

The essential resource for improved transactional address quality.

Losing customers to competitors is bad enough; losing them to flaws in your own records is more than any company should have to handle. The smallest database errors can cut you off from clients and turn your hottest prospects ice cold. Fortunately, one solution can help.

The ZIPFOURce API from BCC Software helps eliminate database dead ends by confirming addresses as they enter your system, and reducing internal data errors before they can cause serious problems. Employing USPS® CASS Certified™ software technology and BCC's three decades of experience in data-management solutions allows your company to enjoy unbeatable address quality, and an open channel linking your business to the contacts you want to cultivate.

Once integrated into your current address-maintenance system (including many Web-based applications and Customer Relationship Management programs), ZIPFOURce becomes a gateway to USPS address information that can make a big difference to your operations. Records are matched and standardized at the point of data entry, and essential ZIP + 4® codes, postal carrier route and delivery point information are provided as well. Other useful details are also available, including case conversion, Geocoding features (latitude/ longitude), county information, and even U.S. Congressional districts.



Besides flagging non-matching addresses, ZIPFOURce even supplies possible reasons why they may be undeliverable—in the process, giving you more tools to ultimately reconnect with lost contacts. You'll also enjoy reduced undeliverable mail and shipping costs, and greatly increased delivery speed and accuracy.

Why let outdated or incorrect records come between you and your clients and prospects? Let ZIPFOURce clear the highest bad-data hurdles, and save you time and money. Only from BCC Software.

ZIPFOURce: Good news for bad data.

As sales and customer service data degrade, so does your ability to connect with current and future clients. ZIPFOURce adds to your front-end process what was once considered a back-office concern: address data standardization and matching, seamlessly integrated with many CRM and Web database applications.

Enhanced USPS Functionality

- **Delivery Point Validation:** Uses USPS DPV® technology to reveal whether an address listed in the ZIP + 4 database is actually recognized by the USPS as a deliverable destination.

- **LACS^{Link}®:** Updates rural-style addresses to city-style formats, or re-names/renumbers city-style addresses that may have been changed by local governments.

- **Residential Delivery Indicator (option):** BCC's interface to USPS RDI™ technology identifies residential delivery points, allowing informed decision-making when choosing a parcel shipper.

- **Suite^{Link}™ (option):** improves business address data by adding known secondary (suite) details, allowing USPS delivery sequencing where it would not otherwise be possible.

Available Reports

- PS Form 3553 (CASS™ Summary)
- PS Form 3553 (Summary Page Report)
- National Deliverability Index
- LACS^{Link} Processing Summary Report

Advantages

Reduced Return Mail

- Greater labor and shipping economy
- Stronger customer relationships

Enhanced Data Management

- Geocoding provides valuable latitude/longitude information
- County information and congressional districts available
- Entry-point address matching increases credit card transaction security and economy
- Enables improved point-of-entry data collection (live, Web, telephone, coupons)

Cost-Effective API

- Integrates quickly and easily into most central-data applications
- Pay one price for unlimited users

Technical Information

- Available interfaces include: Win32 API, COM object, .NET 1.1 class
- Interfaces work with programs written in C++, C#, Cold Fusion, Delphi, MS Access, MS SQL, Java, VB, .NET, and scripting languages (VB Script, ASP, etc.)

Recommended System Configuration

Operating System: Windows NT 4.0 (Service Pack 6) / 2000 / XP® (must support long file names)

Processor: Pentium II® 450 MHz or higher

Available Disk Space:

