

Fall World 2009

The Value of Testing Print-to-Mail Recovery Solutions

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Are you ready?

Will you be able to maintain your cash flow, regulatory compliance and trust of your customers, shareholders and employees if your mail production facility goes down?

Sabotage
Weather
Accident
Pandemic
Geological



Objective

Explore the factors to consider in determining your Disaster Recovery testing schedule for mail processing and distribution.



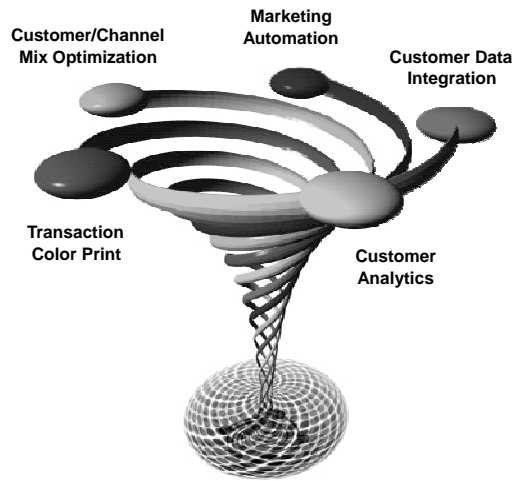
Three factors to consider

1. How rapidly are your applications changing?
2. What can you learn from your Disaster Recovery provider?
3. What really brings you down?



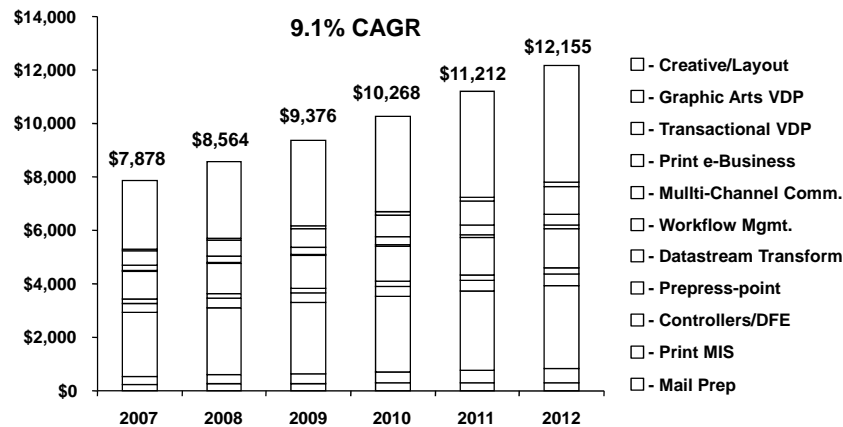
Application change trends

- Emergence of the Transpromotional document
- Color integration
- Transition from insert to onsert, from static to dynamic forms processing



Global print production software market

Forecast (\$Millions)



*CAGR (Compounded Annual Growth Rates) Source InfoTrends

Application change trends

Account Number	Account Name	Balance
1234567890	Checking	100.00
1234567890	Savings	200.00
1234567890	Money Market	300.00
1234567890	CD	400.00
1234567890	IRA	500.00
1234567890	401(k)	600.00
1234567890	529 Plan	700.00
1234567890	Trust	800.00
1234567890	Other	900.00

Today:

- Pre-printed shell
- Static page
- Not personalized
- No targeted 1:1 messaging

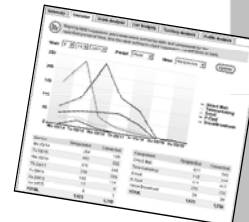


TransPromo enabled:

- Shell elimination – Plain white paper stock
- Targeted, 1:1 messaging
- Improved cross-selling
- Comparable cost per page

Trends: Production workflow and customized communications

1. Impact of a down economy
2. Web-enabled Just-In-Time manufacturing
3. Enabling marketing efficiencies
4. Workflow automation for smaller establishments
5. Document composition platforms gain momentum
6. Integrating for efficiency
7. Moving beyond pURLs
8. TransPromo put to the test
9. Educating for success



Source: Road Map 2009: Production workflow and customized communications solutions, InfoTrends

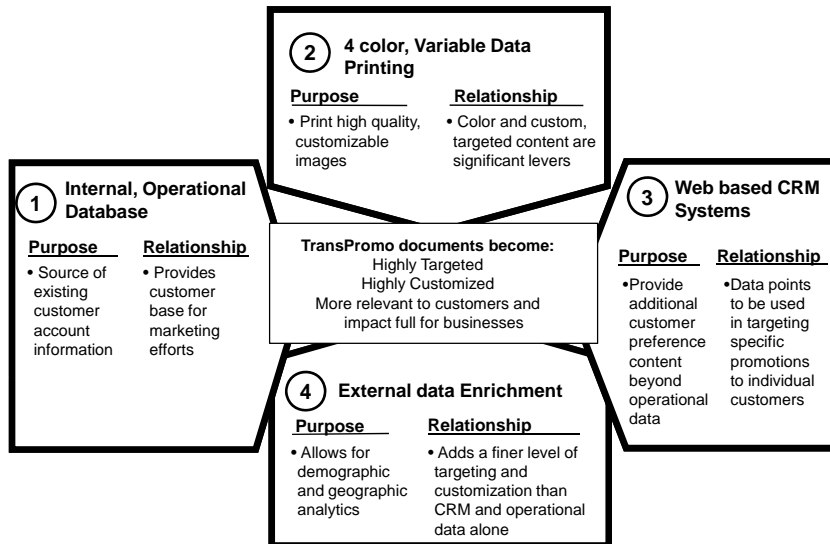
What you can learn from your Disaster Recovery provider

A supplement to your staff...
 knowledgeable and experienced in...

