

### Welcome to the webinar:

### Introduction to Endicia®





## How We Help

**USPS PRIORITY MAIL®** 

Sacramento, CA 95819-2223

247 High Street Palo Alto, CA 94301-1041

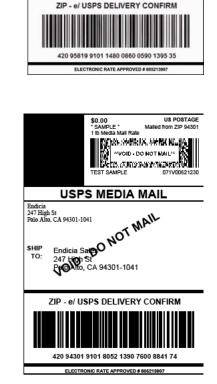
SHIP John Doe

TO: 5000 A St

Mailed from ZIP 94301



- Desktop Shipping
- Professional
- Platinum Shipper
- Enterprise
- Label Server
- Getting Started
- Resources











ZIP - e/ USPS DELIVERY CONFIRM



420 94301 9101 8052 1390 7600 8841 74

ELECTRONIC RATE APPROVED # 806213807



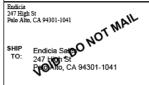


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#### **USPS LIBRARY MAIL**



ZIP - e/ USPS DELIVERY CONFIRM



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ELECTRONIC RATE APPROVED # 805213807





# Technology Platform For Shipping Services

Overview

Desktop Shipping

Professional

Platinum Shipper

Enterprise

Label Server

Getting Started

Resources



**UPS** 

**FedEx** 

Click-N-Ship Postage

ndicia

**Desktop Shipping** 

**Label Server** 

UPS Internet Shipping

WorldShip

**UPS API** 

My FedEx

Ship Manager

FedEx API

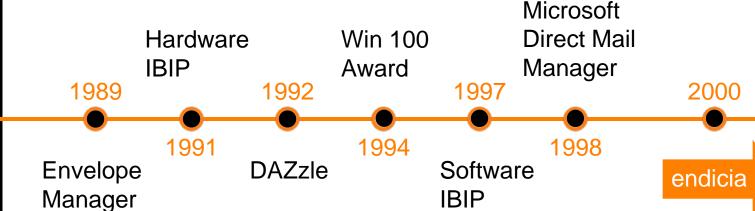


### Who We Are



1976

### **Endicia Roots**



Dial-A-Zip

### **Notable Awards:**

USPS Quality Supplier Award, 1989

Industry Star Award, 2004

USPS Corporate Business Achievement Award for Outstanding Performance, 2008



## Why Ship With The Postal Service?

### Overview

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### Save with USPS Price Advantages

- Priority Mail, 1-5lb residential, free packaging
  - Flat rate boxes
- Priority Mail International, Express Mail International
  - Flat rate envelopes & boxes
- First Class parcels
- No hidden charges, such as:
  - Residential, rural (extended area), address correction
  - Fuel surcharge

### Unmatched B2C Delivery Network

Free carrier pickup & weekend delivery



# **USPS Shipping Advantage Illustration**

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Desktop Shipping

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1lb Package	Carrier Ground	USPS Priority Mail
Base Rate (zone averaged)	\$4.65	\$4.80
Residential Surcharge	\$1.95	\$0.00
Delivery Area Surcharge (Residential)	\$2.40	\$0.00
Fuel Surcharge (8.00%)	\$0.38	\$0.00
Address Correction	\$8.00	\$0.00
Total	\$17.38	\$4.80

**x** 3



# **USPS Commercial Base Pricing**

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Mail Class	Discount
Priority Mail	Average 4.7%
Express Mail	5%
Priority Mail International	5%
Express Mail International	8%



# Why Use Endicia?

### First Internet Postage Service With:

- Electronic Delivery Confirmation & Signature Confirmation
  - Priority Mail, FCM, & all Package Services
- International Mail with integrated customs forms
- Single-ply Express Mail labels
- Hidden postage "Stealth Postage"
- Integrated 3<sup>rd</sup> party insurance

### Quick Setup

- No certification, no minimums, no audits
- Professional Desktop Shipping Features

- Overview
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### **Customized Labels**



### Desktop Shipping

- Professional
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- **Getting Started**
- Resources



# SHIPMENT RECORD 102433309

John Doe, 123 Main St, Boise, ID 83702-7261 01805213907029001136 Ship Date 03/21/2003

