

...questions & answers

Q: What's the best USPS method to process my First Class flats? I've heard some say that Bundle-based rules should always be used. Is that true?

A: The best processing method depends on the type of mailing you are doing. Typically, Bundle-based rules are best for local mailings (10 pieces to qualify) and Tray-based is best for regional or national mailings (90 pieces to qualify). The MAX-M gives you a choice for your First Class flats and lets you handle them by the method best suited to your mail.



Q: I want to expand my options to more than just flats. How can I do that?

A: The MAX-M lets you process both flats and parcels for USPS work sharing discounts so you can do mailings as well as fulfillment work.

Q: There are many mail classes in addition to First Class that are available for earning discounts, so how do I take advantage of them?

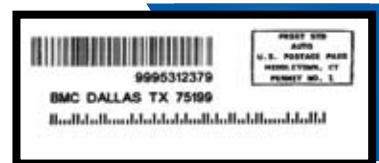
A: The MAX-M lets process all of these classes for discounts:

- First Class
- Standard Class
- Standard Class Not-Flat Machinable
- Bound Printed Matter
- Media Mail
- Library Mail
- Priority Mail (single-piece rates, no discounts available)

Q: How can I maximize revenues to get the most from my investment?

A: With the MAX-M's destination entry/

drop ship discounts on Standard and Bound Printed Matter, your discounts are maximized. You select the entry points to include. MAX-M takes care of the rest.



Q: Why do competing systems charge a premium for OCR?

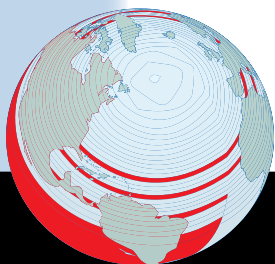
A: With the MAX-M there's never an additional charge for OCR because it's standard on every system. Manual keyboard address entry is reserved for those few tough-to-read pieces that MAX-M's on-board OCR can't resolve.

Q: How can I compete with UPS Ground?

A: The MAX-M keeps you competitive with USPS Delivery Confirmation support for parcels and all Priority Mail items. Now your customers can get on-line proof of delivery for high-value packages. Use Priority Mail in a flat rate box with Delivery Confirmation to give customers the same service level as UPS Ground.

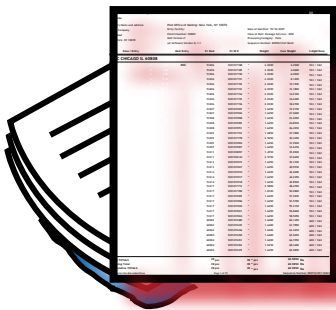
Q: What happens if my mail volume grows? I don't want to be stuck with a solution that can't be expanded.

A: Up to four MAX-M workstations can be networked to a server so it grows as your mail volume grows. All OCR, CASS lookup and manifesting reports are processed at the server so the upgrade cost is minimized with each additional workstation.



Q: I want to be sure that my system is ready to earn discounts when I get it. How can I be sure I'll get everything I need?

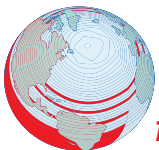
A: The MAX-M is USPS MASS certified so you can immediately start earning discounts. All reports are in full compliance with the USPS standards of Publication 401 for manifesting. And with years of manifesting experience, ID Mail can answer any questions the USPS might have.



Q: What about support after the sale?

A: ID Mail will install your MAX-M and provide on-site training for up to four operators and supervisors. Ongoing telephone support is provided by trained ID Mail Customer Service technicians following system installation. CASS database and all applicable list updates are provided bi-monthly on CD for easy installation.

To learn more about the MAX-M and how it can enhance your revenues visit our Web site at IDMailSystems.com.



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