

# Introducing Bulk Mailer 5

## Powerfully advanced mailing software.

Bulk Mailer 5 breaks new ground in mail list management software. It is a full-featured, powerfully advanced system that will make your mailing operation much more productive. Its superior mailing features cover file management, data exchange, address quality, postal presorting and an unmatched label and envelope designer. This landmark graphical environment features wizard-based processes, templates and 'Live Links' to the Internet.



## Unsurpassed mail preparation.

Bulk Mailer is a full-featured, remarkably productive mailing software package:

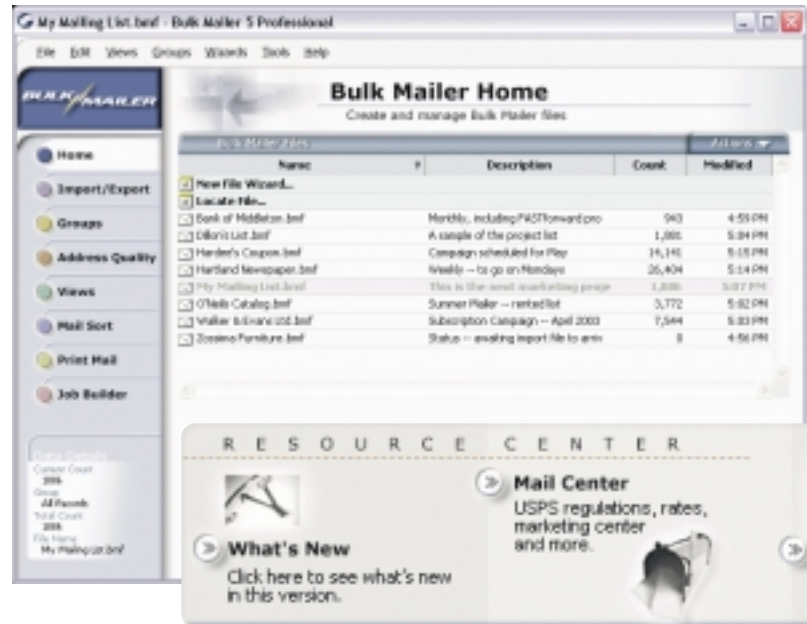
- **PAVE-Certified** – Includes advanced support for First-Class, Periodicals and Standard Mail, including all reports and Postage Statements.
- **CASS-Certified** – Address Correction cleans, standardizes and adds missing ZIP+4 data, along with the USPS Form 3553.
- **Real-Time USPS FASTforward** – Gives you Change-of-Address data BEFORE you mail, in real-time via the Internet.
- **Extraordinary Data Exchange** – Provides easy and powerful importing – and it even copies and pastes between MS Excel!
- **Duplication Search** – Offers a variety of de-duping options to ensure the best results.
- **Job Builder** – This time-saver comes with the Professional Edition.
- **Address Printer Support** – Model-specific features are built-in, giving you the most from your high-speed address printer.
- **Optional Add-Ons** – Choose among Delivery Point Validation (DPV), Package Services sorts, Mixed-Weights sorts, international data sets and more.



### BULK MAILER 5 SYSTEM REQUIREMENTS:

Bulk Mailer 5 will work on any computer running Windows 2000, XP or newer operating system.  
A minimum 128 MB of RAM is required, and 512 MB is recommended.

Bulk Mailer 5 is a breakthrough in mail list management. Inside you will find an incredible array of features – in an amazingly modern package.



Bulk Mailer 5 features a landmark graphical environment.

## Modern, state-of-the-art interface.

Bulk Mailer 5 brings a revolutionary design to the mailing industry.

- **Advanced graphics** – Makes unlocking the power of Bulk Mailer easy.
- **Wizard-based processes** – Makes complicated tasks error-free.
- **Template architecture** – Allows you to save frequently used tasks as reusable templates, saving time.
- **Graphical label designer** – Full graphics, barcoding and mail preparation capability within a cutting-edge designer.

## 'Live Links' to keep you current & informed:

Bulk Mailer 5 is never static – it is designed for the Internet Age.