Weight (mOz) 10

Invoice #

Customer

407-BN-4 (2), 409-LN-3 (1), 306-ME-1(3) Declared S

Prepaid labels

Hidden postage amounts

All Retail USPS mail classes

Imported Graphics

Verified addresses

**Electronic Delivery Confirmation** & Signature Confirmation

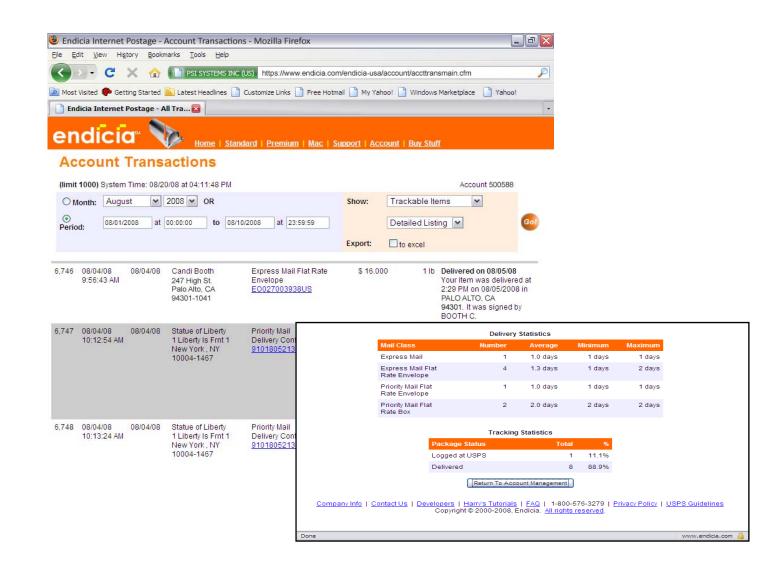
Rubber Stamps

Mapped Fields



# Postage Reports

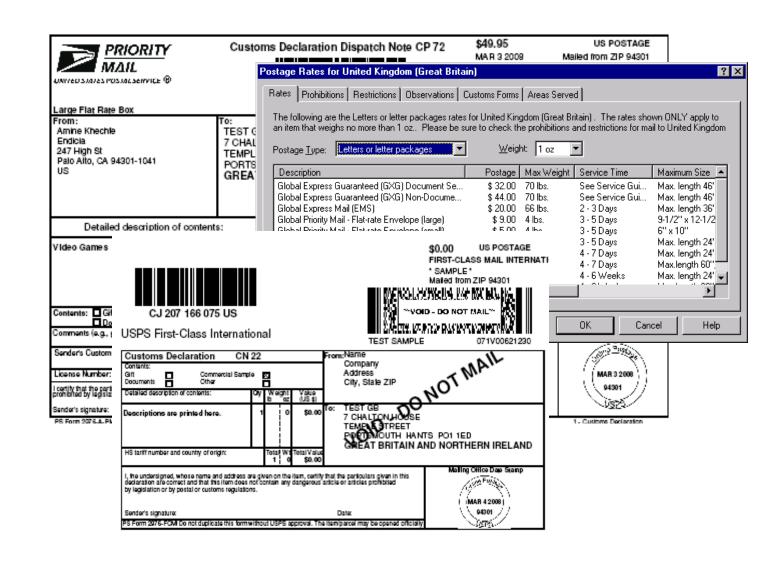
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# **Global Shipping Tools**

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## **Insurance Options**

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### USPS Insurance

- Form 3813 required
- Must be presented at Post Office
- Fees included in postage



OR



- USPS-approved
- Rates discounted up to 66%
- Mail drop-off possible
- Automatic payment/invoicing





