



Mailing

Compliance and customer privacy are critical.

A16726	A16758	A16768	A16778	A16788	A16798	A16808	A18078	A18088	A18098
A16808	A16818	A16828	A16838	A16868	A16878	A18128	A18158	A18168	A18178
A16888	A16898	A16908	A16918	A16928	A16958	A18208	A18218	A18228	A18258
A16968	A16978	A16988	A16998	A17008	A17018	A18288	A18298	A18508	A18518
A17028	A17058	A17068	A17078	A17088	A17098	A18568	A18578	A18588	A18598
A17108	A17118	A17128	A17158	A17168	A17178	A18628	A18658	A18668	A18678
A17188	A17198	A17208	A17218	A17228	A17258	A18708	A18718	A18728	A18758
A17268	A17278	A17288	A17298	A17508	A17518	A18788	A18808	A18818	A18848
A17528	A17558	A17568	A17578	A17588	A17598	A18868	A18878	A18888	A18898
A17608	A17618	A17628	A17658	A17668	A17678	A18928	A18958	A18968	A18978
A17688	A17698	A17708	A17718	A17728	A17758	A19008	A19018	A19028	A19058
A17768	A17778	A17788	A17798	A17808	A17818	A19088	A19098	A19108	A19118
A17828	A17858	A17868	A17878	A17888	A17898	A19168	A19178	A19188	A19198
A17908	A17918	A17928	A17958	A17968	A17978	A19228	A19258	A19268	A19278
A17988	A17998	A18008	A18018	A18028	A18058	A19508	A19518	A19528	A19558

Mitigating risk by protecting customer information.

No matter what industry you're in, your customers expect that you will prevent the wrong information from getting in the wrong people's hands.

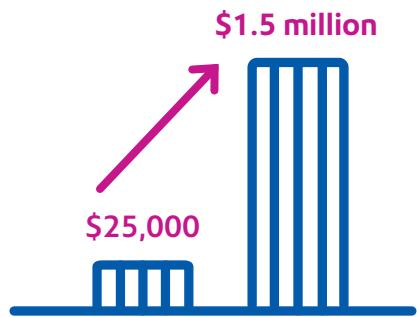
Organizations face a growing need to comply with new laws and industry regulations that govern protection of private customer information. These regulations and penalties must be adhered to, regardless of a business' size. Businesses can spend upwards of millions of dollars to protect their digital private customer information. All too often, safeguards of this level are not extended to private customer information sent in the mail.

With each and every effort, you need to prove your processes are accurate. No matter what industry you're in, your customers expect that you will prevent the wrong information from getting in the wrong people's hands. To make this happen, you need an easier, more secure way to protect your printed customer information... and be able do it every time.

Failure to properly ensure that your private customer information is protected can lead to:

- Financial penalties such as fines or litigation.
- Bad press coverage impacting company value.
- Organizational inadequacies that become exposed to the market.
- Customer degradation of trust, loss or reputation.

Compliance laws and regulations are becoming more complex. Fail to follow and you might have to deal with:



