

# Introducing Bulk Mailer 5



## Powerfully advanced mailing software



A full-featured, powerfully advanced system, Bulk Mailer 5 will make your mailing operation much more productive. It delivers superior mailing features including file management, data exchange, address quality, postal presorting and an unmatched label and envelope designer. The industry-leading graphical interface features wizard-based processes, templates and live links to the Internet.

A breakthrough in mail list management, Bulk Mailer 5 delivers an incredible array of features – in an amazingly modern package.

### Unsurpassed Mail Preparation

Bulk Mailer is a full-featured, remarkably productive mailing software package.

- PAVE™ Certified – Includes advanced support for First-Class Mail®, Periodicals, Standard Mail®, and all reports and postage statements
- CASS Certified™ – Address Correction cleans, standardizes, uses DPV™ to confirm deliverability then adds ZIP + 4® codes and generates USPS® Form 3553
- Real-Time\* NCOA Link® service – Update addresses of those who have moved BEFORE you mail via the Internet
- Extraordinary Data Exchange – Easy and powerful import capabilities — plus you can even copy and paste to/from Microsoft® Excel®
- Duplication Search – A variety of de-duplication options ensure the best results
- Job Builder – This time-saver comes with the Professional Edition
- Address Printer Support – Model specific features are built-in, giving you the most from your high-speed address printer
- Optional Add-Ons – Choose among Package Services sorts, Mixed-Weights sorts, Palletization, Geocode, International data sets and more

\*Satori Software receives weekly NCOA Link updates.



Bulk Mailer 5 features a landmark graphical environment.

OVERVIEW

### Modern, State-of-the-art Interface

Bulk Mailer 5 brings a revolutionary design to the mailing industry.

- Advanced graphics – Makes unlocking the power of Bulk Mailer 5 easy
- Wizard-based processes – Makes complicated tasks error-free
- Template architecture – Save frequently used tasks as reusable templates and save time
- Graphical label designer – Full graphics, bar-coding and mail preparation capability within a cutting edge designer

### Live Links Keep You Current & Informed

Bulk Mailer 5 is never static – it is designed for the Internet age.

- Live Updates – Bulk Mailer 5 checks for new versions via the Internet and notifies you of updates
- Dynamic Resource Center – Help and mailing industry information are just a click away
- Links to Satori Software – Email and Web site links built into the software make sending feedback quick and easy



**Satori Software®**

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# Address Quality



## Increased quality, increased results

Address Correction

Start



Bulk Mailer® Address Quality tools ensure that you are using the best data for mailing and qualify those mailings for the lowest volume rates. Increased Address Quality delivers more mail, offers better ROI and improves overall satisfaction.

Easy-to-use  
Address Quality  
wizards include  
Address  
Correction,  
Move Update,  
Duplication  
Search and  
Merge/Purge

### Address Correction

- CASS™ processing standardizes address data to USPS® requirements by correcting abbreviations, spelling, etc.
- Adds postal data elements: nine-digit ZIP® codes, eLOT™ and carrier route numbers, delivery points and more
- Qualifies mail for lowest rates, which require CASS processing
- Generates USPS form 3553
- Includes DPV™ processing, which confirms whether or not an address is a confirmed USPS delivery point
- Bi-monthly updates include the latest USPS address management files

### Move Update

- Real-time\* NCOALink® Processing updates the addresses of people and businesses that have moved in the last 48 months
- Processes updates via the Internet —no more import/export hassles
- Meets USPS Move Update requirements

### Duplication Search

- Multiple search options deliver better results — you choose what constitutes a duplicate record
- Save money on postage and brochures
- Avoid embarrassment: sending identical pieces to a recipient is inefficient and reflects poorly upon an organization

### Merge/Purge

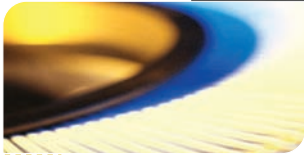
- Combine and compare disparate list types and eliminate duplicates
- Meet Do Not Mail requirements by processing lists against suppression list
- Generate reports that summarize and/or itemize merge and de-duplication statistics



clean & validate

\*Satori Software receives weekly NCOALink updates.