## Customizable E-mail Notification

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```
Thank you for your order (invoice # <ReferenceID>).
Your order is now on its way to your door. You can view
the details of your package and tracking information below.
We're confident your order will be just what you wanted -
if you're not satisfied for any reason, please contact us at:
    Imaginary Widgets, Inc.
    800-555-1212
    help@imaginarywidgets.com
Thank you for choosing our store and enjoy your new widgets!
Jane Doe
Manager of Customer Care
SHIPMENT SUMMARY:
Your order was shipped to the following address:
<DestinationAddress>
                 <PostmarkDate>
Shipment Date:
Shipment Method: USPS
                 <ServiceClass>
                 <OptionalServices>
<TrackingInformation>
NOTE:
This e-mail was generated by Endicia Internet Postage (www.Endicia.com)
at the sender's request. DO NOT CONTACT Endicia if you have any
questions about the shipment or the package delivery, instead please
 contact the sender of this e-mail or the U.S. Postal Service.
```



## Return Shipping Labels

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# **Endicia Desktop Shipping**

- Printable Postage® Labels for Occasional Use
  - Sheets or rolls
  - No address
  - No expiration date





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Overview

Desktop Shipping

Platinum Shipper

Professional

Enterprise

**Label Server** 

**Getting Started** 

# **Endicia Desktop Shipping**

### **Printing Solutions**

### Laser/Inkjet Printer

- Envelopes or labels
- Multipurpose

### DYMO Printer

- 4 different label options
- Letters and packages
- Up to 71 labels/min

### Zebra Printer

- 4"x6" shipping labels
- Up to 40 labels/min
- www.endicia.com









Resources



## **Integrated Popular Applications**



































Platinum Shipper

Desktop Shipping

Overview























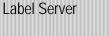
































**Getting Started** 























# **Integrated Shipping Product Line**

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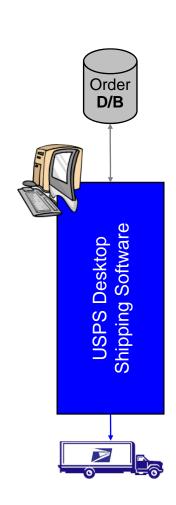
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Product	Customer Need	Integration	Support	
Endicia Standard	Basic postage/shipping. No Stealth Postage.	None	Endicia \$9.95/mo	
Endicia Premium	Advanced features, Stealth Postage, integration.	3 <sup>rd</sup> Party Custom	Endicia \$15.95/mo	
Endicia Professional	Galaxy - Integrate with backend database.	File D/B	Endicia \$34.95/mo	
	Tarantula - Standalone print staging from list.	File		
Platinum Shipper	Carrier software user, mid to high volume, fixed process.	UPS, FedEx	Local Dealer	



## **Database Integration**

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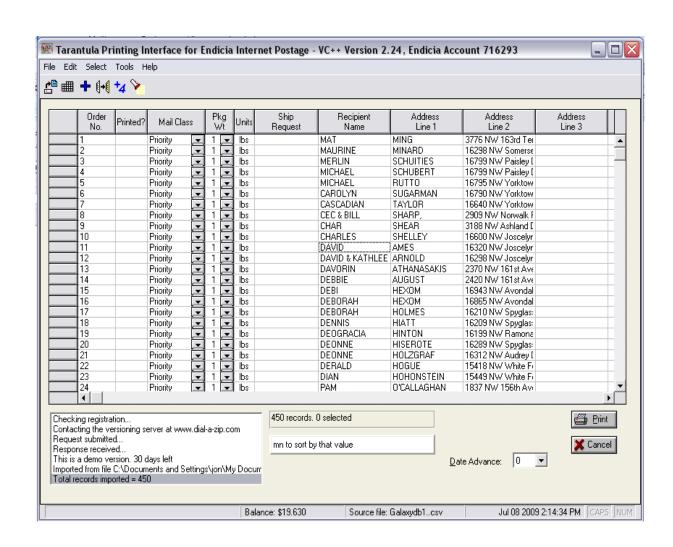


