

ROCKETHUB

Posters



DocketHUB enables Posters and clients to make considerable savings on bulk and regular mailings without large initial and ongoing IT spend. DocketHUB moves dynamically with the Marketplace, ensuring that the best possible service criteria and expectations are achieved. Developed by industry experts, DocketHUB's Carrier-Independent management Portal is a unique 'must-have' to any Downstream Access user, and is unique in it's delivery of information to RoyalMail and Delivery Agent systems.

'Posters are no longer tied to lengthy contracts with carriers. Now, a poster is able to receive competitive quotes online, for individual mailings.'

Posters have had a limited choice of mail providers in the past. Downstream Access has opened up this market, enabling alternative carriers to offer mail services. This increased competition is dramatically improving service levels and expectations, whilst reducing mail cost and providing predicible delivery timeframes.

DocketHUB enables a poster to switch easily to Downstream Access based services offered by a wider base of mail carriers.. DocketHUB is Carrier-Independent, meaning that Posters do not need to be tied into lengthy contracts with carriers to obtain savings on their mail. Now, a poster is able to receive competitive quotes online, for individual mailings. DocketHUB's management Portal provides facilities for a client to monitor their mailing start to finish, regardless of the Carriers or delivery partners used.

'DocketHUB is an off-the-shelf solution, which integrates seamlessly with your existing systems'

DocketHUB is designed to integrate seamlessly with your existing mailing tools, enabling you and your team to enjoy assurance that DocketHUB follows the strict guidelines set for the Downstream Access market, and Royal Mail.

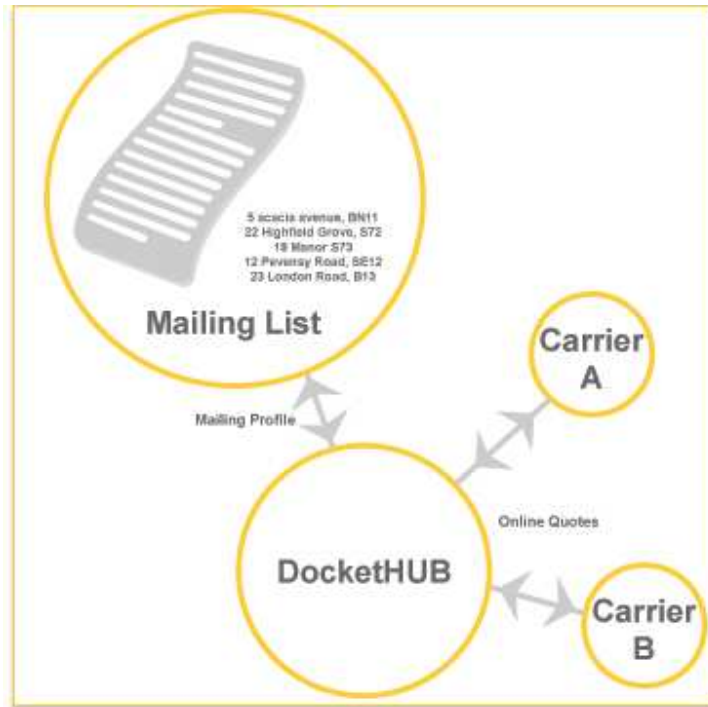
DocketHub saves you money on your mail

DocketHub optimizes your mailing to use Downstream Access, enabling you to take advantage of the cost savings that can be realised by switching from a traditional Mailsort service.

DocketHub is carrier-independent, allowing you to select the carrier(s) that best suit your needs for a particular mailing, whether your driver is cost, quality of service, or both.

DocketHub helps you manage the mailing process, from production to delivery.

DocketHub helps you communicate with your carriers, so you are always informed and in control.



mailing, enabling your carrier to demonstrate to you the quality of service they are providing.

DocketHub makes it easier for you to forecast your traffic volumes, and to monitor your mailing costs.

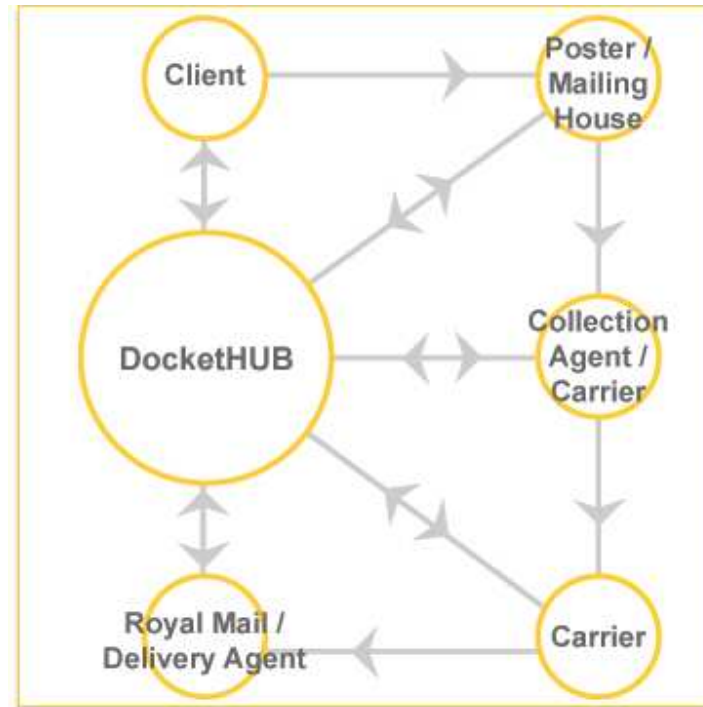
DocketHub makes life easier

By sharing information, carriers are more informed, and better understand the profile of your mail.

