

ENDICIA LABEL SERVICE by Amine Khechfe

Many top companies are taking advantage of new technologies that enable them to embed USPS postage labels into their applications and websites so that their employees or customers can print United States Postal Service pre-paid postage shipping labels without installing any additional software. Label printing with postage, package tracking and more are accessible from the desktop regardless of the customer's desktop operating system.

There are many reasons that companies are embracing this new technology. Many smaller customers prefer the convenience of having their packages delivered by the Postal Service, especially if they are not always home during the day to receive a package. The Postal Service has Saturday delivery at no charge and offers a day-certain redelivery option for customers who do not want to go into the neighborhood Post Office to pick up their package.

Companies are finding additional benefits to embedding a USPS label solution into their applications — cost savings and convenience. USPS products like Priority Mail and Express Mail become a real alternative to higher priced services from other carriers. This new technology can now be integrated into whatever shipping system is currently in use.

These innovative solutions were built leveraging a new Internet postage technology from Endicia™, which allows users to print complete postage-paid shipping labels for domestic and international mail.

One way that some large corporations are accessing this new technology is through solutions providers such as Rearden Commerce, Inc. a software company that provides a Services On-Demand™ commerce platform and application suite, that enables users to access everything from scheduling and purchasing employee business services such as travel, package shipping, audio and web conferencing to package shipping and dining. Reardon Commerce Inc. recently added the United States Postal Service as a package shipping service in the Rearden Commerce Services Grid. As a result, users of the Rearden EBS (Employee Business Services) application now have the option to ship postage-paid packages via the USPS. Corporate buyers who are demanding a greater choice of package shipping services will now have access to the USPS' services. In addition, the package shipping module gives the company a single interface to manage suppliers, establish business rules such as employee spend policies, and monitor employee adoption. All these actions can be executed in real-time, and are completely transparent to the end user. As a result, companies can better realize the prices they have negotiated, driving savings through adherence to corporate policy and preferred suppliers.

Another example of this technology in action is available through ABOL Software, a company that has been providing software solutions to the logistics & transportation industry for more than a decade, ABOL specializes in custom manifest systems as well as tracking, billing, customer service, and business support. The combination of Endicia's Label Server API and iABOL allows companies to generate automated shipping labels with free delivery confirmation and "stealth" postage from any computer with a web browser and printer. No complicated software download or installation is required. iABOL is a complete multi-carrier shipping system accessible from anywhere through a web browser. It allows customers to manage all their shipping activities through the Web and supports the complete line of carrier services. With customizable shipping preferences and integration with current business systems, it is the complete solution for label printing and manifesting. iABOL has proven itself as a scalable alternative to traditional manifest systems at a fraction of the cost.

"Our integration within ABOL offers new opportunities for time and money savings to both our customer bases," said Dr. Harry Whitehouse, CEO of Envelope Manager Software for Endicia. "The combination of our USPS shipping solutions with ABOL's world-class multi-carrier shipping systems will allow customers access to USPS services and savings on their shipping."

"Our integration with Endicia's Internet postage and shipping system will enable shippers to take advantage of the USPS services without complex manifesting or minimum requirements." said Maik Goettel, President/CEO for ABOL Software. "Endicia has enabled us to make USPS products available with the same ease of use shippers have come to expect from non postal carriers."

The Endicia Label Server API uses state of the art XML Web Services, so that companies can support Domestic and International USPS shipping without requiring their end users to install new software or change their workflow. The system produces an integrated label image, complete with postage, delivery/return addresses, and Delivery Confirmation, CONFIRM or Express Mail barcodes. This fully scalable system serves a diverse range of customers and applications, such as:

- ✓ eCommerce websites, online marketplaces and trading environments acting as a liaison between buyers and sellers.
- ✓ Multi-carrier web and desktop shipping systems positioning the competitive offerings of the US Postal Service alongside other carriers.
- ✓ Browser based environments and applications serving Enterprise customers, CRM applications, and Procurement and Logistics products.
- ✓ Returns on demand, so companies can become more efficient processing returns on demand realizing significant savings in the process.

Many companies have already embedded this technology to postage enable their shipping products, web sites and internal applications. To find out how Endicia Label Server can help streamline your customers' shipping and postage needs and companies using it, contact Endicia at 800-576-3279 x140, www.endicia.com/Developers/LabelServer or e-mail LabelServer@endicia.com.

Information on Endicia™ can be found at <http://www.endicia.com>

Information on Rearden Commerce can be found at <http://www.reardencommerce.com>

Information on ABOL Software can be found at <http://www.abolsoftware.com>

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