

BCC SOFTWARE **USER CONFERENCE**

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CHICAGO
2024

AUGUST 12TH - 15TH

Day 3 – Letting Technology Solve Everyday Problems
“Smarter Not Harder”

Introductions

- Sean Hoffman, Manager, Professional Services(Shoffman@BCCSoftware.com)
 - Sean arrived at BCC Software earlier in 2024 after 20 years in various roles as a customer. Sean managed and built marketing databases for clients before transitioning into a mailing leadership role focused on applying the automation advances BCC tools enabled. He has worked extensively with BCC products over the past several years including Ignite, Presort, DAT-MAIL, PostalWeb, and AWAM.
- George Vaisey, Senior Integration Consultant (GeorgeV@BCCSoftware.com)
 - A 28-year veteran of BCC Software and the mailing industry, he got his start in March of 1996 with the original rate case of July 1996. What was supposed to be a summer job for beer money has turned into a career allowing him to raise a family and help nearly every customer at BCC Software along the way. From general training to complicated deployments George has seen it all and cherishes a good challenge.
- Mary Krause, Senior Sales Engineer (MaryK@BCCSoftware.com)
 - Mary joined the BCC Software family early in 2010 as a Customer Support Technician. While her roles have changed over the years, she always looks back to her roots of always taking care of the customer. If you need additional training or if you just need sort out new postal regulations, Mary can help or if you wish, point you in the right direction.
- Scott Bubel, Lead / Senior Presort Quality Control (Support@BCCSoftware.com)
 - Scott joined BCC Software in 2005 and quickly rose through Customer Support. Having served as a team lead for over a decade he moved into Quality Control in 2017 and now serves as the lead Analyst on the presort team. Through many hours of research, he helps distill changes to engineering and support but also verifies that work being released meets the necessary requirements and quality our customers expect.

Problem Solving

- This exercise led by team BCC will walk through some common problem statements that we hear and talk through how we would solve them with the available solutions.

Problem – Mailpiece Tracking

- An advertising agency wants to work with an MSP on various campaigns, but they (the advertising agency) needs to track mailpieces with their end customers Mailer ID.

Solution – TNT w/ Custom MID

- Track-n-Trace (MM/MMFS) now supports Non-BCC MID's
- Custom MID option
- Owners of the MID **must** fill out remaining fields of a pre-populated USPS delegation form and submit it to the at Informed Visibility Customer Help Desk.
- USPS then provides a copy of the scan data to us in our daily feeds
- TNT will then be able to provide reports, exports as well as Mailing Metrics dashboards
- How To
 - Add Custom MID to your account – see your account manager
 - Complete and return USPS Delegation Form
 - Add the MID to your account
 - Build your Mail Group with the assigned MID
 - Functionality accessible within Mail Manager Manual GUI and Taskmaster
- **Coming soon, ACS within TNT**