1. Application change expertise
2. Color ROI testing and validation
3. Dynamic forms development



DR support – integration experience



Source: InfoTrends, Future of Mail 2006

Dynamic forms

Thomson Healthcare

Your Personal Health Statement

Jane Thomson

111 Main St
London, VT 05042

Member ID: 72712846
Group ID: 682848

Employer Logo

123 Main Street
London, VT 05042
(802) 555-1234

Statement period: April 1, 2007 - June 30, 2007

Use the understanding your coverage section of this statement for additional coverage benefits.

Item	Initial	Previous	Current	Remaining
Health care account	\$1,000.00	\$800.00	\$200.00	\$0.00
Flexible - Individual	\$1,750.00	\$800.00	\$950.00	\$0.00

Coverage summary

BlueEdge - Individual

Out of pocket maximum: \$1,750.00
 Deductible: \$1,000.00
 Copayment coverage: 80%
 Out of network: 50%

Year-to-date activity

Total billed charges

- Your plan paid: \$1,800.00
- Your plan paid: \$207.00
- Your plan benefits: \$400.00
- Total: \$2,407.00

Medical out-of-pocket expenses

- Copayment: \$0.00
- Deductible: \$1,750.00
- Co-insurance: \$0.00
- Total: \$1,750.00

Prescription out-of-pocket expenses

- Generic drugs: \$40.00
- Brand name drugs: \$180.00
- Total: \$220.00

Your health risk

Low High

Health summary

Your conditions

- Gastroesophageal reflux
- Hypertension
- Lung cancer

Your medications

- Chlorzotadine 2mg
- Propranolol Extended-Release

Your health care

- Office visits: 2
- Outpatient care: 2
- Hospital stays: 0
- Prescription filled: 4
- Lab/radiology services: 2

2007 Informed Enrollment for Jane Thomson Page 3 of 4

Review Your Out-of-Pocket Expenses

This table shows your out-of-pocket healthcare expenses for 2007 as well as your year-to-date expenses for 2008. Your out-of-pocket expenses equal the copayments, coinsurance, and deductible amounts for which you are responsible. Health insurance premiums that are deducted from your paycheck are not included in this calculation.

Type of Service	2007		2008		By Person
	You	Dependents	Your total	Year-to-Date	
Primary Care Visits	\$10	\$10	\$20	\$10	Jane Thomson
Specialist Visits	\$65	\$0	\$65	\$112	
Emergency Care	\$0	\$0	\$0	\$0	No Dependents
Lab and Radiology Tests	\$15	\$45	\$60	\$0	
Outpatient Care	\$350	\$0	\$350	\$0	No Dependents
Other Care	\$0	\$0	\$0	\$0	
Inpatient Care	\$0	\$0	\$0	\$0	No Dependents
Prescriptions Retail Brand	\$0	\$0	\$0	\$0	
Prescriptions Retail Generic	\$0	\$0	\$0	\$0	No Dependents
Prescriptions Mail Order Brand	\$0	\$0	\$0	\$0	
Prescriptions Mail Order Generic	\$0	\$0	\$0	\$0	No Dependents
Total	\$530	\$55	\$585	\$112	

* January 01 - August 31, 2008.

Tip: Select a health plan that helps control your highest out-of-pocket expense categories. Your top 3 medical categories for out-of-pocket expenses in 2007 were:

- Outpatient Care
- Specialist Visits
- Lab and Radiology Tests

Think About...

Which of your healthcare options can minimize your out-of-pocket costs for the healthcare service categories you frequently use?

Would you consider switching from brand name to generic drugs to reduce your healthcare out-of-pocket expenses?

THOMSON

Medical • MercuryMD • Meromedia • PDR • Solutions

DR support – ROI experience

Mail Room *Operational* View

- Mail as a cost item
- Capability of Technology / IT infrastructure
- Fewer / consolidated mailings
- Mailing frequency according to Customer Preference
- Hardware/Software choice – Production Mailing, Mailing Efficiency (Mail Creation, Finishing)

Marketing *Investment* View

- Mail as an investment for growth
- Accuracy/Detail of customer data
- More / better targeted mailings
- Mailing frequency based on Return on Marketing results
- Document composition, Location Intelligence, Return on Marketing Analysis tools

- Customer loyalty and retention
- Improved cross-sell
- Increased profitability per customer

What to plan and test for...

New account testing:

- Proof of concept – able to receive data and produce
- Certification testing – a sampling of all applications

Application change triggers:

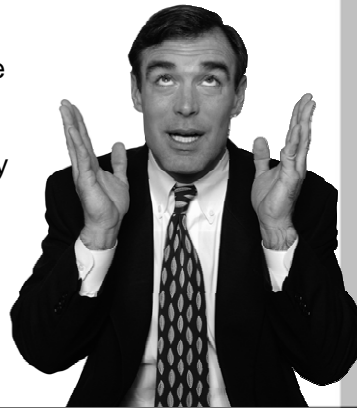
- New jobs, forms, equipment or software

Full application list rotation

- Larger and more critical more frequently

Volume testing:

- Match a output on per day basis



Summary

1. Industry trends are causing more frequent application changes
2. Your Disaster Recovery provider has experience in new industry trends
3. A regimented testing program offers greater flexibility to recover from full or partial outages

Conclusion

Reexamine what you need from your recovery provider...

A more closely integrated approach yields greater options and value...