- **Live updates** – Bulk Mailer 5 will check via the Internet for new versions, and update you automatically.
- **Dynamic Resource Center** – Help and industry information are just a click away.
- **Links to Satori Software** – Send us your feedback – through the use of email and Web site links built into the software.

## Views

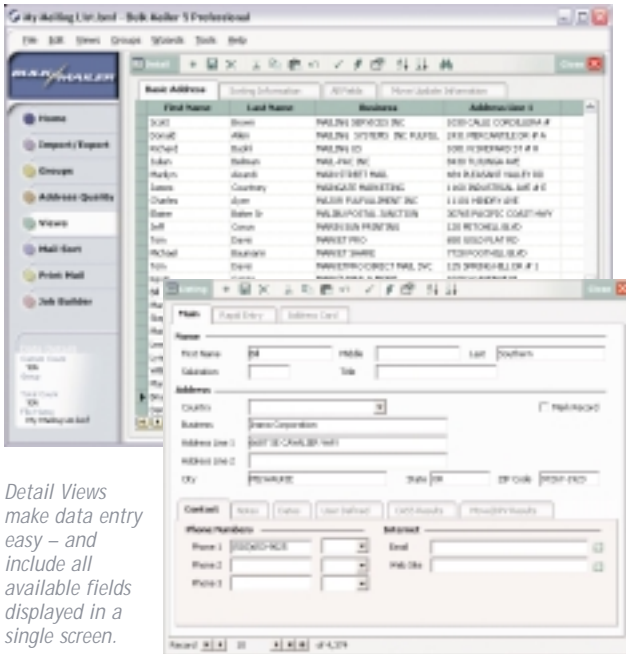
View your records, in List (spreadsheet) or Detail (card) formats

Whether you prefer a spreadsheet look or address card look, Bulk Mailer 5 brings your list to focus. Use List Views to see your entire mailing list all at once – you can even re-sort or cut, copy and paste groups of records from this view. Use the Detail Views to work in a one record, one screen format – handy for data entry.

List Views work like spreadsheets.

- **Displays entire list** – You are able to see your entire mailing list, regardless of size.
- **Easy data manipulation** – You can sort, find or replace easily within this format.
- **Build custom List Views** – The View Wizard allows you to specify which fields and order you wish to display.
- **Copy & Paste with MS Excel** – You can simply copy and paste records (cells) from one application to the other!

List Views allow you to see all of your address records in one screen.



Detail Views make data entry easy – and include all available fields displayed in a single screen.

Detail Views are like address cards.

- **Designed for data entry** – The Detail View makes individual record entry easy and intuitive.
- **Rapid Entry format** – One Detail View is specifically designed for Rapid Data Entry.
- **Easy, organized access to all fields** – All the extra Bulk Mailer 5 fields are presented in an easy-to-access, organized way.

## Address Quality



Increased quality, increased results.

Address Quality is the process of making sure you are using the best data for mailing. Address Correction will clean and validate your list using the latest USPS-certified postal data. Move Update checks your list against the USPS change-of-address database, updating your records with new address information. Duplication Search will find duplicate entries, allowing you to delete the unwanted records.

CASS-certified, Address Correction.

- **Standardizes address data** – Spellings, abbreviations, city names and ZIP codes are all corrected.
- **Adds postal data elements** – Nine-digit ZIP codes, Line-of-Travel data, Carrier Route number, delivery points and other items are added.
- **Qualifies mail for lowest rates** – CASS-certification qualifies your mailings for the lowest possible postage rates.
- **Prints Form 3553** – Each CASS-certified process includes a facsimile of the USPS Form 3553.
- **Optional Delivery Point Validation** – DPV validates down to the delivery point level returning a 'yes/no' response for any mailing address.

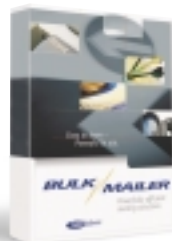
Move Updating, using FASTforward data.

- **Change-of-address updates via the Internet** – Use a built-in capability to update your addresses in real-time, using the latest USPS FASTforward data.
- **Updates your list before you mail** – By getting your move update information before you mail, you save on wasted postage, brochures and opportunities.
- **Meets USPS ACS requirements** – FASTforward meets the USPS FCM presort requirement for processing your list with an approved address update tool.