Fines for HIPAA violations can range from \$25,000 to \$1.5 million.¹



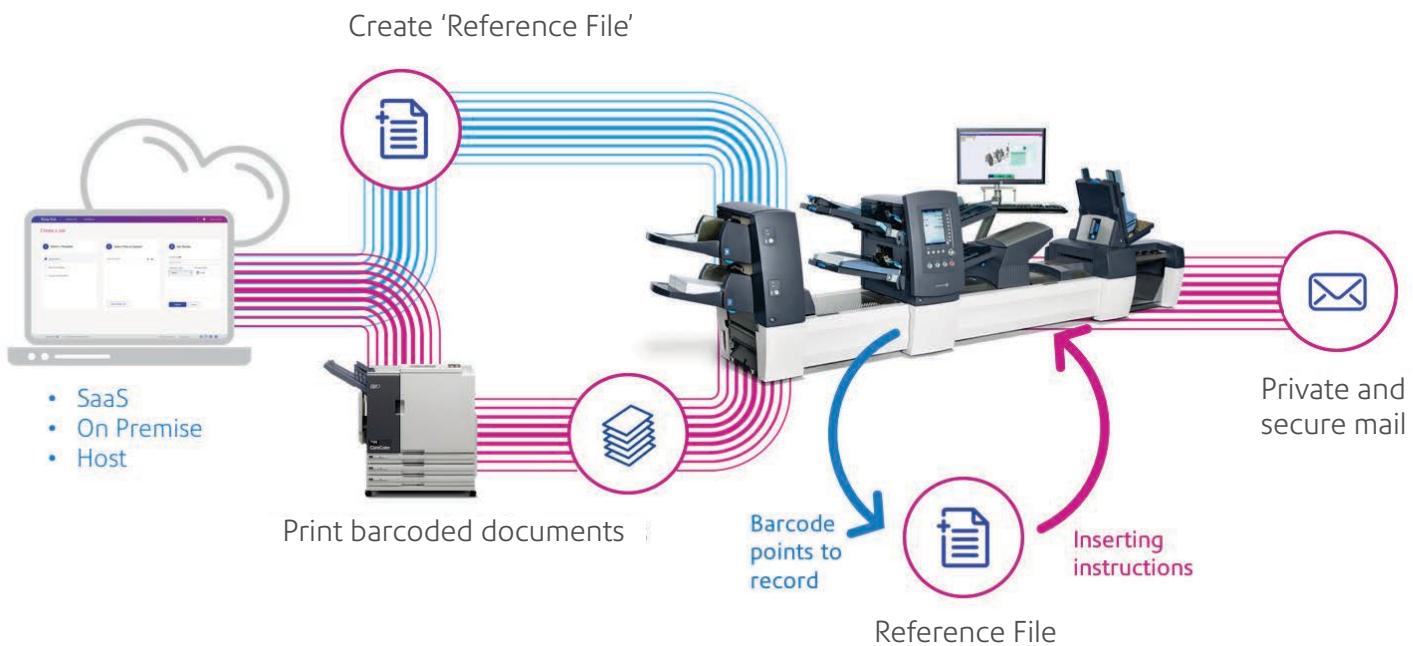
GLBA violations can be \$10,000 per incident plus mandatory annual audit.¹

¹ <https://www.ama-assn.org/practice-management/hipaa-violations-enforcement>

When doing it perfectly isn't good enough, prove it with file-based processing.

Our file-based processing technology tracks every page of a customer's document and provides precise reporting, all the way down to an individual recipient level. File-based processing is designed to not only ensure a customer's mail

piece is assembled correctly, but also provide the details that prove it. Because the disposition of every page is recorded, you are able to fully recreate and evidence a mailing event at a future date should the need ever arise.



How does it work?

Our software tools can use either your existing print streams or compose documents from your data inputs to create a 'Reference File.' This Reference File contains detailed information on each page of a mailing. The software then adds barcodes to the customer documents before they are printed. As a page is fed through the

inserter, the barcode is scanned. The barcode refers to a record in the Reference File, which gives the inserter precise instructions on how to handle the customer's document. As mail is processed, the inserter is able to immediately report on finished customer documents, mail pieces still in-process and even customer mail pieces still to come.

As a Pitney Bowes Authorized Partner, let us help you succeed in this complex environment. Pitney Bowes solutions are designed to mitigate risk when communicating private information to your customers.

The importance of using a Reference File.

The Reference File provides information and reporting that a standard barcode alone can't deliver. Rather than relying on a barcode for instructions on how to fold and insert your documents into envelopes, our Reference File contains digital instructions about every page of a mailing. The best part is that the Reference File is composed directly from information already in your documents, meaning there's nothing extra you need to do.

ACCOUNT SUMMARY

Account Number:	XXXX-XXXX-XXXX-0000
Previous Balance:	\$2,342.87
Payments, Credits:	\$25.00
Purchases:	\$126.63
Cash Advances:	\$0.00
Fees Charged:	\$0.00
Interest Charged:	\$24.22
New Balance:	\$2,468.72

PAYMENT INFORMATION

New Balance	\$2,468.72
Payment Due Date	03/10/2016
Past Due Amount	\$0.00
Minimum Payment Due	\$60.00

Go Green
Sign up for E-Billing
SkyLimitFakeSite.com/green

ACCOUNT ACTIVITY

Date of Transaction	Merchant Name or Transaction Description	\$ Amount
2/10	Payment - Thank you	25.00
1/22	Mario Hotel	244.12
1/23	Starboard Coffee	5.73
2/1	All Clean Drycleaners	45.10
2/2	Starboard Coffee	4.26
2/4	Lunch-And-Go	32.98
2/5	Café Au Lait	18.12
2/7	LaLa Gas	20.44

Detach and enclose this coupon with your payment and allow 5-7 days for mailing to ensure payment is delivered by due date.

