



Product Information

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 using Anchor's proprietary "enhanced address correction logic" to ensure the highest possible match rates.

As part of the CASS process, DPV® verifies that a mailing address actually exists and can be delivered to by the USPS®. Mailing addresses that cannot be verified by DPV cannot be corrected by CASS software. Failure to achieve DPV validation accounts for UAA 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 other address coding engines. Using proprietary matching techniques and programming logic, records are processed using the AEP database. Then, information that may be available (i.e. first name, last name, 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.

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.

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 chart below illustrates the AEP and Apartment Append option within MaxCASS.

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.


ANCHOR
COMPUTER SOFTWARE

Rockville, MD • Phone 800-237-1921 • Fax 240-631-2104
Plano, TX • Phone 972-881-2424 • Fax 972-881-2324
Email: sales@anchorcomputersoftware.com • P1011

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