Duplication Search and Elimination:

- **Multiple search options** – You can choose among many search methods and combinations of fields. Using more than one method ensures better results.
- **Saves Money** – Removing duplicates saves on wasted postage, brochures and lost opportunities.
- **Avoids embarrassment** – Sending multiple pieces to the same recipient is embarrassing.



INTRODUCING

**BULK MAILER**

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## Import / Export

Data exchange has never been easier.

Bulk Mailer 5 is designed to share data, and because it's all based upon an intuitive, wizard-based architecture you will find importing or exporting to be remarkably easy. The added ability to save templates means that you can reuse custom settings, automating many of your recurring tasks.

Share a wide variety of data – with no hassles.

- **Handles almost any format** – Files that can be imported into Bulk Mailer 5 include:

Comma delimited  
Tab delimited  
Fixed Length  
dBase  
MS Access  
MS Excel  
XML



- **Extended Excel support** – You can even Copy & Paste data between Excel and Bulk Mailer!
- **Friendly data previews** – Before importing, you can preview the data easily, by record or by field.
- **Intelligent field mapping** – Point and click field mapping is intuitive and fast. It will even 'guess' first.

## Groups

A modern query-builder, surprisingly easy to use.

Use Bulk Mailer 5 to select groups of records from your mailing list, using predefined Groups or those that you build yourself. When building your own, our Group Wizard makes defining, editing or saving your search and sort criteria straightforward and easy.

Select any group of addresses from within your list, easily.

- **Set criteria on any field** – Start by choosing a Field (e.g. "City"), add a Condition (e.g. "Equal to") and a Value (e.g. "Charleston").
- **Use more than one criteria** – Add additional Criteria to make more complex Groups.
- **Define sort order** – The results of your Group can be displayed in sorted order, defined by you.
- **View the results** – Every Group can be chosen at any time, and it will instantly affect the open Bulk Mailer 5 list.
- **Comes with predefined Groups** – Predefined Groups include 'All corrected records', 'All uncorrected records', 'All Move Update records' and many more.

## Mail Sort

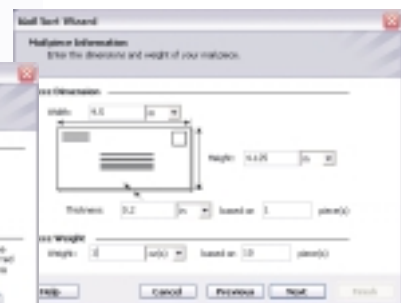
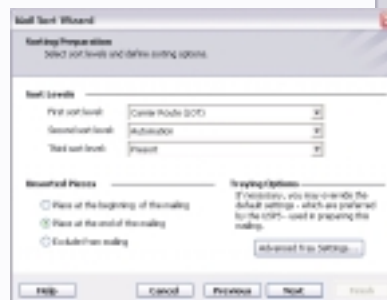
Full-featured, USPS PAVE-certified postal presorting.

Bulk Mailer 5 will sort your mail for the lowest possible postal rates. It will print the barcoded sack and tray tags and all required USPS printed documentation you need to mail. Best of all, since the presort process is wizard-based, using it is easy for everyone, whether you are a novice mailer or seasoned expert.

Complete postal sorting and reports.

- **First-Class, Periodicals & Standard mail** – First-Class, Periodicals and Standard Mail USPS PAVE-certified sorts are included.
- **USPS documentation & reports** – Reports include required USPS standardized documentation and realistic facsimile of the Postage Statements (e.g. PS Form 3602, 3541, 3600).
- **Sack/Tray tags** – All sack or tray tags for your mailings are printed, including barcodes on the tags.
- **Entry point discounts** – Support for SCF, BMC, ADC and DDU entry point discounts is included.

- **Advanced sort options** – Optional settings to control minimum or maximum pieces per container.
- **Handles multiple mailing permits** – You can add and save as many mailing permits as you like.
- **Optional Package Services & Mixed Weight Sorts** – Bulk Mailer 5 offers these sorts as options.