Manager your account online: SkyLimitFakeWebsite.com Customer Service: 1-800-555-0000 Mobile: Download our mobile app today!

SkyLimit
No Limits

DONNA THOMAS
66 COW PATH DR
STAMFORD, CT 06902

Barcode points to record number (00004)

01. Your existing document without any changes

When you have a file to refer to, your inserting machine knows which document it is handling. For example, the Reference File knows the 8 pages currently in process belong to John Doe, who lives on 123 Main Street, and that there are 4,324 pages left in the mailing. Without the ability to check a Reference File, your document security is limited to the information poured into the barcode. The Reference File is the key to moving from "getting it right" to "proving that its right."

02. Reference File raw data	
0000000000001035234567890123456789E	00000000000MS AUDREY TAZA ANYTOWN, MD 21229
8 Ramsbury Street	
8 Ramsbury Street	
X	
0000000000002035234567890123456789E	00000000000Mr MARTIN CAMPBELL KILMORE, VIC 3764
79a Albert Street	
X	
0000000000003035234567890123456789E	00000000000Mr STEVE HALLS RINGWOOD NORTH VIC 3134
44 Goldsmith Ave	
44 Goldsmith Ave	
X	
0000000000004035234567890123456789E	00000000000Ms DONNA THOMAS STAMFORD, CT, 06902
66 Cow Path DR	
66 COW PATH DR	
X	
0000000000005035234567890123456789E	00000000000Mr OSCARE TUCK LALOR VIC 3074
2 Edmonson Street	
2 Edmonson Street	
X	
0000000000006035234567890123456789E	00000000000Ms JUNE WIMBATTY LALOR VIC 3075
109 Casey Dr	
109 Casey Dr	
X	
0000000000007035234567890123456789E	00000000000Mr BRIAN WILSON PRESTON VIC 3072
29 Banwell Street	
29 Banwell Street	
X	
0000000000008035234567890123456789E	00000000000Mr C Nohotel CRAIGIEBURN VIC 3064
6 Birch Court	
6 Birch Court	
X	
0000000000009035234567890123456789E	00000000000Ms K Magundburt HOPPERS CROSSING VIC 3029
5 Denve Court	
5 Denve Court	
X	
0000000000010035234567890123456789E	00000000000Ms C Katt EPPING VIC 3076
2/26 Lotion Terrace	
2/26 Lotion Terrace	
X	

Name / Street Address / City, State, ZIP

Choose the right file-based solution for your business.

Pitney Bowes designed their file-based solutions to help ensure that every document is treated with the same level of scrutiny, regardless if you're sending communications using physical mail or digital, producing them in-house or outsourcing your production.

01. Produce mailings yourself with a Pitney Bowes folder inserter.

Powerful file-based processing capabilities can be seamlessly added to the Pitney Bowes Relay 5000 to 8000 Inserting systems. The Relay® inserters provide you with fast and flexible automated folding inserting plus the added power of privacy protection featuring file-based processing.

