

Please, Mister Postman...

Intra-Mail Network (IMN) Receives the United States Postal Service®

Best in Class Innovation Award

At the recent National Postal Forum, the Postal Service honored IMN with the prestigious Innovation Award for its innovative use of technologies and automation within the college and university sector to increase mail center productivity and mail deliverability. The Innovation Award is made to select companies that stand out to the Postal Service as implementing new technologies and best practices to maximize efficiencies in the mail value chain. IMN was recognized among an elite group of award recipients at the forum, which was attended by hundreds of mailing industry professionals.

"USPS sorts to the last residential mile but not to the last mile on campus," explained IMN President and University Advocate, Michael Sanders. IMN developed the solution for that mile, offering business mailers delivery point sequencing to campus addresses. Non-standard, individualized campus address formats present particular problems for business mailers. The unique routing schemes often render business mail to university faculty, staff and students undeliverable or undesirable in the campus mail center because of time consuming sorting requirements. Frequent student moves also make addressing a challenge, compounding mail delivery problems.

IMN uses proprietary software to match a mailer's address list to unique campus routing schemes, reducing undeliverable campus addressing and expediting delivery through campus mail centers. IMN converts massive unsorted commercial mail into presorted bundles. Within each bundle or package, IMN numerically sequences the mail according to a mail center's delivery route or order. "Basically it's DSF, PAVE, CASS, and line of travel all rolled into one," Sanders says.

Letter mail arrives in customized Priority Mail® Packages co-branded by IMN and the United States Postal Service. All a university has to do is deliver the presorted Campus-Class™ Mail directly to the campus mailboxes. The IMN mail receives preferred delivery reaching the intended customer quickly and efficiently and at no additional postage cost for the service.



IMN already has nearly 150 participating colleges and universities. Schools provide address formats and delivery order (no individual names) to IMN, which it uses to coordinate with mailer addresses. Along with the efficiencies from better addressing and sequencing, colleges and universities earn revenue for every piece of Campus-Class™ Mail it processes which further enhances the attractiveness of the IMN service.

IMN is a privately held company offering presorting software solutions since 1999. The company is unique in its ability to provide expert assistance with respect to mail delivery - from address cleansing and list validation to the proper sorting of publications and letters.

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