# Mail Sort



## Full-featured, USPS® PAVE™ -certified postal presorting

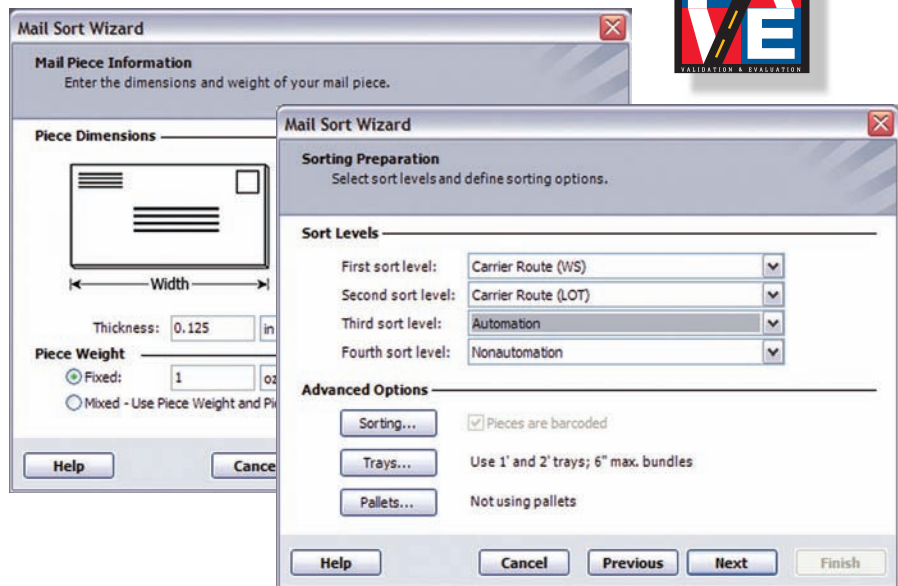
Bulk Mailer 5 is PAVE-certified and will sort your mail for the lowest possible postal rates. In addition to preparing your addresses for printing, it will print the barcoded sack and tray tags and all required USPS printed documentation you need to mail. Best of all, since the presort process is wizard-based, using it is easy for everyone, whether you are a novice mailer or seasoned expert.



You will find using the Mail Sort Wizard straight-forward and easy. Postal regulations, complexity and sorting questions nearly fade away.

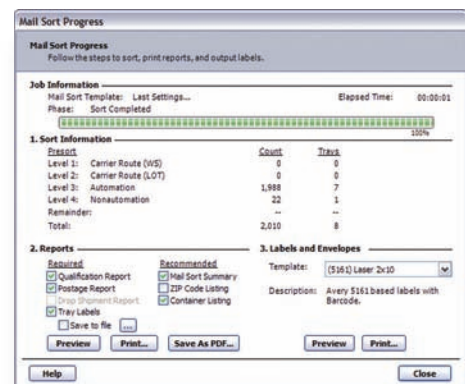
### Complete postal sorting and reports

- USPS PAVE-certified sorts – include First-Class Mail®, Periodicals and Standard Mail®.
- USPS documentation & reports – Reports include required USPS standardized documentation, user-friendly settings report and realistic facsimile of the Postage Statement (e.g. PS Form 3602, 3541, 3600).
- Sack/Tray tags – All sack or tray tags for your mailings are printed, with the barcodes on the tags.
- Entry point discounts – Support for SCE, BMC, ADC and DDU entry point discounts is included.
- Advanced sort options – Optional settings to control minimum or maximum pieces per container, type of tray (1 or 2 foot) and maximum sack weight are all included.
- Handles multiple mailing permits – You can add and save as many mailing permits as you like.
- Returns presort ID and other mailing data – Mailing data such as the presort ID can be returned allowing you to use this sorted data in other environments.
- Optional Package Services, Mixed Weight & Palletization Sorts – Bulk Mailer 5 offers these sorts as optional Add-ons.