DocketHub makes it easier for a carrier to provide you with a price to deliver you mail, tailored to each individual mailing.

DocketHub makes it easier for you to prepare your mail in a way that meets Downstream Access requirements.

DocketHub makes it easier for you to monitor the delivery status of your



Posters

- **Reduce the cost of your mailings**
- **Share information with your carrier**
- **Prepare your Mail**
- **Calculate the cost of your mailing**
- **Work with multiple carriers**
- **Monitor your Mailings**
- **Gain a competitive edge**
- **Reduce operational costs**

Downstream Access is a new way to handle mail

Until recently all letters were collected and delivered by Royal Mail. Using Downstream Access however, other mail operators can assist in the delivery of your contract mail, opening up the mail market to competition. Under Downstream Access, Royal Mail only act as the final delivery agent, You are free to select a different carrier to collect the mail and provide logistics.

What's the difference?

As Royal Mail only provide the final delivery, their costs are less than for current mailsort services. You are therefore able to engage a carrier to provide collection and logistics services at a price that is likely to be significantly less than your current mailsort contract.

What can I save?

Posters that have switched to Downstream Access achieve cost savings immediately, with some major posters anticipating multi-million pound savings per annum compared to their previous mailing expenditure.

What are the benefits?

Downstream Access has several key benefits, including:-

- . A significant drop in the cost to perform the mailing
- . Predictability of when mail will be delivered
- . Greater levels of competition are increasing operational flexibility and driving down cost
- . Improved levels of service and transparency where carriers have implemented mailbag tracking through their logistics pipeline

How does Downstream Access work?

Under Downstream Access, a Carrier or Collection Agent is responsible for collecting the mail from your premises, rather than Royal Mail. The Carrier is then responsible for transporting the mailbag to the destination town (i.e. the carrier provides the logistics leg).

At the Destination town, the carrier hands the bag over to Royal Mail, who act as the delivery agent. Royal Mail then invoices the Carrier the fixed cost for delivery. The Carrier then invoices the poster for the cost of delivery and the cost of the logistics.

What is Customer Direct Access?

Customer Direct Access is similar to Downstream Access, but allows a poster to retain an accounting relationship with Royal Mail. Under this approach, the poster receives one invoice from the carrier for the logistics, and a separate invoice from Royal Mail for the final delivery.

What is Zonal Pricing?

Zonal Pricing is where the cost of delivering a mail item relates to the area that it is being delivered in. i.e. under a Downstream Access zonal contract a mail item to a deep rural address will cost more than an item to an urban address. Each Postcode in the country has been assigned a zone (from A to E) that determines the cost to deliver to that type of location.

This differs from a National Downstream Access contract, where the cost to deliver a letter is set at an average price for the country as a whole, but a mailing must have national coverage.

How does Zonal Pricing help me?

If a poster is astute, zonal pricing provides the poster with opportunities to secure even greater cost savings than simply switching onto Downstream Access. This is one of the benefits of using the DocketHub system to reduce your mailing costs.

What is 'Local 2 Local' mail?

Royal Mail will accept mail at the local Mail Centre from any customer that has been granted a Downstream Access license. Where a mailing consists of a high proportion of local mail, a Customer Direct Access poster could hand that mail directly to the local mail centre, avoiding or greatly reducing the carriers charge for logistics.

This is of particular benefit for posters like Local Authorities, where the mail is predominately local in nature. DocketHub provides facilities to identify and separate any local mail that could be handled in a more cost-efficient manner.

What are the benefits to me of increased competition?

As the mail market deregulates, more carriers will be entering the market, some of which will be offering a national logistics service, and some may offer just a local service in specific areas.

DocketHub provides a means for you to exploit this increased competition and utilise the most cost-effective solution for any specific mailing, rather than being tied into a long-term contract with a single carrier. And as DocketHub is designed as an independent multi-carrier solution, you don't need a different bag labeling system for each carrier you use..

What do I need to do?

In order to access the benefits of this new approach to mail, there are some differences from a traditional Mailsort mailing that you will need to accommodate. For instance each bag must contain a uniquely identifiable bag label, and it's contents must be accurately recorded on an electronic manifest. You must also be able to accurately forecast your mail volumes.

But don't worry - DocketHub has the answer..

Read our further information on Dockethub or alternatively, contact us for more information.