

## DATATECH SMARTSOFT Company and Product Profile

Datatech SmartSoft™ has been creating innovative software solutions since 1968. Our products, including the award-winning Accumail Gold™ address correction software, focus on adding value to your database. Datatech SmartSoft provides enterprise-wide solutions for postal address correction, postal discounts, and duplicate address detection. Every marketing database will benefit from the data updating, correction, and cleansing power of Datatech SmartSoft software.

In January of 1998, Datatech Enterprises purchased the PC mailing products division of Group 1 Software,™ merged our existing software business into the acquisition, and formed Datatech SmartSoft. Group 1 is well known as the preeminent mailing, data cleansing, and database marketing company for mainframe and mid-range platforms. Recognizing the importance of a Windows-based solution, Datatech SmartSoft was formed to focus on mailing, marketing, and data integrity software development.

Now supporting the largest customer base of PC mailing management software users, Datatech SmartSoft has the in-house expertise to keep your direct marketing efforts ahead of the competition. Our programmers, developers, and technical support team are committed to providing the industry standard for support and product development. In addition, the Datatech SmartSoft technical support team has years of experience interfacing our products with most popular direct address ink-jet printers.

## The Products

Datatech SmartSoft's products include some of the most trusted names in the direct marketing industry. Our products range from those that provide pure direct mailing benefits to those that focus on postal address quality and duplicate address detection. One thing is for sure: if your project involves an address, you need Datatech SmartSoft products to mail it, correct it, or de-duplicate it.

## SmartAddresser 2020™ & SmartAddresser 2020 LT™

*SmartAddresser 2020™* is an "all-in-one" professional mail management product, incorporating the most important mail functions of address correction, postal presorting, and address printing. SmartAddresser 2020 also boasts some very impressive data enhancement and marketing features. It is competitively priced with other full-featured mail management software available today, while still supplying a superior feature set.

*SmartAddresser 2020 LT™* is an economical solution designed for the smaller mailer who may not require the extensive feature set of the full SmartAddresser 2020 product. A few of SmartAddresser 2020's comprehensive direct mailing and marketing benefits include:

- Presort for lowest postage rates
- Correct addresses and ZIP / ZIP +4 code
- Produce USPS and marketing reports
- Eliminate duplicate addresses
- Add longitude and latitude
- Append telephone area codes
- Create job scripts
- Merge/purge for data mining
- Design mailing labels including graphics and barcodes



## ProSort™



*ProSort* is perhaps the mailing industry's most proven postal presorting product. Presorting is a necessary step in taking advantage of many postal discounts. ProSort is designed for the mail center that is interested in sorting the addresses, printing the addresses, and getting the mail out the door. Today, many database enhancement functions including address correction (our Accumail Gold) and duplicate detection or data formatting (our Match IT) takes place outside the mail center. This makes ProSort the perfect software for the mailing communications professional. ProSort is compatible with the industry standard data formats including dBase and ASCII and prints all USPS required documentation, tray tags, and barcode labels.

## Accumail Gold™

According to the USPS, over 30% of all mail is undeliverable as addressed. That means it is delayed, returned, or is recycled. Sound expensive? It's worse than you can imagine. Beyond the ever-increasing cost of the postage, printing, materials, and labor that go into every piece of undeliverable mail, there is the very real cost of lost opportunities.

*Accumail Gold* compares your addresses against a USPS database of address ranges in the United States and deciphers inaccuracies or incomplete addresses to correct misspelled street names and inaccurate ZIP codes, cities and states. Accumail Gold appends ZIP+4 codes that speed mail delivery and qualify your mail for lower postage rates. Check out a few of Accumail Gold's specifics

- Continuously CASS-certified by the Postal Service for over a decade
- WIN API, COM, and Web connections application tool kits available
- Direct connections for MS-Word,™ WordPerfect,™ Goldmine™
- Interactive and batch mode address correction
- LAN, Server, and Web versions available



## Match IT™

*Match IT* is the data integrity industry's leading integrated batch duplicate detection software package for the direct marketing professional. It allows you to correct, restructure and enhance data including the generation of correct salutations and proper casing. Further, you can de-dupe and merge/purge data all in one intuitive and simple to use package. Reduce printing, postage, and customer irritation by removing duplicate and near duplicate addresses. Match IT is available in 3 versions: Lite, Plus, and Pro depending on your data enhancement requirements. A sampling of Match IT features include:

- Drag & drop multiple files & matrix processing for merge/purge
- De-duplication
- Data load/conversion
- Salutation generation & proper casing
- Relationship management
- Limited campaign management
- Sophisticated data enhancement
- Address label, file or page output



## How To Reach Us

Datatech SmartSoft has offices in Santa Barbara, Philadelphia, Montreal, and Vancouver. Please contact our sales office for additional information:

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