

## Lower Total Cost of Ownership and Increase Direct Mailing Capabilities

- Because no on-premise software is needed, costs for maintenance, upgrade fees, and dedicated equipment are eliminated, while processing and staff times are reduced, saving a yearly average of 60%
- Since services are accessed “in the cloud,” anyone, anytime, anywhere can use A-Qua Mailer, making it cost effective and highly available
- With expert assistance and industry leading software systems powering your service, IT resources are freed up for other high value work
- Monthly subscription pricing makes budgeting easier and you’re not locked in to annual commitments

## Enjoy Robust Features when Preparing USPS® Compliant Mailings

- ZIP + 4®, NCOA Link® processing, Duplicate Elimination, and Postal Presort are included in the basic service
- All processes are automated and enabled by A-Qua Mailer™, our behind the scenes data management platform, making turnaround fast and results accurate
- Pre-mailing processes are USPS certified providing maximum savings and postal discounts

## Rely on Expert Support

- Lorton Data has over 20 years experience in list processing and data quality management, serving organizations of all sizes, across all industries, nationwide
- Lorton Data is a USPS Full Service licensee for NCOA Link processing
- Lorton Data provides excellent one-to-one customer support via live chat, email, and phone



Using **A-Qua Mailer™**

1. Go to [www.aquamailer.com](http://www.aquamailer.com)
2. Enter user name and password
3. Choose services
4. Submit file for processing
5. Receive processed records in minutes!

Lorton Data is a non-exclusive Full Service Provider Licensee of the United States Postal Service®. DSF 2® processing is provided by a non-exclusive licensee of the USPS®. The prices for NCOA Link® and DSF 2 are not established, controlled or approved by the USPS. The following trademarks are owned by the USPS: DSF 2, NCOA Link, United States Postal Service, USPS and ZIP + 4. AD #11.09

Your Local Dealer:



## Save Time and Resources over On-Premise Mailing Software

Unlike mailing software products, A-Qua Mailer is a complete, on-demand suite of direct mail services managed by experts, available to any size organization, any place and any time, providing cost effective pre-mailing solutions.

There are several ways to pay for A-Qua Mailer services. Most importantly, with any of the models, you do not have to invest in mailing software or the systems to keep them running!



## What is Cloud Computing?

Cloud computing, also called on-demand computing, is a general term for delivering hosted services over the internet. A cloud service has three distinct characteristics that differentiate it from traditional hosting. It is purchased when needed; it is elastic - a user can have as much or as little of a service as they want at any given time; and the service is fully managed by the provider. The goal of cloud, or on-demand computing, is to provide easy, scalable access to computing resources and IT services.

Lorton Data provides a Software-as-a-Service (SaaS) cloud computing model, supplying the hardware infrastructure, the software product, a secure web-based interface, and pricing options that let you buy what you need, when you need it.

## What to Expect from a SaaS Provider

- Dedicated, secure environment for data protection, and privacy
- Computing, HVAC, and power redundancy for high availability
- Multi-provider and multi-line internet accessibility
- Experience and expertise in the industry
- Exceptional customer support

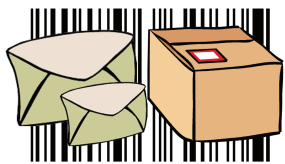
# A-Qua Mailer™

Service. Not Software.



The best way to prepare for the mail stream...

Your Local Dealer:



## **WALZ**

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