your customers.

## Assign More Addresses

Users report that desktop mailer correctly assigns up to 40% more addresses than competitive products. More mail gets delivered, response rates increase, and postage costs are kept to a minimum.

## Extended Services

Move update, suppression lists, DSF2, and phone append are all offered through our near-real-time extended services offering.

# SAP BUSINESSOBJECTS POSTALSOFT DESKTOP MAILER

## WELCOME TO MAILING MADE EASIER!

Whether you're preparing mail for a nonprofit or offering mailing as a service to build your business, SAP® BusinessObjects™ Postalsoft, package for Desktop Mailer is built to let you hit the ground running. This affordable, entry-level solution provides complete mail automation functionality—from address cleansing to delivery.

## Accurate Addresses Mean Money in Your Pocket

To qualify for discounts on mailings, you must ensure that addresses are accurate and complete. The U.S. Postal Service (USPS®) helps measure address accuracy by certifying software solutions, through a program called CASS™ (USPS Certification Process for ZIP + 4® Matching Software). Using a CASS-Certified™ solution helps ensure that your addresses are as accurate as possible. However, not all CASS software is created equal. SAP BusinessObjects Postalsoft has been proven to lead the way, year after year.

## Some of the benefits of the CASS-certified software are:

- **No need to be a USPS regulation expert—we do it for you, including advanced options for address validation (DPV) and address conversions (LACSLink™), and appending suite information (SuiteLink™)**
- **Desktop mailer uses the same address correction technology as the SAP BusinessObjects Postalsoft software leveraged by the largest mailers in the world**
- **With complete, correct, and current addresses, you not only ensure timely mail delivery, but also create the opportunity for postage discounts**

## A Proven Solution

Let's face it—the rules for mailing can be difficult. Instead of worrying about complicated postal rules, why not leverage the experience of the industry leader and start saving money? For more than 25 years, thousands of mailers have been processing billions of mail pieces using SAP BusinessObjects Postalsoft software solutions. You can be confident that our team of experts has built your CASS- and PAVE™-certified mailing solution to meet or exceed all USPS regulatory changes.

## Keys to Successful Mailings

Desktop mailer edition combines CASS-certified software for address correction and standardization, database management, merge/purge processing, presorting, custom printing options, and other valuable elements into one affordable package.

## Powerful & Intuitive Wizard

Label toolbox wizard will help you create accurate USPS labels.

## Database Management from Beginning to End

Get complete control over your database by capturing data manually or from existing sources. Desktop mailer provides the ability to work with a whole list or a subset of the data, based on your specific needs. Because collaboration among your team is critical, desktop mailer additionally offers multiple-user access, which allows you to share database files simultaneously.\*

## Make a Great First Impression with Duplicate Record Detection

Duplication of records results in increased postage and printing costs and causes your customers to wonder if you really know who they are. This key software functionality eliminates duplicates across multiple data sets with desktop mailer's merge/purge option. In addition, the software supports suppression and multibuyer lists, giving you greater control over your mailings.

## Give Your Organization a Raise with a Certified Sorting Solution

The USPS provides discounts to organizations that prepare their mail in a way that increases efficiency for postal carriers or reduces USPS processing costs. To ensure a high level of accuracy in sorting, companies who mail should use PAVE- (Program Measuring Presort Accuracy)\*\* certified sorting software. As with addressing, not all sorting solutions are created equal. Desktop mailer is PAVE certified as Gold—the highest level possible—that means you save preparation time and money on postage.

### Some of the benefits include:

- Eliminating the need for you to be a USPS regulation expert
- Eliminating manual mail sorting to increase productivity
- Providing all the necessary postal documentation to expedite mail acceptance

## Advanced Label Design and Printing

Features within desktop mailer enable you to design and print dynamic mail pieces and container labels in a what-you-see-is-what-you-get environment.

### Fully integrated within the software, this option:

- Supports output for a wide variety of printers
- Decreases label setup time with graphical and intuitive design functionality
- Provides built-in templates that make setting up postal-approved labels a snap

## Make Desktop Mailer Part of Your Mailing Arsenal

Let SAP help you easily and efficiently increase response rates and cut your printing and postage costs with SAP BusinessObjects Postalsoft, package for DeskTop Mailer.



**Toll-Free** Mon - Fri:  
888-696-9686  
6:00am to 5:00pm p.s.t.  
International Customers:  
707-874-9779

[www.mailersmvp.com](http://www.mailersmvp.com)