### Wizard-based set up & reusable templates

- Easy-to-use process – Complicated processes benefit most from the use of wizards. No matter whether you are a novice or mailing expert, setting up a presort in Bulk Mailer 5 is fast and easy.
- Minimizes errors – Wizards have the added advantage of creating a structure that keep errors to a minimum.
- Save templates – Like other areas in Bulk Mailer 5, you can save your settings as reusable templates. This saves time when processing the same presorted job over and over again.



The Mail Sort Wizard features a series of step-by-step screens.



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# Print Mail



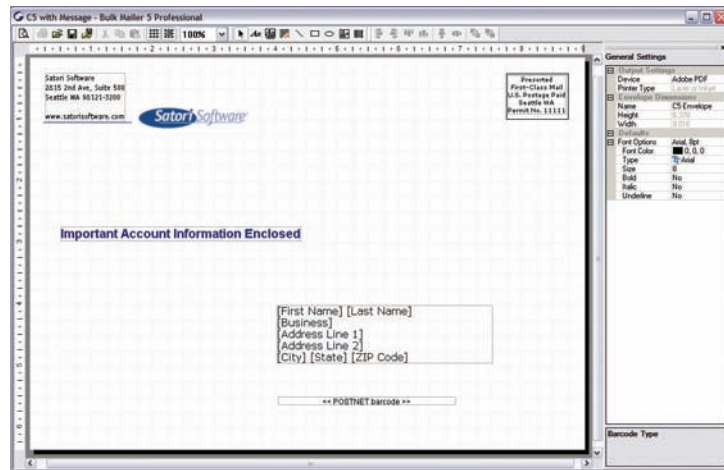
## State-of-the-art, graphical label & envelope designer

The Bulk Mailer 5 label designer is a technologically advanced engine that empowers you and your printer. It includes address-printing specific features such as barcoding, optional endorsement line, compressed fields and an intelligent address block. It also includes support for graphical objects such as importing images (like your logo), various drawing tools (such as lines, rectangles, circles) and colors. Bulk Mailer 5 takes full advantage of what's offered from your laser, dot-matrix or high-speed address printers.

### Modern, first-class layout design tools

Unlike the hackneyed process found in other packages, the label designer in Bulk Mailer 5 is in a class by itself.

- Supports labels, envelopes and address printers – When designing your formats, the Print Mail Wizard has support options for labels, envelopes and address printers.
- Intelligent address block – A special address block object automatically manages formatting issues such as optional endorsement line, barcodes and empty field compression.
- Edit and Preview modes – As you use the Print Mail feature, you can switch back and forth from Design and Preview modes. In Preview, all of your records to be printed can be viewed in sorted order.
- Field placement properties – Includes optional settings such as print on only First, All or Last piece within a sort group. Great if you wish to include package or container data.
- Field format properties – Includes options such as ALL CAPS.
- Full-featured graphics – Includes many tools and options. Great for logos, mailing permit and return addresses.
- Plus much more – Grids, package spacers, color and more.



### Built-in support for high-speed address printers

Be more productive when Bulk Mailer 5 is combined with your high-speed address printer.

- Direct impression printer support – Bulk Mailer 5 is designed to support all popular models of high-speed printers including:
  - Secap/Datatech
  - RENA/FP
  - Hasler/Neopost
  - Pitney/Bryce
  - Astrojet/plus others
- Printer Control Interface – Control printer settings, such as DPI, Belt Speed, Page Size and more. Includes drivers for Secap, RENA, Hasler & Neopost.
- Optional print file output – For other printers, Bulk Mailer 5 can output to a print file.

### Use our templates or design your own

When it comes to label design, the Bulk Mailer 5 template architecture is particularly valuable.