nipping Address	Postage and Additional Fees
28 Retrieve Order	\$4.80 Print Label
Parker Runner 15585 NW Melody Ln Beaverton OR 97006-5306	Package Weight and Size  Scale Weight L W H
ecise Address Match! (Residenti Verify Address Show Map	1 lb Edit New
ervices	Additional Details
Mail Class	Postmark Date 7/ 8/2009
Priority Mail (\$4.80)	Recipient Email
Tracking Delivery Confirmation (FREE)	Recipient Phone (650) 321-2640
Package Value	Service Options  Stealth Postage Registered Mail
Use Endicia Insurance	Non-machinable Certified Mail (\$2.80)  Oversize Return Receipt
If used, your account will be billed monthly.	Balloon Rate Signature Waiver
Show Additional Reference Fields	C.D.D. Sunday/Holiday Del.
etive Profile	
Profile 1	Edit Profile New Profile



# Print Staging (Batch Printing)

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## **SCAN Service**

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If you print over \$5,000 in Priority Mail, Express Mail, Priority Mail International, Express Mail International, or Global Express Guaranteed each month... **Endicia Professional is FREE!** 



## **Promoting USPS Services**

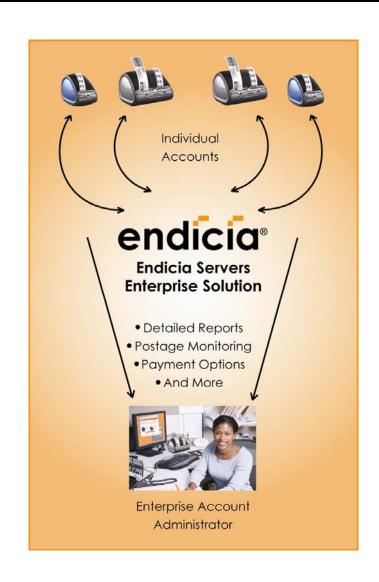
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# **Enterprise Tools**

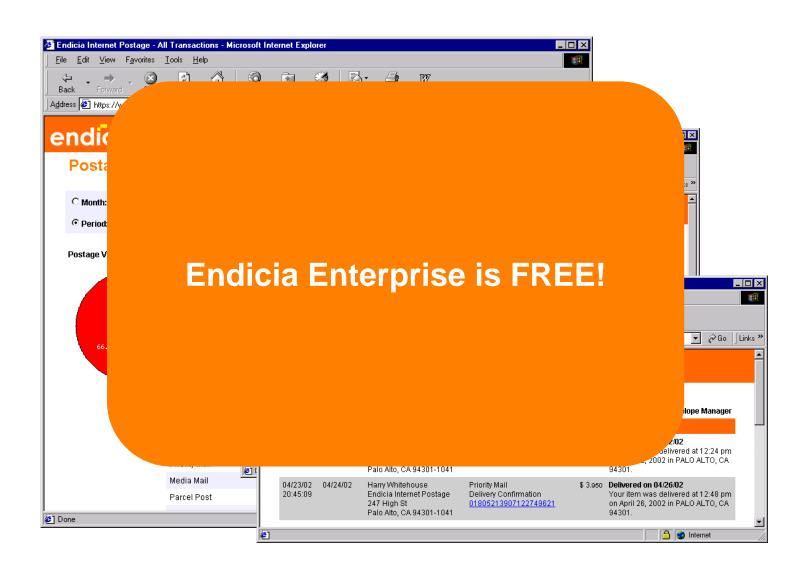
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# **Endicia Reports**

Overview **Desktop Shipping** Professional Platinum Shipper Enterprise Label Server **Getting Started** Resources





## **Endicia Label Server**

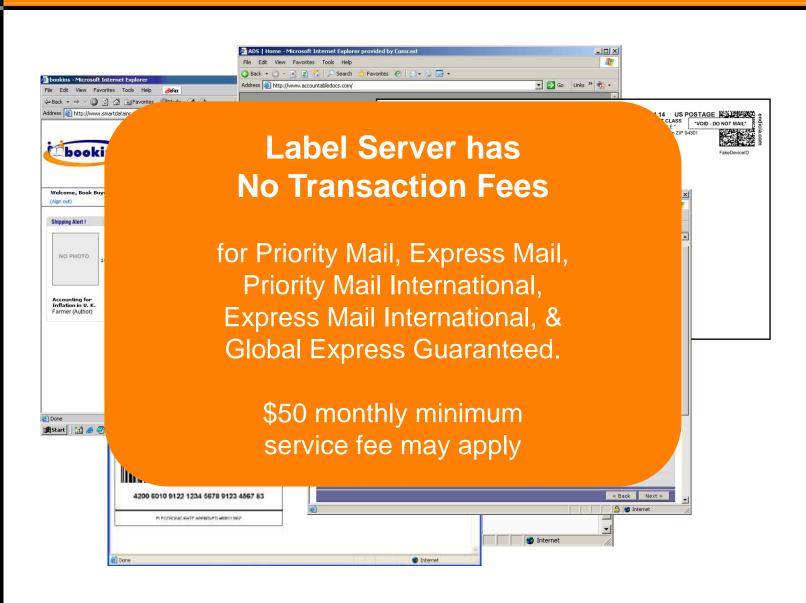
- True web-based XML API
  - Allows developers to integrate USPS shipping labels
  - USPS Approved Product
    - Can be integrated into online services or eCommerce environments
    - Can be integrated into software applications
  - Fully Functional
    - All Retail USPS mail classes
      - Domestic & International
      - Intelligent Mail barcode, Customs, eDC, eSC, Certified
    - Discounted third-party insurance
    - Electronic refunds

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## **Example Applications**

Overview **Desktop Shipping** Professional Platinum Shipper Enterprise Label Server **Getting Started** Resources





# **Getting Started**

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### Visit www.endicia.com

- Click the Free Trial or Sign Up button
  - Choose Your billing plan
- You will receive account number by e-mail
  - Start shipping with USPS immediately



### Resources

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### Phone

- 800-576-3279
  - Support Ext 130
  - Sales Ext 140
  - 7am-5pm, Pacific Time

### Email

- Sales@endicia.com
- Support@endicia.com
- GalaxySupport@endicia.com



## Thank You!

