



GrayHairSoftware.com

What is Presort Analysis (Predictive Presort) vs What is Presort?

Predictive Presort is the upfront analysis to determine which records are optimal for drop ship, co-palletization or commingling while Presort is the process of putting the mail in the sortation order required for the postal discounts and supplying the supporting paperwork.

Predictive Presort identifies those pieces that could benefit from a presort solution and which presort process would be most beneficial. For example, if you have records going through co-palletization those mailpieces need to be placed in trays and sent to a co-palletization facility to be combined with other trays on to pallets. Mail that is commingled does not need to run through presort software making the above steps unnecessary.

Take control of your third-party production and postage costs

Predictive Presort is a proprietary service that analyzes your mail and divides the records based on the best cost-saving method. This service allows you to better control of third-party production and postage costs. The presort analysis service is available through GrayHair's SelectSolutions cloud-based platform and runs in-line with other applications to provide you a single source for all of your mailing needs.

Predictive Presort has three cost-saving methods available to you, the mailer:

- **Commingle** - This is when a lettershop or printer prepares the mail and then has it transported to a commingle facility to be sorted with other mailers' volumes to potentially qualify a mailpiece at a lower postal rate category prior to induction into the USPS®.
- **Co-Palletization** - This preparation only applies to local entered Standard Mail®. GrayHair reports on the eligible volume. The mail is then presorted according to postal regulations and the co-palletization eligible portion is split off and sent to a co-palletization facility. This mail achieves deeper postal penetration because it is delivered directly to the SCF resulting in improved delivery and discounts.
- **Drop ship** - This mail is presorted to the highest discount rate possible and is presented directly to the USPS for induction reducing duplicate handling. Reducing the amount of handling of a mailpiece lessens the chances of damage to the mailpiece (photographs or credit card scan strips as examples) and reduces the chance of loss or delayed delivery as a result of unnecessary handling through multiple channels/contacts prior to induction into the USPS.

This analysis is made powerful by taking more into account than just postage savings; it factors in the costs of commingling and co-palletization as well as freight and fuel surcharges allowing you to make a fully informed decision that is the greatest benefit to you.

Savings can range from \$8 - \$15 per thousand mailpieces and even higher depending on your mail. You gain full control during every step of your mail's life cycle allowing you to achieve the lowest possible mailing costs. You will also reduce the potential issues, such as damage and loss, which come with mailpiece rehandling.

Here is how the Predictive Presort service works. First, the application captures costs and business rules from your mailing service providers (MSPs). These costs and rules are entered into our proprietary system for analysis. This produces an initial profile and allows each future job to be produced with these costs and rules applied. The mail records are then tagged with the correct mailing method to produce maximum postage efficiency.

The Predictive Presort application, available through SelectSolutions, our cloud-based platform, has 24/7 access to the solution. This provides you the ability to turn the service on or off at the individual job level and another option for total control of your mail.



✦ Key Benefits

Decrease Costs

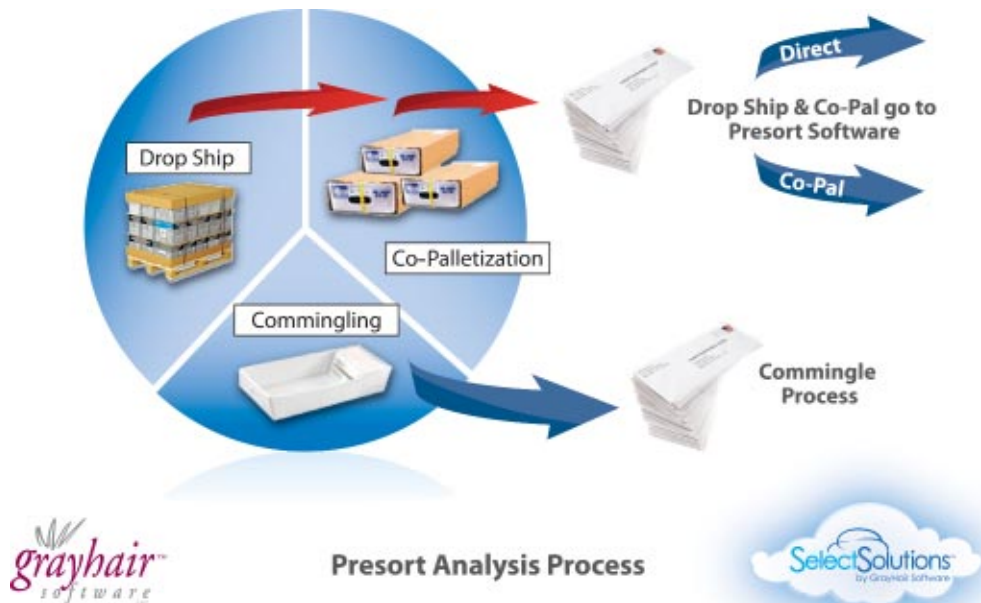
- Analyzes more than postage costs to make a determination
- Align drop-ship opportunities in the analysis with the capabilities of your vendor
- Weighs commingle charges against co-palletization charges in the analysis process
- Reduce potential damage and loss
- Drives the right mail to direct presentment resulting in the lowest pre-mailing handling

Features

- Based on your cost information
- Set saving thresholds so you can focus on the saving opportunities that matter most
- Breaks the data into the right buckets for down-line processing
- Simple to use

Combine & Save

If you used a full presort service in the past and you had multiple smaller mail jobs then you know you were not getting the full benefit of presorting. With GrayHair's Predictive Presort application, smaller jobs can be combined with into a much larger job, which will result in lower postage costs. The application will analyze the smaller jobs and make the right decision on the proper mailing method. With Predictive Presort, you will also be able to set threshold limits, which will move borderline cases into their own separate section and allow consolidation of those smaller jobs into a solution that again will provide what you are looking for – the best postage savings.



About GrayHair Software, Inc.

GrayHair Software, Inc. is an innovator and industry leader in the development of products and services that improve and automate the management of business mail. GrayHair's offerings are delivered via SelectSolutions™, a cloud-based platform that merges Software as a Service with managed services. This customizable set of critical mailing services includes IM® barcode assignment, mail tracking, address quality, presort, mail monitoring services, postage reconciliation and a variety of other mail processing software. GrayHair's ground-breaking solutions are designed by the leading minds in the mail industry and backed by an experienced, dedicated customer support team. For more information, visit our website at www.grayhairsoftware.com.

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