- Templates are included for common formats – Bulk Mailer 5 comes with predesigned templates including many Avery formats.
- Save your own custom designs – As you design and build your custom labels, it's easy to save them for future use or modification.

The Print Mail Wizard is full of templates and tools to make designing your own custom labels easy and fun – you can do almost anything.

power printing



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# Import / Export



## Data exchange has never been easier

Many mailers rely upon the sharing of data between applications or customers. Bulk Mailer 5 is designed with that in mind. The Import/Export tools cover nearly any option you may encounter, and because it's all based upon an intuitive, wizard-based architecture, you will find importing or exporting to be remarkably easy. The added ability to save templates means that you can reuse custom settings, automating many of your recurring tasks.

### Share a wide variety of data – with no hassles

Bulk Mailer 5 offers superior import and export capabilities in a very straightforward way:

- Handles almost any format – Files that can be imported into Bulk Mailer 5 include:
  - Comma delimited
  - Tab delimited
  - Fixed Length
  - dBase
  - MS Access
  - MS Excel
  - XML
- Extended Excel support – When you are importing from Excel, you can choose between Worksheets. When you are viewing data in the Bulk Mailer 5 List View(s), you can even copy & paste data between Excel and Bulk Mailer 5!
- Friendly data previews – As soon as you open a file to import, you can preview the data easily by record or by field.
- Intelligent field mapping – Point and click field mapping is intuitive and fast. There is even a 'guess' option for quicker mapping.
- View, omit or output field names – Options are available for handling field name data.



Import & Export settings can be saved and reused.

### Wizard-based processes reduce errors

Because they are wizard-based, importing and exporting could not be easier:

- Wizards are easy – Using wizards makes processes like importing and exporting easy for any user.
- Errors are reduced – Because of the thoughtful organization and use of graphics, wizards actually reduce the number of errors a user might make.

### Reusable templates increase productivity

If you import or export similar data files frequently, you will increase productivity by saving your settings:

- Automates repeated tasks – It's particularly useful if you import or export the same files repeatedly.
- Saves steps – Templates save steps such as the ability to create and import a Bulk Mailer 5 file in one process.

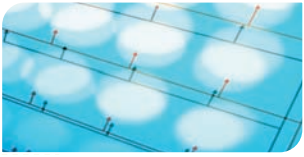
The Import and Export Wizards of Bulk Mailer 5 make exchanging data very easy, and it also means that errors are minimized.

data exchange



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# Groups



## A modern query-builder – surprisingly easy to use

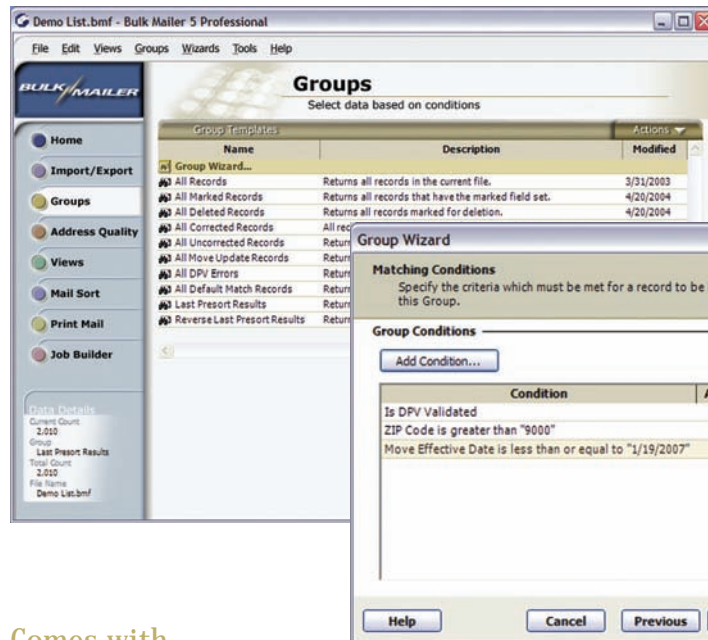
Use Bulk Mailer 5 to select subsets of records from your mailing list, using predefined groups or those that you build yourself. When building your own, our group Wizard makes defining or editing your search and sort criteria straightforward and easy. Once you define a custom group, you have the option to save it as a template for future use.

