



Visit www.smartsoftusa.com for a **FREE demonstration of Accumail Gold** or call toll free **888-227-7221** for your **FREE Accumail Gold demonstration CD and product information.**

You'll be surprised how many addresses in your marketing lists are outdated or incorrect.

Visit www.smartsoftusa.com to learn about our other data quality software tools:

- **SmartAddresser 2020: Complete Mailing List Management**
- **SmartAddresser 2020 LT: Direct Mail Management for the Smaller Mailer**
- **Match IT: Sophisticated Duplicate Detection and Data Enhancement**
- **Master Delivery Series: Canada Post™ Approved Direct Mail Management for Canadian Mailing Lists**



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SYSTEM OPERATING REQUIREMENTS
Pentium III or better recommended. Minimum of 128 MB RAM required. Windows 98 or better required. Complete installation requires 325 MB of hard drive space. Hard drive installation increases processing speed. Minimum installation requires 50 MB hard drive space. Accumail Gold options require additional resources. Due to product advances, please contact us or visit www.smartsoftusa.com for current requirements.

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Accumail Gold Modules - Add on Address Power

Delivery Point Validation (DPV) Module

Verify an address exists as a deliverable destination. The DPV Module for Accumail Gold enhances your current ZIP+4 coded mailing lists by bringing data validation to finer precision. DPV accurately determines that mail will arrive at the desired, specific destination.

Early Warning System (EWS) Module

Identify new construction addresses before you mail. The EWS system is used to prevent Accumail Gold from making changes to an address that may actually be new construction and has not been added to the USPS ZIP+4 database.

Residential Delivery Indicator (RDI) Module

Identify business addresses versus residential addresses in your database. Most shipping companies charge a higher price for delivery to a residence. The RDI Module helps make informed shipping decisions by differentiating business delivery from residential delivery.

CAPTURE, CLEAN & CORRECT POSTAL ADDRESSES



Accumail Gold
Address Correction and Data Integrity

Accumail

ADDRESS CORRECTION AND DATA INTEGRITY *gold*

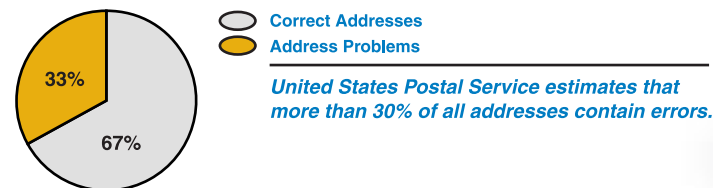
Capture, Clean & Correct Postal Addresses

Accumail Gold: CASS-Certified Address Correction for Server, LAN and Web

Anyone who has worked with address data knows how difficult it is to build an accurate database. All data starts with inevitable misspellings, transposed numbers and omissions that add up to incorrect addresses that cost you a fortune. If the human factor isn't bad enough, U.S. addresses change at the rate of over 8 million per year.

These are not changes when someone moves - these are modifications the U.S. Postal Service makes to delivery addresses. The accuracy of your address data and your ability to stay in touch with customers and prospects evaporates with each passing day.

Wrong Addresses Can Be Very Costly



According to the United States Postal Service, over 30% of all mail is undeliverable as addressed. That means it's delayed, returned, or ends up in the recycling basket. What shape is your list in?

Beyond the cost of the postage, printing, and labor that go into every piece of undeliverable mail, the cost of lost opportunity is staggering.

Accumail Gold Dramatically Increases Deliverability

Accumail Gold compares your addresses against the USPS database of addresses or address ranges in the United States and corrects inaccurate or outdated information. Accumail Gold appends ZIP+4 codes that speed mail delivery and qualify your mail for lower postage rates.

