

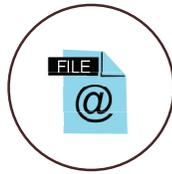
# EFFECTIVELY MANAGE BUSINESS CRITICAL COMMUNICATIONS WITH A MULTI-CHANNEL DOCUMENT DELIVERY SYSTEM

## CUSTOMER CHOICE

Today, companies as well as customers want to choose the communication channel used to deliver and receive their business critical information. Research shows that more and more customers prefer digital communications over traditional mail. Neopost has developed a simple yet powerful solution that helps companies manage those preferences and maximize their ability to easily send critical customer communications either through traditional mail or an alternate digital channel.



◀ PHYSICAL MAIL ▶



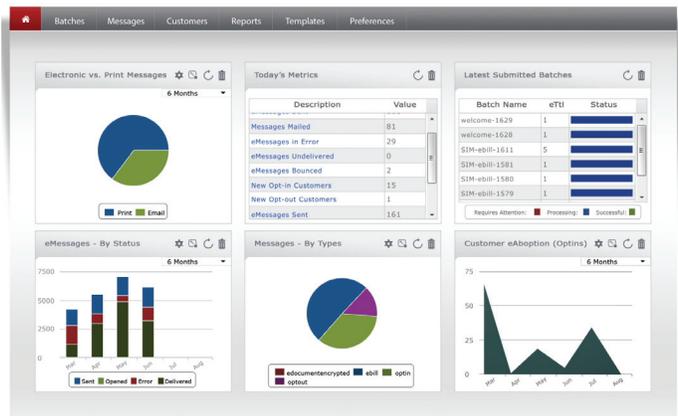
◀ ELECTRONIC MAIL ▶

Neopost's Delivery Preference Manager (DPM) is a cloud-based solution that seamlessly integrates with output management software to provide companies with a simple and effective method to manage their multi-channel communications.

### EVOLVE TO DIGITAL COMMUNICATION WHILE MAINTAINING PHYSICAL MAIL DELIVERY

Determining a digital communication strategy while maintaining physical mail delivery can be a daunting task for any company. Delivery Preference Manager is a unique solution that meets this need by allowing companies to continue to send physical mail while enabling recipients to evolve to e-delivery. When recipients select their preferred delivery method, DPM saves their preference and automatically sends documents physically by traditional mail or electronically in PDF format. Better yet, it manages the entire e-consent process and drives adoption through automated opt-in campaigns. Using this proven "PUSH" email delivery method effectively migrates your customers from paper-based communication to electronic delivery – dramatically increasing paper shutoff.





## THIS POWERFUL CLOUD-BASED COMMUNICATION TOOL ENABLES YOU TO:

- ▶ Manage customer delivery preference of time-critical customer communications
- ▶ Migrate customers from traditional mail to effective and secure e-mail communication
- ▶ Track electronic delivery status in real time
- ▶ Easily manage exceptions
- ▶ Simplify payment transactions
- ▶ Improve cash flow

## COMPLETE YOUR E-DELIVERY STRATEGY

Your website is an essential vehicle to communicate important news about your organization and promote products and solutions. To effectively complement your web presence, Delivery Preference Manager uses a powerful e-mail delivery method that drives more customers to your site, allows you to target them with specific offers and further promotes customer self-service. All important elements that help increase revenue and drive down costs. Furthermore, e-delivery promotes a green approach to communications, which helps boost your company image.

## REAL-TIME REPORTING MAXIMIZES ELECTRONIC DELIVERY EFFICIENCY

Using an easy-to-read online interface, Delivery Preference Manager offers real-time reporting that enables companies to track the status of their electronic customer communications and easily manage exceptions. Robust reporting capabilities provide full audit trail and message tracking that displays customer opt-in status, message type and shows if the e-mail was opened, delivered or bounced. If an error is displayed, the sender can quickly take action by correcting the email address or switch to physical mail delivery.

## ONLINE PAYMENT CAPABILITIES CAN SIMPLIFY TRANSACTIONS AND REDUCE COSTS

As more recipients switch to electronic mail delivery and paying bills online, senders will achieve significant cost savings on paper, ink and postage. With Delivery Preference Manager, customers can utilize a solution that's twice as efficient as traditional physical mail delivery at half the cost!

By helping companies adapt to the market's changing needs, Delivery Preference Manager simplifies customer communications, helps reduce costs, enhances company image and improves overall customer satisfaction.

SYSTEM REQUIREMENTS: Internet Explorer 9.0

## WHY CHOOSE NEOPOST?

Neopost is a world leader in mailing and logistics solutions. Our innovative solutions bring simplicity and efficiency to your mailing process to make your business run better. Neopost brilliantbasics benefits provide excellence in all our offers, from products to support and services. They bring you the best in operational efficiency, mail quality and security, budget optimization and online management. Whether for advice or support, you enjoy our commitment to supply first-class service – on the phone, on site or online. Benefit from immediate response times and remote diagnosis at our call centers, and fast dispatch of service engineers when needed.

**neopost**  **USA**  
[www.neopostusa.com/dpm](http://www.neopostusa.com/dpm)

Neopost® and the Neopost logo are registered trademarks of Neopost S.A. All other company and product names may be trademarks and are the property of their respective owners. All information in this document, including descriptions of features, functions, performance and specifications is subject to change without written notice at any time.

©2012 Neopost USA Inc.  
 All Rights Reserved.  
 NDPM 11/12



**WALZ**

Label & Mailing Systems  
 624 High Point Ln, East Peoria, IL 61611-9329  
 (309) 698-1500 T/F (877) 971-1500