625 MB — ZIP + 4 data

270 MB — Geocoding data

560 MB — DPV data (optional)

250 MB — LACS^{Link} data (optional)

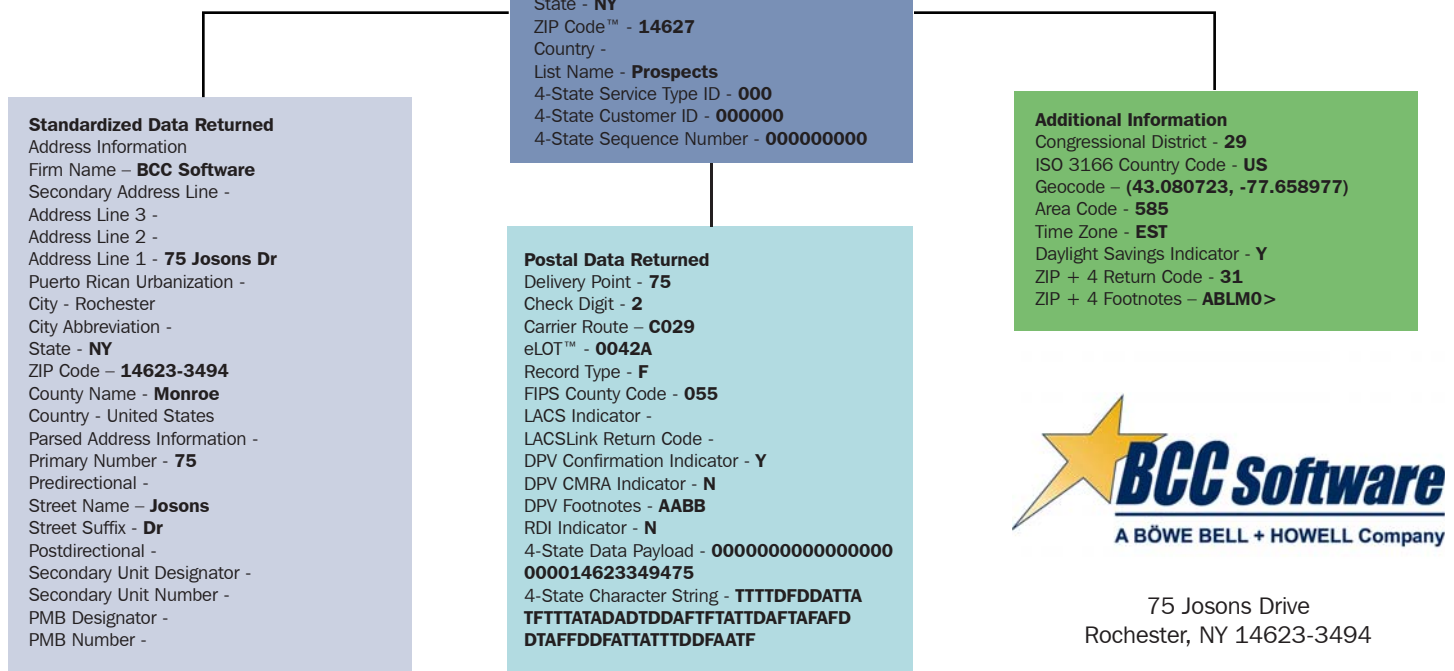
16 MB — RDI data (optional)

RAM: 128 MB (or higher)

Optical Media: CD-ROM drive

Printer: When used to print reports and Postal Statements (if needed), ZIPFOURce is compatible with any printer with a full-function Windows driver, and with most common mail-production printers without this driver.

Other: MAPI compliant e-mail / Web



Input Data Submitted
 Firm Name – **BCC Software**
 Secondary Address Line -
 Address Line 3 -
 Address Line 2 -
 Address Line 1 - **675 joson**
 Puerto Rican Urbanization -
 City – **Rochister**
 State - **NY**
 ZIP Code™ - **14627**
 Country -
 List Name - **Prospects**
 4-State Service Type ID - **000**
 4-State Customer ID - **000000**
 4-State Sequence Number - **000000000**

Standardized Data Returned
 Address Information
 Firm Name – **BCC Software**
 Secondary Address Line -
 Address Line 3 -
 Address Line 2 -
 Address Line 1 - **75 Josons Dr**
 Puerto Rican Urbanization -
 City - Rochester
 City Abbreviation -
 State - **NY**
 ZIP Code – **14623-3494**
 County Name - **Monroe**
 Country - United States
 Parsed Address Information -
 Primary Number - **75**
 Predirectional -
 Street Name – **Josons**
 Street Suffix - **Dr**
 Postdirectional -
 Secondary Unit Designator -
 Secondary Unit Number -
 PMB Designator -
 PMB Number -

Postal Data Returned
 Delivery Point - **75**
 Check Digit - **2**
 Carrier Route – **C029**
 eLOT™ - **0042A**
 Record Type - **F**
 FIPS County Code - **055**
 LACS Indicator -
 LACSLink Return Code -
 DPV Confirmation Indicator - **Y**
 DPV CMRA Indicator - **N**
 DPV Footnotes - **AABB**
 RDI Indicator - **N**
 4-State Data Payload - **0000000000000000**
000014623349475
 4-State Character String - **TTTTDFDDATTA**
TFTTTATADADTDDAFTTATTTDAFTAFAFD
DTAFFDDFATTATTTDDFAAFT

Additional Information
 Congressional District - **29**
 ISO 3166 Country Code - **US**
 Geocode – **(43.080723, -77.658977)**
 Area Code - **585**
 Time Zone - **EST**
 Daylight Savings Indicator - **Y**
 ZIP + 4 Return Code - **31**
 ZIP + 4 Footnotes – **ABLMO>**



75 Josons Drive
 Rochester, NY 14623-3494

The following are trademarks owned by the United States Postal Service®: CASS, CASS Certified, DPV, eLOT, LACS^{Link}, RDI, USPS, United States Postal Service, ZIP Code, and ZIP + 4. This list is not exhaustive of USPS trademarks. BCC Software is a non-exclusive licensee of the United States Postal Service for LACS^{Link}, DPV and RDI. When utilizing RDI data to determine parcel shipping costs, the business decision on which parcel delivery company to use is not made by the USPS or the United States Government. Prices for BCC products and services are not established, controlled or approved by the USPS or the United States Government. **AD#31.06**

For more information
 call **800.453.3130**
 e-mail **info@BCCSoftware.com**
 or visit **www.BCCSoftware.com**