



FOR IMMEDIATE RELEASE

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## **BCC Software Certified to Offer USPS Suite<sup>Link</sup> Technology Processing as Part of BCC Data Services Menu**

*Mail Manager 2010 users will now receive Suite<sup>Link</sup> processing on every list sent for USPS NCOA<sup>Link</sup> Full Service Provider processing, at no additional charge*

**Rochester, NY** — BCC Software, a BÖWE BELL + HOWELL company and a leading developer of high-performance solutions for professional mailers, is one of the first companies to be recognized by the United States Postal Service<sup>®</sup> as a Suite<sup>Link</sup>™ Certified Software Distributor. Because of this certification, and thanks to BCC's status as a USPS<sup>®</sup> NCOA<sup>Link</sup>® Full Service Provider (FSP) Licensee, mailers now can enjoy the benefits of Suite<sup>Link</sup> processing added to any mailing lists that are submitted to BCC for NCOA<sup>Link</sup> FSP processing.

Access to the Suite<sup>Link</sup> technology product has been added to BCC Data Services via Mail Manager 2010 and Mail Manager 2010 LE, BCC's flagship mail-preparation products, and the free downloadable Data Services Manager application, which connects any mailer (regardless of their mail-prep software choice) to BCC's comprehensive suite of address-updating services.

The Suite<sup>Link</sup> product helps further cleanse business addresses during NCOA<sup>Link</sup> processing, ensuring more efficient and streamlined delivery. The Suite<sup>Link</sup> process analyzes business address records that are identified during ZIP + 4<sup>®</sup> encoding as high-rise buildings with missing or incorrect secondary information; and, where possible, appends or corrects those records with the appropriate secondary suite information.

“BCC Software is on the leading edge when it comes to the USPS address-updating technology product certifications, and we're thrilled to add Suite<sup>Link</sup> to BCC Data Services so that our customers can continue to improve the quality of the mailings,” said Mark Higgins, Vice President of Marketing and Data Services.

In addition to Suite<sup>Link</sup>, the wide variety of list-enhancing products available through BCC Data Services includes such USPS certified technology products as NCOA<sup>Link</sup> FSP and Limited Service Provider (LSP), DPV<sup>TM</sup> and LACS<sup>Link</sup>™; plus an array of Suppression Services including Deceased and DMA Suppression. These processes may be combined on a single list for maximum effectiveness without affecting the fast turnarounds (same-day standard, and typically in just minutes) that mailers have come to expect from BCC. In addition, a prepaid discount pricing program allows users to save money and avoid minimum charges on jobs featuring smaller files.

NCOA<sup>Link</sup> processing, which compares list data to the weekly updated USPS<sup>®</sup> Change of Address (COA) database, is the industry's leading method for proactively updating list data to account for moves. When used correctly this technology product satisfies Postal Service<sup>™</sup> requirements for First-Class Mail<sup>®</sup> automation discounts, and its effects—improved deliverability, reduced Undeliverable As Addressed mail, and increased response rates—make NCOA<sup>Link</sup> a worthwhile process for jobs in all mail classes.

For more information about Suite<sup>Link</sup> or BCC Data Services, including rates, call **(800) 337-0372**.

### **About BCC Software**

For more than 25 years BCC Software Inc has offered high-performance software and solutions for professional mailers. The company is committed to providing clients with the highest level of customer service and technology training. Current BCC clients include such well known names as Harvard University, *The Miami Herald*, Anheuser-Busch Company, Inc., Wal-Mart, Papa John's, American Civil Liberties Union, R.R. Donnelley, K/P Corporation and the U.S. House of Representatives. In 2005, BCC became a BÖWE BELL + HOWELL company.

For more information, visit **bccsoftware.com** or call **(800) 453-3130**.

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