



Anchor Software's MaxCASS and AEP (Address Enhancement Processing)

The MaxCASS and AEP (including Apartment Append) Options are designed to help mailers reduce Undeliverable-As-Addressed (UAA) mail by leveraging Anchor's proprietary "enhanced address correction logic" to ensure the highest possible match rates. This is accomplished by correcting addresses that cannot be initially CASS Certified due poor address quality and consequently to the lack of Delivery Point Validation (DPV®).

As part of the CASS process, DPV® verifies that a mailing address actually exists and can be delivered to by the USPS®. Mailing addresses will not be corrected by CASS software if address elements cannot be identified because they are significantly incorrect or incomplete, and subsequently will not be considered validated if they cannot be matched to the USPS DPV file. This has a significant impact, since the USPS requires mailers to process mailing lists through CASS Certified™ software with DPV in order to be eligible for automation postage discounts. Also, a portion of UAA mail is due to missing or incomplete address elements that CASS software was unable to standardize, as well as missing apartment numbers in high-rise/multi-family buildings. Failure to achieve DPV validation accounts for undeliverable addresses in approximately 7% of a typical file. Undeliverable mail coupled with increasing postage rates cost large volume mailers millions of dollars each year.

Anchor Software offers the following solutions that help reduce UAA mail and help maximize postage discounts:

Address Enhancement Processing (AEP) with Apartment Append: This optional proprietary Anchor Software solution uses an extensive database of names and addresses to correct addresses that do not standardize within either or both of the address coding engines. This includes records with addresses in high-rise/multi-family buildings without secondary addresses (apartment numbers). Using proprietary matching techniques and programming logic, records are processed using the AEP database. This option is invoked via the MaxCASS GUI. Then, information that may be available (i.e. first name, last name,

middle name, primary address, secondary address, etc.) is used to correct the addresses. After the corrections are made, the resulting file is again processed through the MaxCASS engine to ensure standardization.

Depending upon the unique attributes of each file, by using AEP, reportedly over 4.0% of the typical files and over 60% of what may have been UAA mail could be eliminated. That is to say, on a 1MM record file, over 40,000 pieces may qualify for automation postage discounts and provide a near-guarantee that they will be delivered to the correct recipient.

Mailers have three alternatives: 1) do not mail the non-coded records, 2) mail the non-coded records at a higher postage rate, or 3) use Anchor's AEP software solution as described above, and correct what would otherwise be UAA mail pieces. Deciding not to attempt to mail the non-coded records (records that fail CASS) seems like an easy alternative. However, the downside to that is the loss of business from failed communications to those potential customers.

Conversely, choosing to mail the invalid pieces is costly. At an average "in the mail" cost of \$.80 each, the cost of mailing 40,000 non-coded records of a 1MM record file is \$32,000, and most of those mail pieces would likely fail to be delivered. Thus, contributing to the USPS UAA problem and a substantial waste of money!

