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100 Million Record NCOALink™ Giveaway

That's right we're giving away 100 million records in free NCOALink processing!

Five winners will be announced at the TCS booth at the National Postal Forum, and one lucky winner will walk away with a certificate good for 50,000,000 records in free NCOALink processing.

You can register right now on-line at www.tcsncoa.com, (be sure to read over the terms and conditions), or stop by our booth at the NPF and ask for an entry form.

Get there early because we'll be awarding some prizes every day!



National Postal Forum 2007

We will again be exhibiting at this year's National Postal Forum, March 25-28 in Washington, DC. Last year's NPF was an enormous success drawing 6,500 attendees and an impressive line-up of exhibitors. The NPF is the premier educational event and conference for mail professionals.

Please stop by our booth, #722, and say hello.



You can learn more about this important event by visiting the NPF Website www.npf.org.

TCS Announces New Services

Deceased Screening - Matches your file to a file of deceased individuals so you can suppress them from future mailings. Our information comes from the Social Security Administration and our matching logic is conservative returning only Individual matches.

Apartment Append - Add critical address information and make your mailings more deliverable! Our database is sourced from transactional information and includes only DPV™ verified addresses. The matching logic is strict with the option to return Individual and/or Family matches.

The USPS® Strategic Transformation Plan

The Strategic Transformation Plan 2006 - 2010 is the blueprint for the future of the U.S. Postal Service®. It continues the effort begun with the 2002 Transformation Plan which enabled the Postal Service™ to become a leaner, more effective and modern organization. It should be on every mailing professional's "must read" list (visit www.usps.com).

The plan calls for cost reductions of \$1 billion each year primarily from delivery operation and productivity improvements. Carriers will spend less time in the office processing mail so they can spend more time on the street delivering mail.



Standardization (mentioned 20 times) and automation (mentioned 43 times) are the means by which the USPS intends to achieve their goals for cost reduction and improved service. Plans call for rigorous standardization of existing delivery operations with aggressive targets to increase the percentage of letter mail sorted to delivery point sequence to 95% by 2010. And, as evidenced by the pending rate case, this will result in significant changes in mail preparation systems, procedures and software.

NCOALink Frequency

"Why should you ever put a piece of mail into our system if there's an opportunity to update that address first? Why waste that money, why have us waste our time and waste your mail? It doesn't make any sense. We need to work on addresses. We need to get those addresses updated as close to the time that the mail-piece is being printed as possible." Postmaster General Jack Potter, National PCC Day, September 20, 2006.

Makes sense, right? But the truth is that most mailers are missing an opportunity to further reduce their undeliverable mail because they don't run NCOALink as often as they should. We have several Clients that mail weekly or monthly, and they run NCOALink and update their files just before each and every mailing. The match rates and the resulting benefits make it well worth the cost of more frequent runs.

Here are some recommendations based on mailing frequency:

Mailing Frequency	Minimum	Preferred
Weekly	Monthly	Weekly or Bi-Monthly
Monthly	Bi-monthly	Monthly
Quarterly	Quarterly	Before File Updates

Managing the Future - 4-State Customer Barcode and Seamless Acceptance

Over the next five years, the Postal Service will move to a totally electronic system that will enable business mailers to transact all of the business of entering mail - documentation, payment, scheduling, and entry - without the need to submit paper. We expect that ultimately each Mailer/List combination will have a unique identifier recognized across the entire USPS® information network (including USPS licensed service providers). The 4-State Bar Code includes a Business Entity Identifier (BEI) that could serve the purpose nicely.

The Postal Service™ will not only be able to "view" each mailing while "in-stream", they will know if and when the appropriate CASS™ and

address correction processes have been performed and which USPS databases were used. PARS can potentially "know" whether or not the updates were applied by identifying and counting the number of incorrect addresses on each list.

With this type of information, the USPS can efficiently and effectively manage virtually all aspects of their dealings with Mailers. The wealth of information that can be produced will help them really attack the problem of undeliverable-as-addressed mail. They will be able to tell precisely which mailers are producing the UAA mail and could even back-charge mailers for problem addresses.

