



MaxMover

MaxMover™, Anchor Software's United States Postal Service® (USPS®) NCOALINK™ certified interface solution, corrects mailing lists with regularly updated change-of-address (COA) information supplied by the USPS. Fully compliant with all USPS regulations, MaxMover permits organizations to update their mailing lists and databases in the most efficient way possible.

The USPS estimates that over 45 million people (nearly 15% of the population) move each year.

Using NCOALINK with MaxMover meets USPS Move Update requirements and qualifies your mailings for First-Class Mail® or Standard Mail® discounts. In addition, the use of MaxMover by bulk business mailers improves data quality and deliverability.

In 2010, the USPS processed 6.9 billion undeliverable- as-addressed (UAA) mailpieces.

MaxMover is integrated into MaxCASS™, Anchor's award-winning USPS CASS Certified™ software. By integrating MaxMover into MaxCASS, Anchor provides CASS Certified address correction and standardization, and change-of-address processing in a single pass of a mailing list. Or, you can run both steps as stand-alone processes! Use of MaxMover allows for a more efficient production solution, fast processing speeds, and eliminates the need to maintain multiple costly address coding systems.

The USPS requires mailers to run a CASS™ process on lists before performing Move Update processing.

The USPS has certified MaxMover for use with both the 48-month and 18-month COA databases, and all three NCOALink license options: Full Service Providers, Limited Service Providers and End User Mailers.

FEATURES and BENEFITS

ANK^{Link}™ INTEGRATION

For NCOALink Limited Service Providers and End User Mailers, MaxMover is compatible with ANK^{Link}, an option offered by the USPS, which allows access to 30 additional months of move information beyond the 18-month USPS COA database. By processing with ANK^{Link}, identified moves in the 19-48 month range are flagged. Then you can either automatically process just those flagged records with Anchor Computer's Full Service Provider capability to obtain the actual change of address

information, separate them for investigation, or drop them from your mailing. ANK^{Link} provides 48 month COA intelligence to Limited Service Providers and End Users.

APPLY OR APPEND OPTIONS

MaxMover provides users with the unique ability to automatically "apply" new address information to the original input record. Or append the new information to the end of the original record.

EXTENSIVE REPORTING

MaxMover's reporting capabilities provide for all the USPS-required reports as well as extensive user-customizable reports.

USPS RETURN CODES

MaxMover provides the NCOALink Return codes, which identify possible moves that do not meet the exact move matching criteria of the USPS. Using these codes, mailers can decide whether they wish to drop the identified records that may not be delivered and research potential corrections for improved accuracy.

USER-FRIENDLY FEATURES

MaxMover has an easy-to-use graphical user interface (GUI) designed to allow users of all skill levels to process COA jobs. Also, with its "autopilot" feature, MaxMover jobs can be automatically queued on a pre-set schedule throughout the day or night.

Compliant with USPS Move Update requirements for First-Class Mail and Standard Mail presort discounts

Supports Full & Limited Service Provider and End User Mailer Licenses

Compatible with 48-month and 18-month COA databases

ANK^{Link} option available

Available on MS Windows, UNIX, Linux and IBM Mainframe

Seamless link to update flagged records via Anchor Computer's Full Service License

Easy to use GUI

Extensive USPS and user-defined reports