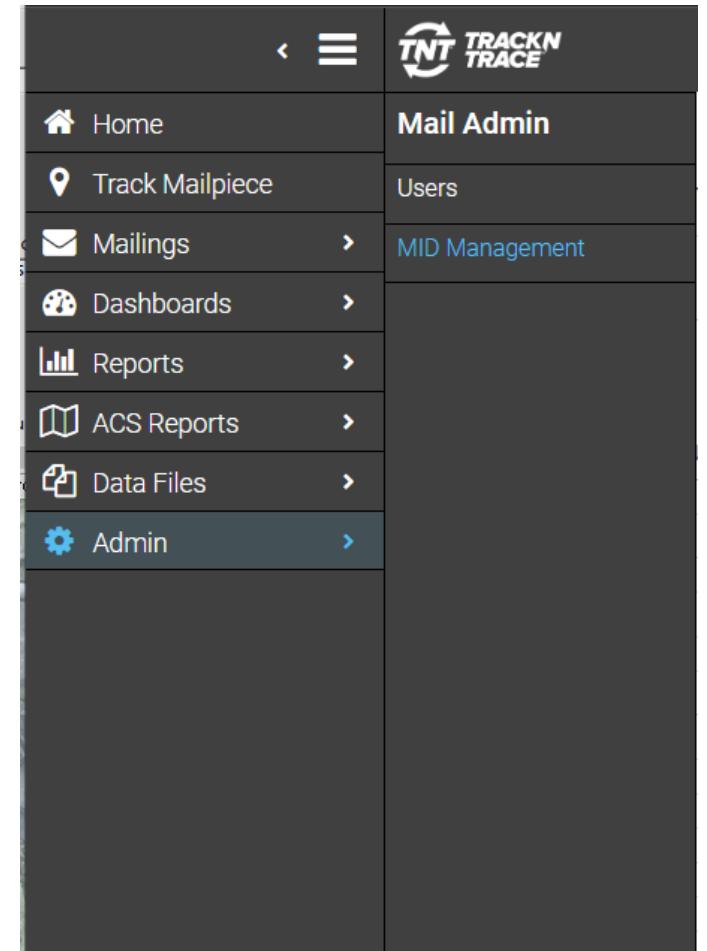
Setting Up on the TNT Site

To have BCC track your Mailer ID (MID) with Track N Trace (TNT):

Need to fill out a MID Delegation Form and send to USPS Informed Visibility
Once notified, BCC TNT team adds to our internal daily requests

Once active, setup will be required on the TNT Website and Mail Manager

* On the TNT Website, go to Admin>MID Management and hit + sign to create a Custom MID Group



Setting Up Custom MID Group

Mailer IDs (MIDs) ⓘ

Matrix Mailing Auto Reset Serialization ⓘ
 DISABLED

[+ New](#)

	Order	MID	Range Start	Range End	Next Sequence Number	Initial Offset	Last Used
⋮ ✕ ✎	1	000321	1	55,000,000	3	1	

MID Details

This is where you'll create the Custom MID Group and assign:

- Mailer ID's
- Serial Number Range
- Starting Offset
- Auto-Reset Serialization

Add New Mailer ID (MID) ✕

MID * (must be a 6 or 9 digit number)

Sequence number

Range*
 to

Offset for first use*

By checking this box, I agree to the terms and conditions set forth in the [TNT MID Management documentation](#)

Mail Manager Setup

Track N Trace Wizard - Details

Job

BCC Job ID*:

Your Job ID*:

Your Job Title*:

Mailing

Mailing Date*:

In-home Start/End Dates: /

IMb Tracing Pieces*:

Use BCC MID

IMb Tracing Service*: Destination IMb Tracing
 Origin IMb Tracing for Business Reply Mail

Additional Services: Full Service

Choose Mailer ID

Groups

- Test-New-Mid-WS
- MitchTestGroup
- aMidGroup2
- Janice
- Monroe County
- Support Review 11-3
- Matrix Mailing

Group Details

Mailer ID: 000321
Available Range: 2 - 54999999
Next Sequence #: 3

OK Cancel Help

Back Next Cancel Help

BILLINGMETHOD	<input type="checkbox"/>	PREMIUMCREDITS
DESTINATIONSERVICE	<input type="checkbox"/>	DCM
MAILINGDATE	<input type="checkbox"/>	8/7/2024
DROPPDATE	<input type="checkbox"/>	8/7/2024
INHOMESTART	<input type="checkbox"/>	8/12/2024
INHOMEND	<input type="checkbox"/>	8/15/2024
INCLUDEADDRESSINFO	<input type="checkbox"/>	Y
INCLUDENAMEINFO	<input type="checkbox"/>	Y
JOBID	<input type="checkbox"/>	This is a Test
JOBTITLE	<input type="checkbox"/>	Never give Scott a chance to come up with titles
SENDINTERNET	<input type="checkbox"/>	Y
MIDGROUPNAME	<input type="checkbox"/>	Matrix Mailing
MAILGROUP	<input type="checkbox"/>	Matrix Mailing