Wizard-based set up & reusable templates.

- **Makes it easy** – Complicated processes benefit most from the use of wizards.
- **Save templates** – Like other areas in Bulk Mailer 5, you can save your settings as reusable templates, saving time on recurring jobs.



The Mail Sort Wizard features a series of step-by-step screens.

## Print Mail

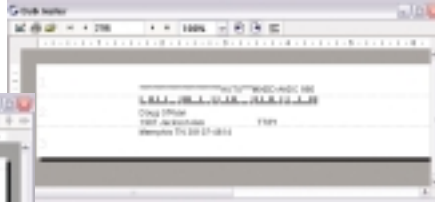
### State-of-the-art, graphical label & envelope designer.

The Bulk Mailer 5 label designer is a technologically advanced engine that empowers you and your printer. It includes address-printing specific features such as barcoding, optional endorsement line, compressed fields and an intelligent address block. It also includes support for graphical objects such as importing images (like your logo), various drawing tools (such as lines, rectangles, circles) and colors.

*When using a high-speed address printer, you can see the print stripes of each printer cartridge.*



*The Label Designer includes full graphics support.*



### Our 'Print Stripe' feature gives even more control.

The Label Designer can recognize and display cartridge head positions on your specialized address printer.

- **Allows pin-point placement** – The Print Stripe capability makes it easy to locate your objects within the print zones of your address printer cartridges.
- **Supports most popular models** – Once you select your printer model, the Print Stripe feature is available for your template.

### Built-in support for high-speed address printers.

You are even more productive when it's combined with a specialized, high-speed address printer.

- **Direct impression printer support** – Bulk Mailer 5 is designed to support all popular models of high-speed printers including:
  - RENA/FP
  - Bryce/Pitney
  - Datatech/Secap
  - Accufast/Freehand
  - Astrojet
  - Plus others
- **Optional print file output** – For machines that require this, Bulk Mailer 5 can output your presorted list to a print file.

### Modern, first-class layout design tools.

Unlike other packages, the label designer in Bulk Mailer 5 is in a class by itself.

- **Supports labels, envelopes and address printers** – When designing your formats, the Print Mail wizard supports labels, envelopes and address printers.
- **Intelligent address block** – Automatically manages formatting issues such as optional endorsement line, barcodes and empty field compression.
- **Edit and Preview modes** – You can switch back and forth from an Edit and Preview (all records) mode.
- **Field placement properties** – Includes optional settings, such as print on only First, All or Last within a sort group.
- **Field format properties** – Includes options such as All Caps.
- **Full-featured graphics** – Includes many tools and options. Great for logos, mailing permit and return addresses.
- **Plus much more** – Grids, package spacers, color and more.

## Job Builder

### Combined tasks and scheduled processing.

Job Builder, a feature of Bulk Mailer 5 Professional Edition, adds the capability to script a job with a sequence of tasks. The tasks are based upon templates that you have already built.

### Build a Job based upon a series of tasks.

- **Makes Job building easy** – The way the Job Wizard is designed, building Jobs and saving templates is very easy.
- **Choose from many tasks** – Your Jobs can include an endless variety of tasks:
  - Choose or create file
  - Run Address Correction
  - Run Move updating
  - Select Group
  - Search/remove duplicates
  - Sort records for mailing
  - Print labels/envelopes
  - Export data
- **Interactive options** – Each task can be individually selected to pause after completion.
- **Saves time** – Define the Job and walk away until each step is finished.
- **Easy to edit** – Because it is wizard-based, you can open a Job template and easily make changes.

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**Satori** Software

### Bulk Mailer 5 Standard Edition:

Bulk Mailer 5 Standard Edition is perfect for small to medium size organizations. It handles lists up to 5000 addresses, and the Move Update\* is available as an add-on.

### Bulk Mailer 5 Professional Edition:

Bulk Mailer 5 Professional Edition is the choice for large volume mailers. This version has no record limit, includes Move Update\*, Job Builder and the ability to add additional modules (such as DPV, Mixed Weight Sorts, Package Services, International data sets and more).

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