The Group Wizard in Bulk Mailer 5 makes it very easy to select or filter a portion of your list upon certain criteria and sortation settings.

### Easily select any group of addresses from within your list

The Group Wizard is powerfully simple. Define your search criteria and sort options in just two screens – yet only your imagination limits what you can build:

- Set criteria on any field – Setting search criteria is easy. Start by choosing a field (e.g. “City”), add a condition (e.g. “Equals”) and a value (e.g. “Charleston”).
- Use more than one criteria – Add additional criteria to create more complex groups. For example, you may want “all the uncorrected addresses in the city of Charleston, that don’t include a business name.”
- Define sort order – The results of your group can be displayed in sorted order, defined by you. You can choose up to four fields to sort by, and they can be in ascending or descending order.
- View the results – Any group can be applied at any time, and it will instantly affect the open Bulk Mailer 5 file.
- Become more efficient – As you build a library of groups, you will find your mail processing becomes more efficient.
- Optional Geocode add-on – With this add-on you can select lists using a radius search.



Groups select just a portion of your list.

### Comes with predefined groups

With pre-defined groups, your mail list management will be more productive immediately. Here are just some of the groups already set up:

- All corrected records – Quickly displays all records corrected with the latest postal ZIP + 4® database.
- All uncorrected records – Shows all records with address correction problems.
- All Move Update records – Selects all records that have been updated with change-of-address data.
- All default match records – Shows records that were ZIP + 4 coded using default matching.

### Or build and save your own group templates

Using the wizard and template architecture, it’s easy to save your custom groups for use later. This saves steps and makes you more productive.

sdno.ig  
groups



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# Views



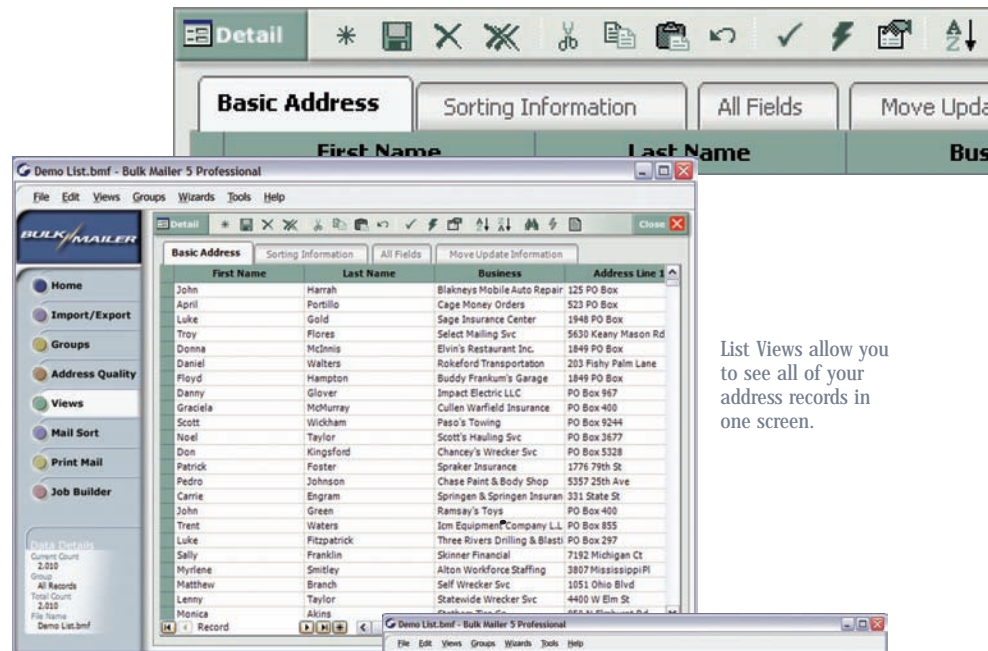
## View your records in List or Detail format

Whether you prefer to view records in a spreadsheet or address card format, Bulk Mailer 5 brings your list into focus. Examine and sort your entire mailing list at once with List Views. Cut, copy, and paste groups of records. Use the Detail Views to work in a one-record-per-screen format. Enter additional data and take advantage of all the fields available in Bulk Mailer 5.

