

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.

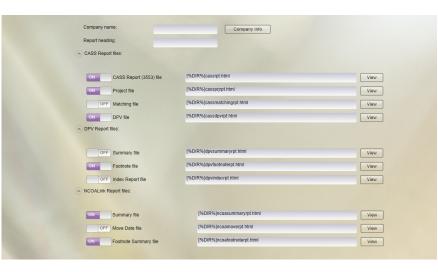
Submit mailings at all possible presort discount levels.

Accurate addresses improve deliverability and save postage.

MaxCASS Plus Features

- Verifies hundreds of millions of addresses per hour
- Integrated MaxMover Functionality
- Integrated DPV[®], LACS^{Link®}, and Suite^{Link®}
- Multi-Platform Support
- RDI™ Option
- Geographic Data
- User-Friendly Features & Extensive Reporting
- User-Customizable GUI

Standardize and correct city, state and ZIP also	OFF Correct city, state and ZIP only
OFF Standardize coded records only	
Address Line Format:	Miscellaneous Information:
Place the output address in two address lines when possible	Standardize, remove extraneous data from the address field(s)
Place the output address in one address field, ONLY	 Standardize, keep all data
Place the output address in one address field and remove secondary address information	ation
Upper/Lower Case:	
Mix case	OFF Apply intelligent upper/lower casing logic
Upper case	OFF Upper case company name only
	OFF Apply intelligent casing logic to name
Custom address matching options:	
Use the street address	OFF Use ZIP4 County name if different from ZIP only
Use the P.O. Box	OFF Use abbreviated City Name if available
Use both components (recommended)	OFF Use abbreviated address if available
Use both components (recommended)	OFF Use abbreviated address if available





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