

BUSINESS CHALLENGE

IMPROVE UNITED BUSINESS MAIL'S ABILITY TO READ HANDWRITTEN ADDRESSES ON LETTERS AND FLATS IN A COST EFFECTIVE MANNER

SOLUTION

PARASCRIPT TECHNOLOGY ENABLED CLIENT TO OBTAIN GREATER AUTOMATION RATE DISCOUNTS AND IMPROVE DELIVERABILITY

BENEFITS & RESULTS

- REDUCED LABOR COSTS ASSOCIATED WITH MAIL PROCESSING
- IMPROVED DELIVERABILITY OF THE MAIL
- SIGNIFICANTLY REDUCED THE COST OF THE INITIAL INVESTMENT WITH PAY-AS-YOU-GO MODEL
- INCREASED PRODUCTIVITY FROM EXPANDING TECHNOLOGY TO LETTERS AND FLATS

bell howell

UNITED BUSINESS MAIL

Minneapolis, MN
Phoenix, AZ

United Business Mail Obtains Automation Rate Discounts and Improves Delivery of Mail with Optical Character Recognition Technology from Parascript

United Business Mail is a presort mail services company providing postage savings to businesses for first class letters and flats, standard/non-profit letters and flats, bound printed matter, presort parcels, and more. Additionally, United Business Mail provides complete mailroom and metering services to allow customers to reduce the overhead costs associated with these functions. Annually, United Business Mail processes over 250 million pieces of first-class and standard mail from hundreds of customers across the country.

Expanding the Offer

United Business Mail had used Parascript, as the only optical character recognition (OCR) technology to process handwritten mail, at its Minneapolis facility for nearly ten years and its Phoenix facility for over five. When it opened its Los Angeles facility, management of the mailing company determined it only made sense to invest in the same technology for letters and flats.

"We are so impressed with the performance that we are considering using the technology to process machine print on rejects as well."

Bill Boyce, vice president of sales for
United Business Mail

United Business Mail has achieved significant gains on finalizing handwritten addresses with Parascript's OCR technology on its Bell and Howell PTI High-Speed Multi-Line Optical Character Reader (MLOCR) at its centers in Minnesota and Arizona. Thanks to the solution, United Business Mail is able to obtain automation rate discounts and improve deliverability of the mail by applying a barcode before entering the mail into the USPS plant for continued processing. Additionally,

Parascript's usage-based pay-as-you-go pricing model significantly reduced the cost of the initial investment.

Parascript's *AddressScript* software automatically reads addresses with the highest read rates achievable, greatly reducing time, costs, and labor commonly associated with mail processing. The software locates and captures address block information on envelope, mailing label, and flat images to efficiently process the entire mail stream. It reads any character type—cursive, handprint, and machine print—in any combination to provide a universal address recognition and validation solution.

Speed Up and Save

According to Bill Boyce, vice president of sales for United Business Mail, "Implementing Parascript's technology was an easy decision for United Business Mail. Our primary objectives are saving customers postage dollars, improving the deliverability of mail, and seeing a quick return on our investment in technology. Parascript's OCR allows us to read and automate handwritten mail pieces to achieve all of those. We are so impressed with the performance that we are considering using the technology to process machine print on rejects as well."

About Parascript

Parascript delivers the world's best Image Recognition Engine. Employing patented digital image analysis, handwriting analysis and advanced pattern recognition technologies, Parascript improves important business operations in areas like forms processing, medical imaging, postal automation, signature verification and fraud detection. The powerful Parascript engine processes over 100 billion imaged documents per year. Fortune 500 companies, postal operators, major government and financial institutions rely on Parascript products, including the U.S. Postal Service, Bell and Howell, Fiserv, Eltag, IBM, Lockheed Martin, NCR, Siemens, Xerox and Burroughs. Visit Parascript online at <http://www.parascript.com>.

United Business Mail is online at <http://www.unitedbusinessmail.com>.