Problem – Dropship Analysis

- MSP who is seamless / eInduction with USPS with physical plants in Charlotte, NC is looking to optimize drop shipments and analyze for optimized postage.
 - The customer will only pay for one shipping drop on each mailing, so they need to programmatically select only the single drop facility that will receive the most volume for that mailing.
 - The customer will not pay for drop shipping outside a range of 1,000 miles from the production facility.
 - Each mailing must exceed a threshold of 15,000 pieces to qualify for any drop shipping.
 - The MSP uses a 3rd Party shipping provider to deliver all drop shipments for USPS induction.
 - An exclusion list maintained by the MSP must be referenced by the workflow to remove specific USPS facilities from the list of entry points.
 - The MSP needs to provide documentation for each mailing that illustrates the total postage savings provided through drop shipping.

Solution – Dropship Analysis

- Ignite – Dynamic Entry Point
 - Create multiple schemes in Presort template.
 - Separate configurations for DDU / SCF / ADC / NDC discount types.
 - Variable piece/pound amounts within macro.
 - Specific input for Exclusion list.
- Enhance using BCC Presort's DSF_SHOW utility
 - Filter mail list to ZIP Code / CRRT combinations > 300 addresses.
 - Pass filtered list of ZIP Codes through DSF_SHOW utility.
 - Generates file with current list of carrier routes and delivery stops per route.
 - List > 90% residential OR > 75% total addresses, good candidate for DSF service to maximize postal discounts.
- Mail Manager – Destination Summary Report
 - 3rd party shipping integration built-in

Problem – Handling List Segmentation

- Customer provides Data Processing with a single list that has a variable number of keycodes.
- Because of differences, each keycode must be processed individually
- Data Processing must keep the resulting output for each keycode organized and easy to differentiate when looking at a list of files.
- Data Processing has less than 1 shift to get jobs to production

Solution – Handling List Segmentation

- Batch Presorting in Mail Manager (with TaskMaster) / Mail Manager FS!
- During presorting the user defines the “batch expression” as the field containing the keycodes. Presort then produces a unique presort per keycode and the number of keycodes can be variable each run.
 - Batch.inican be built to define different presort configurations for individual keycodes. Keycodes are in square brackets with applicable TaskMaster commands below. Batch.ini is a single configuration file for all groups to be defined in. Mail Manager FS has support for unique batch settings using the BATCHSETTINGS command.
 - Qualification Report and Postage Statement will print the batch value in the header.
 - %O is available for Container Tags and MailDat fields to pass the batch value into
 - |O is available within TaskMaster to pass the batch value into the resulting output filename.
 - Consecutive container numbers allow you to have a unique range of containers for every batch. No more reusing container numbers when switching batches.

Problem - Automating

- Data Processing needs to implement some automation of job handling.
- Some jobs are routine and always the same process
- Some jobs are variable and contain different number of files to import and/or presort parameters are variable per job.

Solution - Automation

- TaskMaster allows users to automate as little of or as much of a workflow as needed.
 - User can create workflows for certain steps such as Presorting and Reporting
- Users can be prompted for intervention such as selecting an input file or defining changing presort parameters.
- Workflows are stored in an easy to understand “ini” file
- Step it up a notch with Mail Manager FS and Job Manager’s “hot folder” capabilities.
 - Map incoming files to defined workflows and make minor changes to the workflow for file naming convention or presort configurations.

Problem – File Processing

- Data Processing has a new financial vertical coming online and needs to implement a faster and more secure method of processing static input
- Process needs minimal user intervention for setup and processing

Solution – File Processing

- Address Flow with Architect provides the user an unlimited number of hot folders
- Runs as a Windows service so no logged on workstations
- Provides a web-based UI with user defined users and roles
- Provides load balancing between environments
- Input and Output is managed through an XML configuration file
- Minor data manipulation supports the C# System.String class and methods
- Supports unstructured address lines
- Supports basic presorts as supported by BCC Architect

Problem – Mail Manager Growing Pains

- More Security
- Faster throughput

Solution – Mail Manager Growing Pains

- Demo & Talking point to Ignite

Q&A

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