

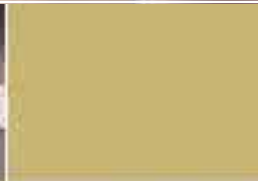


# Business Transformation



## **Addressed Admail™** **SERP Solution for** **Barcode Recognition**

December 2003



**Canada Post is introducing new technology and business processes to manage customers' Addressed Admail (LCP) mailings from order creation to container destination arrival**

**Canada Post's new technology and business processes will deliver visibility, enhance customer value, provide a platform for continuous improvement and support future product development.**

- **Increased convenience**
  - Customer access to self-serve information on the On-line Business Centre of Canada Post's Web site
  - Proactive and quicker issue resolution
- **More information captured during processing**
  - Tracking of mail from order to container destination arrival date
- **Better quality information**
  - More information available for mail planning and order creation
  - Customer access to better information on mail standards and preparation
- **Improved Issue Resolution**
  - More information for improved customer support
  - Opportunities to develop proactive solutions with customers

# Customer Visibility

**Our new intelligent monitoring system will track mailings throughout our extensive processing network**



**Electronic order entry and barcode technology enables customers to participate in the exchange of information**

- **Use Electronic Shipping Tool to create and submit orders**
  - Electronic Shipping Tool – Desktop version
- **Apply barcode technology to mailing forms and labels**
  - Using SERP recognized presortation software
- **Self-serve access to mailing information**
  - Access to this information will be provided through the On-line Business Centre on Canada Post's website under "Track a Mailing" in mid-2004

## SERP solution for Addressed Admail

- Create Mailing Plans
- Generate Barcodes for container labels

## SERP changes to Addressed Admail will

- Increase use of barcodes
- Improve customer planning
- Improve order processing

## Integrated Solution - Electronic Shipping Tools and SERP Presortation Software

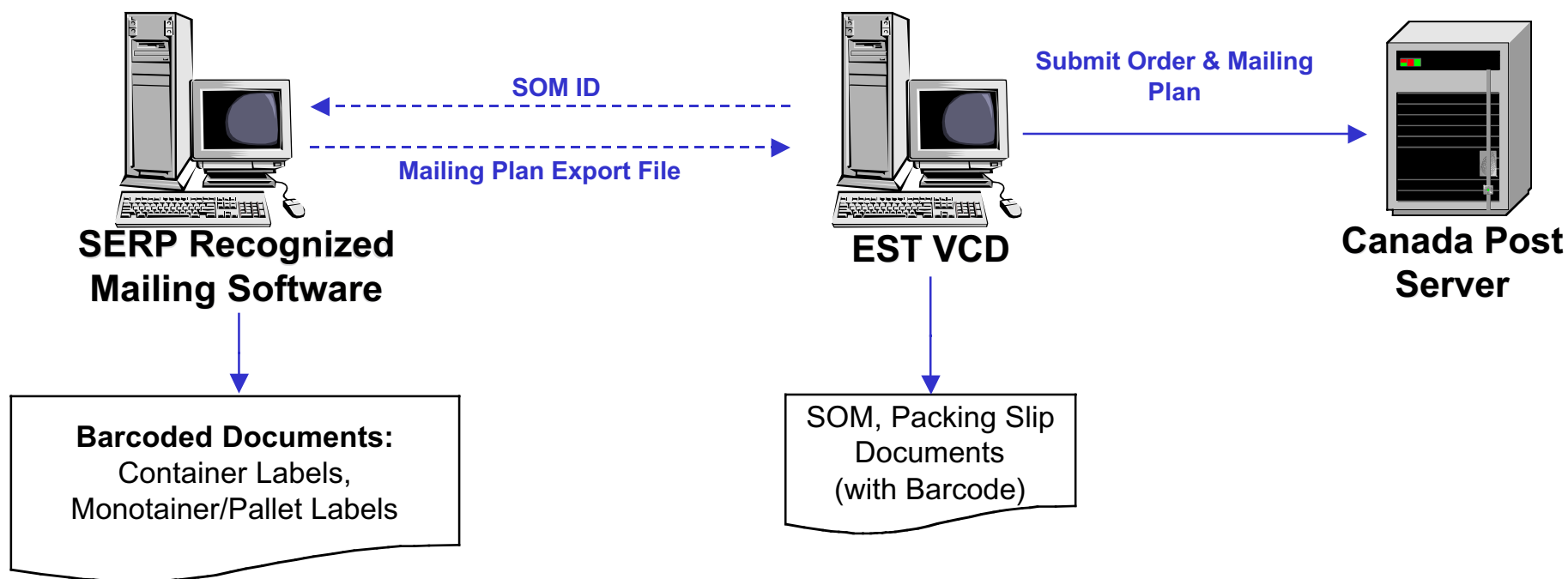


Diagram not meant to represent an actual physical architecture



## Highlights

- Obtain a SOM Id (Statement of Mailing number) from the desktop version of Canada Post's Electronic Shipping Tool
- Enter mailing details into SERP presortation software
- SERP presortation software outputs container labels and/or monotainer/pallet labels with a barcode that includes the SOM Id
- SERP software creates an export file in ASCII format
- Import the SERP mailing plan file into the desktop version of Canada Post's Electronic Shipping Tool. Several Statement of Mailing fields are automatically populated from the mailing plan file (e.g. volumes, mailing date, etc.)
- Canada Post's Electronic Shipping Tools produces the barcoded Statement of Mailing and Packing Slip
- Complete and submit the order and mailing plan electronically

**To benefit from this opportunity customers will be required to use:**

- **Electronic Shipping Tool to create and submit an order and produce barcoded Statement of Mailing and Packing Slip**
- **SERP Presortation Software to produce barcoded container labels**
- **Self-serve access to mailing information through Canada Post's website**

**Canada Post's new technology and supporting business processes provide unprecedented opportunity to track your Addressed Admail™ mailings.**