



CASE STUDY

Mail Room Service Center Achieves Return on Investment in One Month with Flats Processing Solution from Engineering Innovation and Parascript



Mail Room Service Center is a first-class presort and standard mail processing bureau servicing mid-Michigan. With over 400 clients served daily,

Mail Room Service Center processes over 20 million pieces of mail per year.

Mail Room Service Center was looking for a cost-effective solution to automate the processing of presort and comingle flats. The company had used Parascript technology on its two BÖWE BELL + HOWELL's PTI High-Speed Multi Line Optical Character Readers for many years with excellent results. The company decided on Engineering Innovation's EZ-Flats Essential solution that allows the operator to sort, manifest, and bill all from one convenient location. The EZ-Flats system incorporates Parascript's AddressScript CM as a single OCR engine. Mail Room Service Center determined this integrated solution was the most cost-effective in obtaining greater postal discounts and efficiency in processing flat size mail. While the company currently processes 2,000 flats per day, it liked the idea of having room to scale to 10,000 flats per day when needed.

Before implementing EZ-Flats with Parascript's AddressScript CM, Mail Room Service Center was manually processing its mail and not able to earn postal discounts. Upon implementing the solution, Mail Room Service Center was able to immediately obtain discounts of up to \$1,000 per week and achieve a return on investment after one month of operation.

Engineering Innovation's EZ-Flats OCR Essential System, incorporating Parascript AddressScript CM as a single OCR engine, also achieves address recognition and interpretation rates of 95 percent on machine print and handwritten addresses. In incorporating Parascript's AddressScript OCR Technology, EZ-Flats automatically reads addresses with the highest read rates achievable, greatly reducing time, cost and labor commonly associated with mail processing. The technology locates and captures an address block on envelope and flats images to efficiently process the entire mail stream. AddressScript reads any character type—cursive, handprint and machine print—in any combination, to provide a universal address recognition and validation solution.

According to Richard J. Blazejewski, owner of Mail Room Service Center, "The EZ-Flats transport with Parascript's OCR engine is the ideal solution for obtaining greater postage discounts and efficiency in processing flat size mail at our Saginaw, Michigan facility. With discounts on First Class Flats now as high as 50 cents, we can earn more on a weekly run of 5,000 mixed-weight flats than on 50,000 letters. The return on investment and discounts we are getting far exceeded our expectations."

Mail Room Service Center is online at <http://www.mailroomservicecenter.com>. More information on Parascript is at www.parascript.com and on Engineering Innovation at www.eii-online.com.