



P.J. Green Looks to the Future

Disillusioned by a Vendor's Expanding Prices and Shrinking Support, a High-Volume Printer/Mailer Finds a New Partner: BCC's Mail Manager Full Service

PJ Green, Inc., is an 80-year-old mailing and fulfillment company that handles millions of pieces of mail each month from its headquarters in Utica, NY. The firm's biggest clients are professional printers and colleges and universities, with high-volume Standard Mail® jobs that require speed, efficiency, and the certainty of optimized postal discounts.

As a longtime customer of Postalsoft® products (currently owned by SAP), PJ Green began to have difficulty justifying rising costs and diminishing customer support. "It was worrisome," said Kerry Gradel, Officer / Application Analyst. "I wouldn't even call and ask for help any more. When I did call, I would wait for what seemed like forever. Eventually I just couldn't take it any more."

The time had come for a change, she decided, and two criteria were key in her decision for a replacement. First, the provider had to be able to deliver ample support as needed. Second, their Move Update offerings—a vital consideration in today's address quality-conscious mailing industry—had to be complete, well planned, and easy to use.

P.J. Green's new provider had to be able to deliver ample support as needed, and their Move Update offerings had to be complete, well planned, and easy to use.

BCC Software: The Full Service Solutions Provider

Gradel had been aware of BCC Software for some time, and recent contact with the company prompted her to consider switching to BCC's new Mail

At a Glance

Client

- P.J. Green, Inc.

Headquarters

- Utica, NY

Specialization

- Printing & Mailing Services

BCC Solution Set

- Mail Manager Full Service (Network Version)
- FSP Unlimited NCOA^{Link} License
- TrayMate 3 Thermal Printer
- Track N Trace® OneCode Confirm® Service

Manager Full Service™ software, a comprehensive mail-processing suite specifically configured for high-volume throughput.

Built on the core technology foundation of BCC's Mail Manager 2010™ software, Mail Manager Full Service provides integrated support for the Full Service Intelligent Mail® barcode, advanced Mail.dat generation and updating capabilities, total palletization and job-automation functionality, and more. A proprietary address matching engine ensures optimal match rates and processing speeds dramatically higher than the standard engine developed by the United States Postal Service®.

Most significantly for major mailers feeling let down by other longtime providers, BCC's 30-year industry presence and a singular corporate-wide

dedication to mailing technology solutions make it a company in which users can have faith.

For Gradel, that faith was rewarded with a smooth transition experience. For the initial installation, two members of the BCC Software Professional Services team came to Utica to assist Gradel's team in moving over to Mail Manager Full Service. One BCC team member "came for a day and just sat with me, to see what we were doing and how he could help," she said.

Her trust in these senior BCC personnel has led her to contact them directly on specific software issues, even long after the initial installation.

BCC Data Services: Address Correction Made Easy

With the new Move Update requirements handed down by the Postal Service™, BCC Software's FSP Unlimited option—providing a year of USPS NCOA^{Link®} FSP processing—was too good to pass up, Gradel added. BCC's swift turnarounds on FSP processing allowed PJ Green to simply add the process to all mail-processing projects that come in—and at no additional cost to clients, thanks to the option's single, easily budgeted annual NCOA^{Link} fee.

"Data Services has been great with BCC. We've made it mandatory for everyone's jobs," she said. "It helps everyone avoid hassles with the Post Office."

BCC Software: For PJ Green, the Right Decision for the Future

Having added Mail Manager Full Service 10 months ago, PJ Green is already nearing the halfway point toward Gradel's estimate of a two-year ROI on the initial purchase. "We're really pleased," she said. "Switching to BCC was the right decision."



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