

MailRoom ToolKit Architect

Total Address Quality Solution for Your Enterprise

Built for easy integration and maintenance, Architect offers a complete set of tools for the development of an address management solution that meets your organization's unique needs. Validate addresses at point-of-entry on your website. Clean and update addresses in any database. Add value to your retail product by integrating address quality features. Architect works with nearly any application that collects, stores or uses address data.

Integrated Address Management

Whether your focus is direct marketing, order fulfillment or billing, accurate addresses are essential for best results. The negative consequences of incorrect addresses go well beyond delayed mail. Wasted materials, lost opportunities and reduced customer satisfaction plague organizations with poor address quality.

The Address Quality Problem

The Data Warehousing Institute reports that most organizations believe that their data quality is fine. Yet the United States Postal Service® consistently releases news that contradicts this assumption.

- 23.6% of all mail is addressed incorrectly
- The quality of stored U.S. addresses decays at a rate of 17% per year
- Undeliverable as Addressed (UAA) mail costs USPS nearly \$2 billion each year — the cost to business mailers is at least double

Architect Delivers Address Quality

Architect integrates with your systems and processes to deliver results throughout your organization. Use Architect to improve address quality at any stage of your operation without import/export hassles.

- Validate individual addresses as they are entered into your database
- Correct addresses already in your database
- Update addresses in your database as people and businesses move

Address Quality Ensures Deliverability

Improving address quality ensures the deliverability of your mail, makes your communications more effective and eliminates considerable waste. In short, it saves your organization money.

- Reduce undeliverable mail — increase ROI on direct mail and communications
- Pay fewer address change fees — shippers can save up to \$10 per package
- Avoid lost or returned packages and mail — improve customer satisfaction

Uses for Architect

Data entry

Validate addresses at point-of-entry into your website, call center or CRM

Database cleansing

Correct and update addresses to protect your investment in lead-generation programs

Rapid addressing

Enter addresses into your current application with fewer keystrokes

Custom applications

Build address management tools into your product — deliver more value to your customers

Variable data printing

Integrate into document processing and increase your savings with address verification and postage discounts

Features

Built on .NET and COM for easy integration and maintenance, Architect delivers point-of-entry address validation, batch address correction and change-of-address processing. A full-featured Developer Center and sample code make it easy to implement address quality solutions in any application or environment. Integrate address correction processing with advanced functionality: unattended processing, distributed processing in multi-server environments and multi-threading.

Address Validation

Confirm that addresses exist in the USPS® address data set to reduce returned mail and deter fraud. Data sets are also available for addresses in the United Kingdom, Canada and Australia.

Address Correction

CASS Certified™ by USPS, Architect standardizes abbreviations and address formats, corrects the spelling of streets and cities, verifies deliverability and adds missing postal data including nine-digit ZIP™ codes, carrier route numbers and more. Includes DPV®, LACS^{Link}® and Suite^{Link}™ processing.

Real-Time* Move Update Interface

Maintain contact with your clients and prospects when they move. Update the addresses of people and businesses in your database with our built-in real-time 48-month NCOA^{Link}® service.

Website Development

Plug Architect directly into ASP and ASP.NET pages or use TCP/IP to communicate with other platforms.

Client/Server design

The included MailRoom Server provides accelerated server-side processing, multi-processor and load-balancing support, multi-thread ability, server and performance monitoring tools and more. Scalable and compatible with a variety of platforms and environments, MailRoom Server can meet the needs of any size organization, including enterprises with thousands of concurrent users.

Additional Modules Available

Extend the capabilities of Architect as your business needs grow. Optional modules provide Geocode information, an RDI™ interface for the identification of residential addresses (separate licensing requirements apply), PAVE™ certified postal presorting and Intelligent Mail® support.

Point-of-Entry Address Validation

Two screenshots of the 'Insert New CONTACT' dialog box. The top screenshot shows an unvalidated address: '1517 Facett Dr 350' with a blank city and postal code '98402'. The bottom screenshot shows the same dialog after validation, with the address corrected to '1517 Fawcett Ave Ste 350', city 'Tacoma', state 'WA', and postal code '98402-1807'.

Complete and validate addresses in your application's data entry forms

Scale Using MailRoom Server

Screenshot of the MailRoom Server interface. It shows a status window with a message: "This MailRoom Server has the ability to use other MailRoom Servers during batch processing. Please list all the servers that you would like to use." Below this is a table titled "MailRoom Server Assistants" with columns for Server Name, Port, and Count. The table lists four servers: MailRoom1.SatoriSoftware.com, MailRoom2.SatoriSoftware.com, MailRoom3.SatoriSoftware.com, and MailRoom4.SatoriSoftware.com, all with Port 5150 and Count 3. Buttons for "Add...", "Edit...", "Remove", and "Verify..." are at the bottom.

Add servers as needed to support a virtually unlimited number of address management processes.

*Satori Software receives weekly NCOA^{Link} updates.

The Developer Center

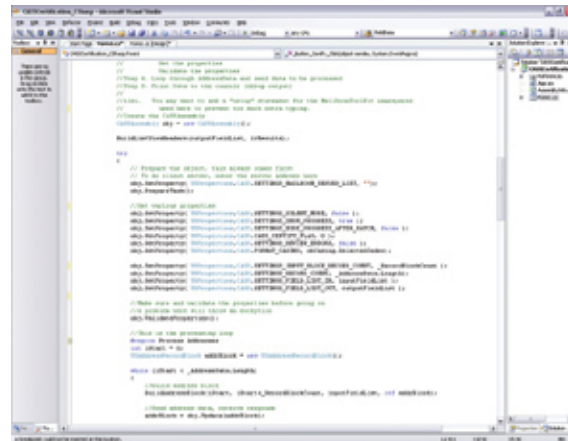
The MailRoom ToolKit Developer Center includes detailed documentation and sample code, making it easy to add Architect to your application or website. Built to make integration and maintenance easy, Architect features the latest technologies, including client/server architecture and automatic updating of clients. Surprisingly little code needs to be written in order to use the full features of Architect. Components are available in .NET, COM, ActiveX and dlls. Architect can interface with virtually any environment through TCP/IP.

Professional Services

We designed Architect to seamlessly integrate with a number of applications and database technologies. For a more out-of-the-box experience, we have developed components specifically for integration with CRM systems, such as SalesLogix. For more robust installation environments or custom applications based upon our core technologies, Satori Software Professional Services can help you define, design and implement your solution.

Our skilled, knowledgeable professionals understand the complexities of address management and USPS® regulations. We provide mailing solutions to the leaders in healthcare, financial services, universities, marketing firms, non-profits organizations and more. We also serve as a vendor of choice for U.S. federal and state agencies. Whether your project is large or small, on one site or in multiple locations, the staff and services provided at Satori Software can meet your address management needs.

Developer Sample Code



Sample code and technical notes included with MailRoom ToolKit Architect simplify integration with your application or database