For maximum usability, Bulk Mailer 5 has two types of data views: Detail and List

### List Views

- Displays entire list in one spreadsheet-like screen
- Quick review data to spot anomalies or validate the results of group criteria
- Easy manipulation data: sort, find or replace list records
- Copy and paste cells to and from Microsoft Excel!
- Powerful Mass Edits wizard: update, split, or combine fields in all active records
- List View wizards: specify data fields and sort order; then save as a custom view



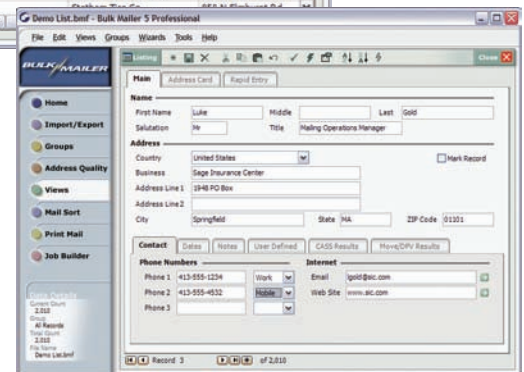
List Views allow you to see all of your address records in one screen.

### Detail Views

- Designed for data entry, easily update individual records
- Rapid Entry view specifically designed to use the Zip Code™ to complete the address
- Easy, organized access to all data fields in an address card-style format

### Custom Reports

- Custom Report wizards: create, format and print list records
- Edit sample report templates or create from scratch
- Save reports for future use



Detail Views make data entry easy – and include all available fields displayed in a single screen.

list & details



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# Job Builder



## Combined tasks and scheduled processing

Available in Bulk Mailer 5 Professional Edition. Job Builder allows you to script a job with a sequence of tasks. The tasks are based on templates that you have already built. For example, you can create a single job that includes a set of processes such as import a file, perform address correction, select a particular group; then presort and print the mailing reports and labels.

The Job Builder can handle simple or complicated sets of tasks. Because you can automate the process, you become more productive.

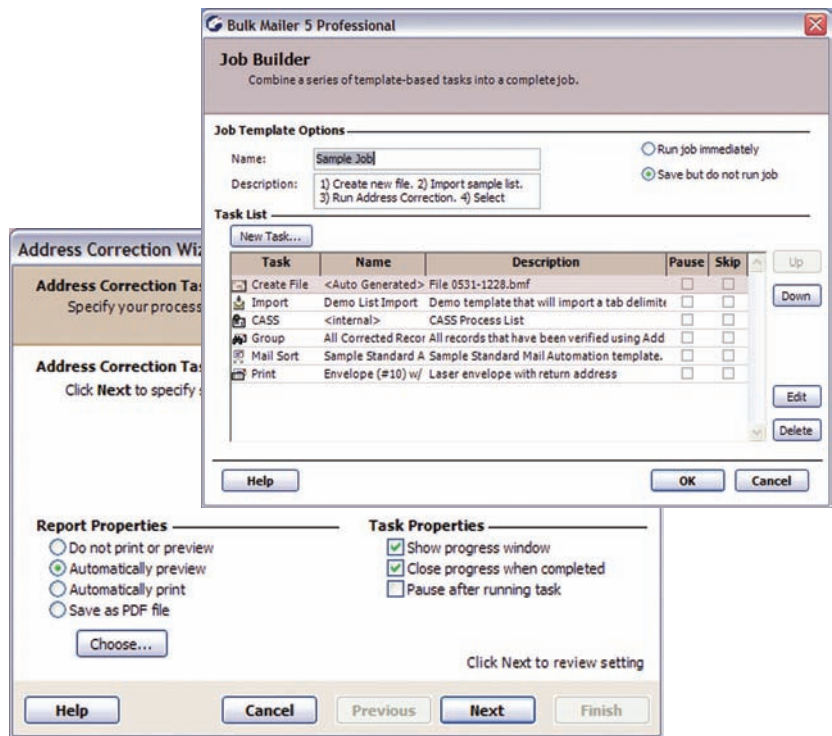
### Build a job based on a series of tasks

