



your data  
our software  
...your benefit™

PARIS AUTOMAIL®



## PARIS AutoMail®

**PARIS AutoMail® can save your company as much as 50% on your mailroom operating costs, by streamlining and automating your transactional, transpromotional and direct mail workflows. By adding the optional AutoMail module to PARIS, your mailroom is supported by one of the world's most powerful "host-to-post" variable data solutions, providing you the most efficient process to output similar as well as more difficult dissimilar mail pieces. AutoMail weighs the mail while processing the data, during CASS™ and PAVE™, before it is even printed, allowing your company to benefit from a true MAC™ batch manifest indicia workflow.**

### Reduce Costs

- Postage - As a USPS® MAC™ Batch Certified mailing software, PARIS AutoMail® presorts your files to USPS® standards, and in turn qualifies your mailings for the lowest possible postage rates. Why pay full postage when you could be saving 25% or more? These are real savings that accrue to your bottom line, mailing after mailing.
- Equipment - AutoMail® automatically calculates the individual weight and thickness of the mail while processing the data, during CASS™ and PAVE™, before it is even printed, your company benefits from a true batch manifest indicia workflow. This process eliminates the need for a large postage meter allowing your company to use a much smaller postal machine, and much less consumables.
- Labor - PARIS AutoMail® allows you to complete a task, which once took multiple people many days to accomplish, in a matter of minutes. This streamlined workflow dramatically improves efficiency and saves money.

### Improve Processing and Delivery Times

As a fully certified USPS® mail automation software, AutoMail®, matches your addresses to the national postal database and returns the correct ZIP + 4® and delivery point barcode information, which improves deliverability. PARIS AutoMail® also presorts your documents before being printed so the mail-pieces print in presorted order. Once the printed document is inserted into the envelope, it's ready to deliver to the Post Office®. This eliminates manual sorting and third party mail houses, allowing for a faster delivery time, improved processes, and when printing transactional output, it means improved cash-flow.

### Increase Overall Efficiency and Positively Effect Cash Flow

PARIS AutoMail® is easy to use and it makes processing applications and reports like invoices, statements, notices, and direct mail easier and faster. Simpler work-flow translates into reduced time and labor costs, thus your mailroom is converted into a cost effective cost center, with less liability to your bottom line:

- Reduces postage costs
- Reduces equipment costs
- Reduces labor costs
- Reduces processing times
- Improves delivery times
- Improves cash flow

### Eliminate Third Party Liability & Increase Security

By adding AutoMail® you keep control of your customer information by keeping it within the four walls of your company. Third-party processors and mail houses do not have the same security obligations for your client's information as you do. They simply become an outdated, unnecessary liability. By eliminating third party liability, and by shortening the chain of possession, your company automatically increases compliance with government disclosure and security acts like Gramm Leach Bliley and Sarbanes Oxley.

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