Participation in Your Local PCC®

"These are dynamic times. If you are in the industry, you should and need to be a part of the PCC's. I highly recommend that anyone out there whose livelihood depends on the mailing industry and the Postal Service™ join a PCC."

Postmaster General Jack Potter, National PCC Day, September 20, 2006.

Are you involved in your local Postal Customer Council®? With over 100,000 members and growing, your PCC is a great way to stay in touch with both local and National issues and provides a variety of networking and educational opportunities for you and your staff.



Visit <http://www.usps.com/nationalpcc/> where you can:

- Learn more about the Postal Customer Council
- Locate a PCC in your area
- Learn how to start a PCC
- Sign up to receive your monthly issue of PCC Insider *



TCS NEWS AND NOTES

Did You Know?

Did you know that the Postal Service™ doesn't accept Changes of Address from certain types of addresses? That means services like NCOALink and ACS™ can't return a new address, but your mail could still be returned as undeliverable. The types of addresses that fall into this category include: colleges and universities, fraternity houses, military bases, APO/FPO addresses, Commercial Mail Receiving Agencies, prisons, hospitals and nursing homes. Also, employees changing jobs cannot file their new company and work address with the USPS since the mail recipient is, from the USPS® perspective, the company and not the individual.

AEC/AEC IITM - An Update

AEC II makes corrections to addresses that could not be fixed by AEC using information provided directly by Postal Carriers. Last year only 2 million addresses were submitted for AEC/AEC II, but we expect many more mailers to opt for this service as the noose tightens on deficient addresses.

AEC was able to correct 33% of the records submitted and the remaining records were processed through AEC II producing the following results:

- 2% were corrected through the historical file or auto correction
- 61% were corrected to a delivery point
- 6% were indicated as a PO Box exclusion
- 18% were indicated as Address Does Not Exist
- 1% were correct as shown
- 1% were corrected to a HR default
- 6% were an invalid address format

You can view the "AEC and AEC II User Guide" on the RIBBS Website by going to <http://ribbs.usps.gov/>

Reminder - CASS Cycle "L"

Starting with CASS™/MASS™ Cycle "L", which becomes effective August 2007, software will no longer return a ZIP + 4® code unless the Primary address is confirmed by DPV™. Mailers are expected to see a loss in ZIP + 4 coded records ranging anywhere from 1% - 4%.

You will want to be sure to run your file through your old CASS software just before the start of Cycle "L". The ZIP + 4 codes can then be used for automation rate mailings over the next six months.

Remember, Mailers that continue to mail to deficient addresses will pay a higher rate, and with automation, less of this mail is likely to be delivered. One might say that there is no future in mailing to addresses lacking a ZIP + 4 code.

MTAC Workgroup 104 - List Certification

The focus of workgroup 104 is the development of a program that would allow List Owners to certify that the addresses on their list are kept current and accurate (e.g. consistent with the best practices published by Workgroup 97). Certification is likely to include traditional address hygiene tools like CASS and NCOALink, but could also require AEC/AEC IITM and OneCodeACS™.

Plans also call for a reporting mechanism to ensure that results are applied in a timely manner as well as a feedback system that will require list owners to periodically compare encoded versions of their list against a USPS® database of known deficient addresses.

You can learn more about Workgroup 104 and other MTAC workgroups at www.ribbs.usps.gov.



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We Can Help...



Reduce UAA and return mail • Determine the ROI of more frequent NCOALINK processing • Project impact of stricter CASS™ requirements • Get more COA's from our proprietary sources

How much is superior address quality really worth to your firm? At TCS we work hard to help our Clients understand and appreciate the benefits that can be realized from the services we provide.

We accomplish this by placing emphasis on superior performance and providing the kind of support that allows our Clients to enhance their address quality efforts and improve the deliverability of their mailings.

Our range of experience covers large and small Mailers in a variety of industries including Financial, Healthcare, Magazine Publishing and Government. Many of our Clients act as Resellers of our services and have come to depend on us for our responsiveness and dependability.

If you think you can get more out of NCOALink or are evaluating suppliers, then give us a call and let's see if we can help.

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