



Crawford Technologies Inc.
130 King Street West, Suite 1800
Toronto, ON, Canada, M5X 1E3
Tel. 1-416-410-1467
Tel. 1-866-679-0864
www.crawfordtech.com
sales@crawfordtech.com

Crawford Technologies Inc. Launches Mail Piece Tracker

New software gives companies broader benefits from mail piece tracking using IMB

Toronto and London, 16 October 2008. Crawford Technologies Inc., the award-winning provider of TransPromo and transactional document and mailing solutions, today announced the launch of **Enterprise IMB™ Mail Piece Tracker**, a software product designed to manage mail piece tracking information enabled by the new USPS Intelligent Mail® barcode (IMB). Using **Mail Piece Tracker** companies can effectively track their correspondence throughout the postal system and thereby improve customer service, optimize mail processing and affect a number of business process improvements.

Enterprise IMB™ Mail Piece Tracker is a server-based database solution that captures and utilizes mail piece tracking data provided by unique identifiers included in the IMB barcodes. The solution gets installed on the organization's servers, and allows full access and control of the database. A variety of supplied reports and a custom report generator provide enterprise users with easy access to the information.

Once a company has implemented IMB Full Service, and taken the necessary steps to establish unique identifiers for each mail piece, **Mail Piece Tracker** provides a much-needed capability to track and manage that information in ways that are beneficial to its business. "The Postal Service allows you to do tracking, but they don't provide the facilities to make it easy," says Ernie Crawford, President of CrawfordTech. "**Mail Piece Tracker** provides users with extensive views of the raw data to allow organizations to manage their operations more efficiently".

As mail travels through the postal delivery system each piece gets scanned periodically along the way. This generates a tracking entry that gets sent back to the original mailer. **Mail Piece Tracker** automatically captures this information, uploads it into a database, and makes that data available in real time. Companies can then verify when a customer communication was delivered, to whom, to what address and when a response is on its way back where applicable. This intelligence allows for making a variety of operational improvements.

According to Stephen D. Poe, VP of Product Management for CrawfordTech, a new world of advanced ADF capabilities open up with **Mail Piece Tracker**. "CrawfordTech's experience in document and mail production gives us an advantage launching **Mail Piece Tracker** since customers can implement and run the solution in-house. We allow you to retain control and security of sensitive data and optimize the integrity and efficiency of your internal production processes."

Other benefits of **Mail Piece Tracker** include the ability to automate address corrections by allowing users to capture USPS OneCode ACS™ notifications as they become available, automate database updates, and mitigate the cost of returned mail. **Mail Piece Tracker** functions as a key component of document optimization and re-engineering efforts to take best advantage of emerging technologies such as IMB.

About Crawford Technologies Inc. Founded in 1995, Crawford Technologies, Inc. (CrawfordTech) is a leader in document manipulation and re-engineering solutions, including data mining of print streams, archiving and retrieval, print stream conversion, and workflow processing. The wide range of robust and flexible CrawfordTech products allows companies to boost revenue, build efficiencies and bolster customer service. Their committed and knowledgeable technical teams provide unparalleled development, design and support, and their flexible transform technology is recognized as the fastest, most flexible and most accurate available.

Customers around the globe rely on CrawfordTech to enable mission-critical document strategies that result in tactical savings and efficiencies as well as strategic improvements in revenue generation and customer service. Their native format archive systems and transform tools work with all print stream formats and make CrawfordTech a highly sought after partner in both the OEM and user communities.

Come visit us at www.crawfordtech.com, to see what we can do for you.

For further information, or to arrange for interviews, please contact:

Crawford Technologies, Inc.

Stuart Warner,
Vice President, Marketing & Sales
Tel: +1-416-410-1233
Email: swarner@crawfordtech.com

or

Crawford Technologies, Inc.

Stewart Rogers,
General Manager - European Operations
Tel: +44 (0)20 3239 4723
Email: srogers@crawfordtech.com

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