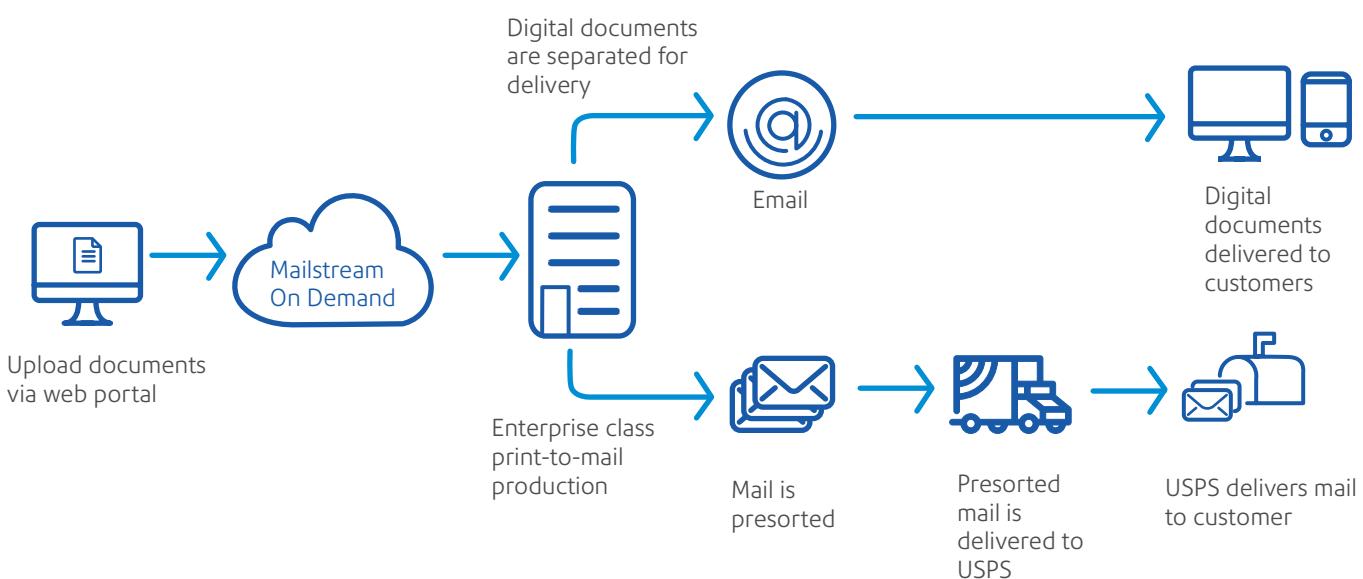


Now you can print and mail right from your desk.

02. Choose a proven service to produce your mailings.

In addition to providing the tools to help our clients maximize their customer communications in their mailrooms, we understand the challenges you face when managing the costs and complexities around producing mail yourself. That's why Pitney Bowes created Mailstream On Demand.

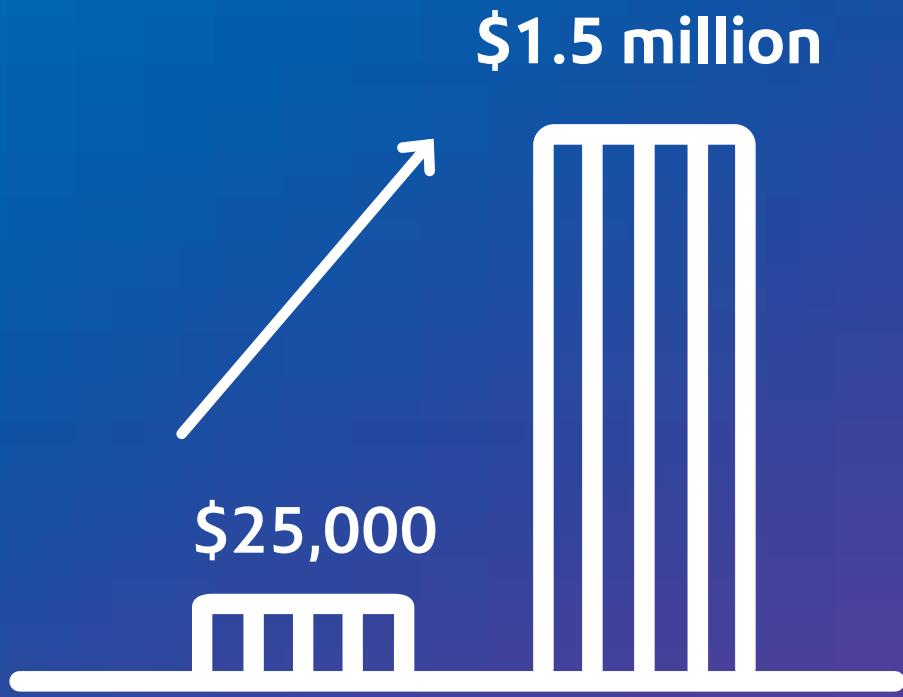
Now, you can print and mail right from your desk. Plus, choose to outsource all—or just some—of your communications during peak periods. All mailings produced using Mailstream on Demand are created in a full file-based processing infrastructure, giving you the peace of mind that your critical customer communications are being expertly handled.



With Mailstream on Demand, you can:

- Increase output without worry. Mailstream on Demand is scalable to meet future needs.
- Easily transition paper to email with our digital sending options.
- Gain instant insight to your document production and delivery.





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Pitney Bowes

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Stamford, CT 06926-0700