A modern method that allows you to script and save a job for scheduled processing.

- Makes job building easy – The way Job Builder is designed, creating jobs is very easy.
- Choose from many tasks – Jobs can include a wide variety of tasks:

- Choose or create a file
- Import a file
- Run Address Correction
- Run Move Update
- Search/remove duplicates
- Select Group
- Sort records for mailing
- Print labels/envelopes
- Export data

- Interactive options – Each task can be individually selected to pause after completion.
- Saves time – Setting up a job is often a more efficient way of handling a series of tasks, since you can define the Job and walk away until each step is finished.
- Easy to edit – Because the job can be saved, you can open a Job template and easily make changes.



### Schedule the job for delayed processing

- Set up multiple jobs – You can set up multiple jobs for any kind of processing.
- Helps manage large jobs – If you handle large lists, the ability to automate time-intensive tasks like address correction will make it easier to do.

### Define and save your jobs as templates

- Important time-saver – If you frequently run the same list or job, save time by saving it as a template. With a template your job is all set to go for next time.

job builder

## Add-Ons – Extend the Power Advanced Presorts, Data Sets and Utilities



### Now more powerful than ever

Bulk Mailer 5 Professional is designed to grow as your business grows. Additional data enhancement options and advanced presorts meet the most demanding mailing requirements. The built-in Add-on Manager allows you to choose and install features from an extensive list of additional data sets, presort options and utilities. Build a version of Bulk Mailer 5 that best meets the needs of your operation.

Create your own custom version of Bulk Mailer 5 by installing the add-ons you require.

add  
power

#### Data Enhancement

##### Move Update Credits

Pre-purchase Move Update credits to process change-of-address updates in real-time via the Internet. There is no turnaround time or setup fee. Each address checked against our 48 month NCOALink® database deducts one credit from your account.

##### Geocode

Returns latitude and longitude information during the address correction process.

Use this data to send geographically targeted mailings. For example, build a sub-list of all records within 25 miles of a particular ZIP Code™.

##### RDI™ interface

Marks addresses as residential or not so that you can choose the most appropriate shipping option.

##### ZIP + 4® Monthly Updates

Mailers who need the very latest ZIP + 4 data may upgrade from the standard bi-monthly cycle to monthly Bulk Mailer 5 updates.

#### Advanced Presorting

##### Package Services

Extend presort capabilities with Bound Printed Matter, Media and Library Mail classifications.

##### Mixed Weights

Combine otherwise identical pieces of different weight and thickness in one mailing. Available for First-Class Mail®, Standard Mail® and Package Services.

##### Firm Bundles

Bundle mail pieces addressed to a firm so that they count as a single piece and incur a single postage charge.

##### Palletization

Organize large numbers of tray-based, sack-based and bundle-based pallet presorts for Periodical and Standard Mail.

#### Utilities

##### Merge/Purge

Combine, compare, and de-duplicate two or more lists of different file types.

##### Move Update Server

Companies that require in-house change-of-address processing may choose to host our USPS® certified NCOALink Move Update Server. Provide change-of-address processing for yourself or others with full control over processing fees and system infrastructure.

Additional USPS NCOALink license fees apply. Call 800-553-6477 to see if this option is best for your business.

\*Satori Software receives weekly NCOALink updates.