



# MaxCASS Plus

## Product Information

### Reduce Undeliverables • Save Money • Increase ROI

MaxCASS Plus™, Anchor Software's CASS Certified™ solution updates mailing lists and customer databases with the most complete, correct and current address information available from the USPS. Executable as a blazing fast batch process for mailing lists or in real-time mode for quick address lookups, MaxCASS Plus helps organizations stay in touch with their customers.

The USPS estimates that 4-5% of all mail is undeliverable.

Reduce UAA mail to the lowest level possible.

Achieve the lowest possible postage rates by ensuring addresses are accurate and conform to Postal Service™ standards.

Submit mailings at all possible presort discount levels.

Accurate addresses improve deliverability and save postage.

### MaxCASS OS Features

- Process millions of records per hour
- Integrated MaxMover Functionality
- Integrated DPV™, LACSLink®, and SuiteLink®
- Multi-Platform Support
- RDI™ Option
- Geographic Data
- User-Friendly Features & Extensive Reporting
- User-Customizable GUI

Standardization Address Lines:

Standardize and correct city, state and ZIP also  Correct city, state and ZIP only

Standardize coded records only

Address Line Format:

Place the output address in two address lines when possible

Place the output address in one address field, ONLY

Place the output address in one address field and remove secondary address information

Miscellaneous Information:

Standardize, remove extraneous data from the address field(s)

Standardize, keep all data

Upper/Lower Case:

Mix case  Apply intelligent upper/lower casing logic

Upper case  Upper case company name only

Apply intelligent casing logic to name

Custom address matching options:

Use the street address  Use ZIP4 County name if different from ZIP only

Use the P.O. Box  Use abbreviated City Name if available

Use both components (recommended)  Use abbreviated address if available

Company name:

Report heading:

CASS Report files:

CASS Report (3553) file [%DIR%\cassrpt.html]

Project file [%DIR%\cassprpt.html]

Matching file [%DIR%\cassmatchingrpt.html]

DPV file [%DIR%\cassdpvrpt.html]

DPV Report files:

Summary file [%DIR%\dpvsummaryrpt.html]

Footnote file [%DIR%\dpvfootnoterpt.html]

Index Report file [%DIR%\dpvindexrpt.html]

NCOALink Report files:

Summary file [%DIR%\ncoasummaryrpt.html]

Move Date file [%DIR%\ncoamoverpt.html]

Footnote Summary file [%DIR%\ncoafooterpt.html]



## ANCHOR COMPUTER SOFTWARE

Rockville, MD • Phone 800-237-1921 • Fax 240-631-2104

Plano, TX • Phone 972-881-2424 • Fax 972-881-2324

Email: [sales@anchorcomputersoftware.com](mailto:sales@anchorcomputersoftware.com) • P1011

© 2015 Anchor Software, LLC, a non-exclusive licensee of the United States Postal Service®. The following trademarks are owned by the United States Postal Service: CASS, CASS Certified, DPV, eLOT, LACSLink®, NCOALink®, Postal Service, RDI, United States Postal Service, USPS, ZIP, ZIP Code and ZIP + 4, AD#14.06. Anchor Software (Plano, Texas) is a leading provider of data processing software for the direct marketing industry. For more information, visit the Anchor Software website at <http://www.AnchorComputerSoftware.com>.