



## CASE STUDY

### Rocky Mountain Mail Services Obtains Postal Discounts of Up to \$1,000 per Week with Mail Processing Solution from Engineering Innovation and Parascript



Rocky Mountain Mail Services (RMMS) is an innovative industry leader integrating continuous improvement in mail processing with data enhancement services and solutions. The company

counts some of the nation's leading businesses among its partners and customers.

RMMS was looking for a cost-effective solution to automate the processing of presort and comingle flats. It needed a transport that could process hand printed and poor quality machine printed flats, often with crooked labels, at a low acquisition cost. RMMS decided on Engineering Innovation's EZ-Flats System, which incorporates Parascript's *AddressScript* CM as a single OCR engine. RMMS determined this integrated solution was the most cost-effective in obtaining greater postal discounts and efficiency in processing flat size mail for its Denver Colorado facility.

Before implementing EZ-Flats with Parascript's *AddressScript* CM, RMMS was manually processing mailpieces and not able to earn the maximum discounts. After purchasing the solution, RMMS was able to obtain postage discounts of at least \$500, and up to \$1,000, per week. RMMS also found EZ-Flats processing increased customer satisfaction, all while maintaining a minimum amount of investment risk.

The integrated solution from Parascript and Engineering Innovation achieves address recognition and interpretation rates of 95 percent of machine print and handwritten addresses. EZ-Flats also assigns each individual piece with its own unique ID number and delivery barcode allowing for tracking of mailpieces while sorting for the maximum discount level.

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. It 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 Erik Hansen, general manager for RMMS. "The EZ-Flats system with Parascript's *AddressScript* CM OCR technology is absolutely the most efficient and cost-effective system for confirming deliverability and earning the maximum postage discounts on First-Class letters and flats as well as standard letters. Current discounts on presorted First-Class Mail are quite substantial, and we can significantly reduce our customer's postage costs while benefiting our bottom line. The EZ-Flats system also provides the postage imprint on the flat, saving our customers hours of labor previously required to affix postage to the mail pieces."

*Rocky Mountain Mail Services is online at <http://www.rockymountainmail.justgoodbusiness.biz>. More information on Parascript is at [www.parascript.com](http://www.parascript.com) and on Engineering Innovation at [www.eii-online.com](http://www.eii-online.com).*