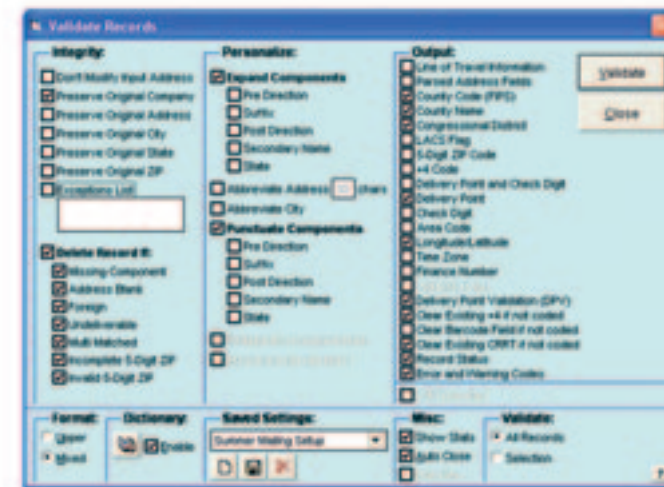
Accumail Gold Uses

A few of the applications that will benefit from address correction include: addresses captured from your website, call center, sales contact databases, CRM, and accounting. Integrate Accumail Gold with any of your enterprises' database applications for transparent address correction.



Accumail Gold Features

- Continuously CASS Certified by the USPS for more than a decade
- Corrects, parses and standardizes every codeable address in your database and adds Carrier Routes, ZIP+4, Line of Travel Information (LOT) and Delivery Point Barcode (DPB), County Name, County Code, and Congressional Code information.
- Identify and analyze un-coded addresses so undeliverable addresses can be corrected.
- Prints USPS Form 3553, standard coding summaries and custom reports.
- Compatible with most database formats including ASCII, dBase, FoxPro, and more.
- Interfaces directly with MS-Word,™ WordPerfect,™ Goldmine,™ ACT!,™ and SalesLogix.™
- Updated monthly or bi-monthly (your choice) to assure you of the freshest address information available.
- Accumail Gold Tool Kits allow easy integration into your address dependent applications.



DIRECT MAIL - Accumail Gold is CASS certified by the Postal Service and is compatible with all popular mail management programs. Address correction is the first step in taking advantage of postal discounts. Here, Accumail Gold is powering SmartAddresser 2020, the complete direct mail software suite from Datatech SmartSoft.



CONTACT MANAGEMENT - Customer Relationship Management (CRM) systems are only as good as the data in them. Accumail Gold is compatible with popular contact management programs and interfaces directly with GoldMine,™ ACT!,™ and SalesLogix.™

BEFORE:	AFTER:
Mr. & Mrs. Larry Sanders	Mr. & Mrs. Larry Sanders
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PRODUCT	DESCRIPTION	PLATFORM
Accumail Gold	Batch cleanup/Single address lookup	Single User Workstation
Accumail Gold Network	Batch cleanup/Single address lookup	LAN - Multi User
Accumail Gold Connections: Developer's API	Batch cleanup/Single address lookup using DLL with samples in Word, C++, Foxpro, Access, VB, more	Non-web, Non-server
Accumail Gold Connections: COM	Batch cleanup/Single address lookup & browse with samples in T-SQL, VB ADO, VBScript/ASP, more	Non-web, Non-server
Accumail Gold Connections: WEB	Real-time single address lookup/Limited batch with COM Object Toolkit, Java Servlet & Dev. API	Web server



ORDER ENTRY - CALL CENTER - Don't take another order without Accumail Gold. Correct and validate customer information as it is entered. Seamlessly integrate Accumail Gold into your order entry system for real-time or batch address correction. Here, Accumail Gold corrects address information in Mail Order Manager.™



WEBSITE - Correct addresses at the point they are freshest - at the point of entry. Website visitors will experience your commitment to customer service by witnessing standardization of their address to postal standards. Let customers know their catalog or package will arrive even faster with a validated shipping address. Your brand is enhanced by superior service.

EXAMPLE - Before and after address correction by Accumail Gold. You can even browse your addresses that didn't receive a correction and find out why. Add County name, Congressional Code, and More!

Choose the Accumail Gold Address Correction Solution That Meets Your Enterprise Needs