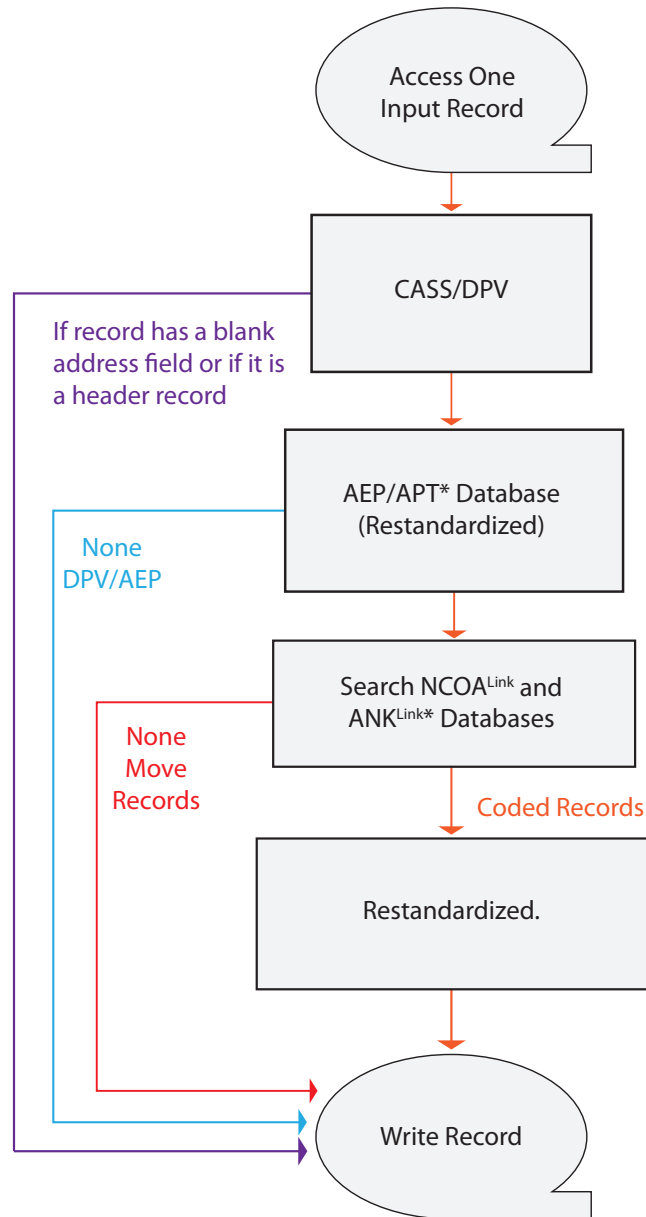
The advantages of AEP seem obvious, especially when considering the additional responses and potential business that may be realized by getting additional mailing pieces delivered properly.

MaxMover: This optional proprietary Anchor Software interface leverages the USPS® NCOA^{Link}® National Change of Address data. MaxMover is offered to the public under a non-exclusive license from the USPS®. MaxMover corrects mailing lists using regularly updated USPS 18 or 48 month change of address information, and is compliant with USPS Move Update requirements.

MaxMover is an optional solution that is integrated into MaxCASS, and allows all validated records processed within MaxCASS to qualify for automation class discounts. Using MaxMover can improve the data quality and deliverability of mailing pieces.

ANK^{Link}®: This optional feature allows users of 18 month Move Update data to flag records where moves have occurred from 19 to 48 months (End User and Limited Service Provider Licenses).

The diagram below illustrates the AEP and Apartment Append option within MaxCASS.



* Indicates optional products/databases

Flow Process	Description
Regular Flow (Orange arrows)	This process takes the input record and proceeds to perform CASS/DPV by using AnchorCoder. The record then proceeds to search the optional AEP/APT databases. If the record is AEP/APT coded it will proceed to search the NCOA ^{Link} and ANK ^{Link} databases. If a match occurs after searching the NCOA ^{Link} and ANK ^{Link} databases, the record is recoded with the CASS engine(s) and written.
Blank Address field or No Statement Header Record (Purple arrow)	This process takes the input record and attempts to perform CASS/DPV by using AnchorCoder. The record does not process due to a blank information and is written to output.
Not Coded at the AEP/APT Level (Blue arrow)	This process takes the input record and proceeds to perform CASS/DPV by using AnchorCoder. The record then proceeds to search the AEP/APT databases. If the record is not DPV or AEP/APT coded it will bypass the remaining processing and is written to output.
No Match at the NCOA ^{Link} /ANK ^{Link} Level (Red arrow)	This process takes the input record and proceeds to perform CASS/DPV by using AnchorCoder. The record then proceeds to search the AEP/APT databases. If the record is DPV or AEP/APT coded it will proceed to search the NCOA ^{Link} and ANK ^{Link} databases. If there is no match at the NCOA ^{Link} /ANK ^{Link} level then the record is written to output.