pitney bowes

Compliance and customer privacy are critical.

Mitigating risk by protecting customer information.

No matter what industry you're in, your customers expect that you will prevent the wrong information from getting in the wrong people's hands.

Organizations face a growing need to comply with new laws and industry regulations that govern protection of private customer information. These regulations and penalities must be adhered to, regardless of a business' size. Businesses can spend upwards of millions of dollars to protect their digital private customer information. All too often, safeguards of this level are not extended to private customer information sent in the mail.

With each and every effort, you need to prove your processes are accurate. No matter what industry you're in, your customers expect that you will prevent the wrong information from getting in the wrong people's hands. To make this happen, you need an easier, more secure way to protect your printed customer information... and be able do it every time.

Failure to properly ensure that your private customer information is protected can lead to:

- Financial penalties such as fines or litigation.
- Bad press coverage impacting company value.
- Organizational inadequacies that become exposed to the market.
- Customer degradation of trust, loss or reputation.

Compliance laws and regulations are becoming more complex. Fail to follow and you might have to deal with:

$1.5 million

$25,000

Fines for HIPAA violations can range from $25,000 to $1.5 million.[1]

GLBA

Notice to pay

$**10,000**

Notice
Annual Audit
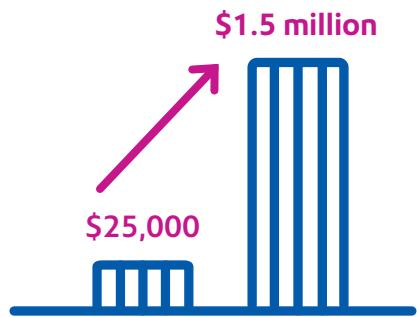
GLBA violations can be $10,000 per incident plus mandatory annual audit.[1]

[1] https://www.ama-assn.org/practice-management/ hipaa-violations-enforcement]

When doing it perfectly isn't good enough, prove it with file-based processing.

Our file-based processing technology tracks every page of a customer's document and provides precise reporting, all the way down to an individual recipient level. File-based processing is designed to not only ensure a customer's mail piece is assembled correctly, but also provide the details that prove it. Because the disposition of every page is recorded, you are able to fully recreate and evidence a mailing event at a future date should the need ever arise.

Create 'Reference File'

- SaaS
- On Premise
- Host

Print barcoded documents

Barcode points to record

Inserting instructions

Reference File

Private and secure mail
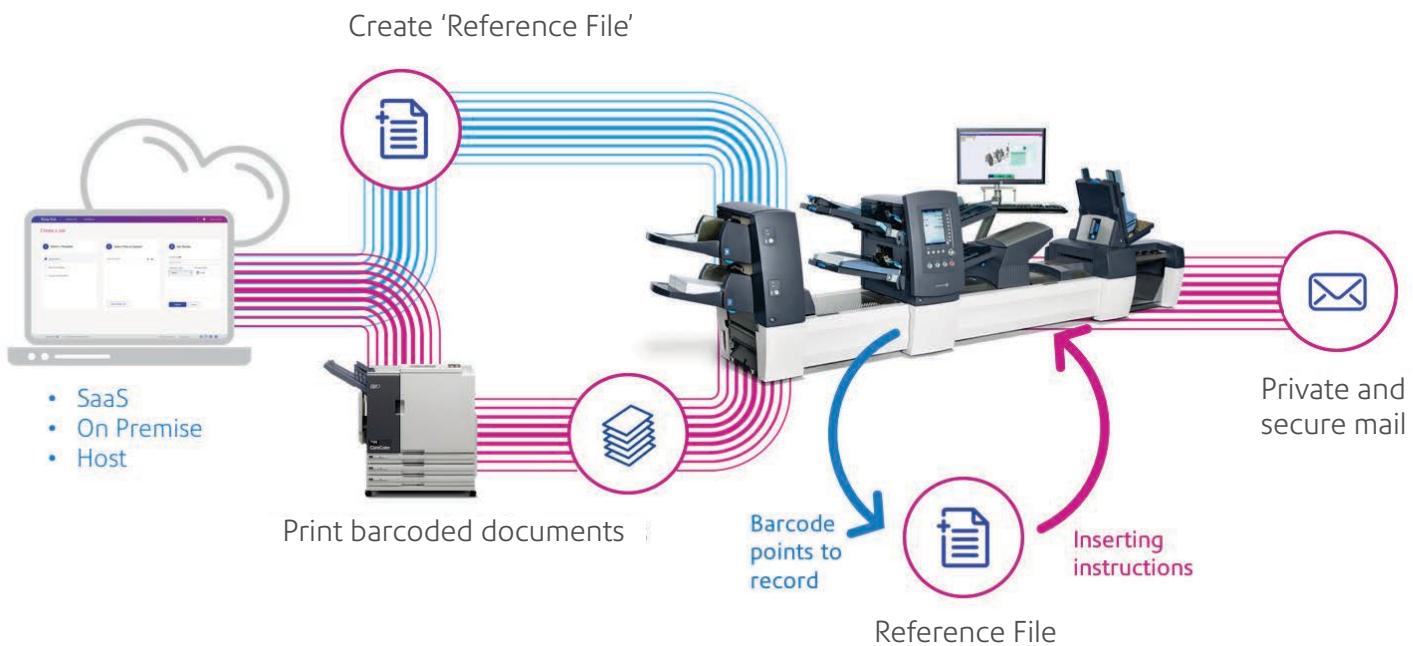
How does it work?

Our software tools can use either your existing print streams or composes documents from your data inputs to create a 'Reference File.' This Reference File contains detailed information on each page of a mailing. The software then adds barcodes to the customer documents before they are printed. As a page is fed through the inserter, the barcode is scanned. The barcode refers to a record in the Reference File, which gives the inserter precise instructions on how to handle the customer's document. As mail is processed, the inserter is able to immediately report on finished customer documents, mail pieces still in-process and even customer mail pieces still to come.

As a Pitney Bowes Authorized Partner, let us help you succeed in this complex environment. Pitney Bowes solutions are designed to mitigate risk when communicating private information to your customers.

The importance of using a Reference File.

The Reference File provides information and reporting that a standard barcode alone can't deliver. Rather than relying on a barcode for instructions on how to fold and insert your documents into envelopes, our Reference File contains digital instructions about every page of a mailing. The best part is that the Reference File is composed directly from information already in your documents, meaning there's nothing extra you need to do.

When you have a file to refer to, your inserting machine knows which document it is handling. For example, the Reference File knows the 8 pages currently in process belong to John Doe, who lives on 123 Main Street, and that there are 4,324 pages left in the mailing. Without the ability to check a Reference File, your document security is limited to the information poured into the barcode. The Reference File is the key to moving from "getting it right" to "proving that its right."

01. Your existing document without any changes

02. Reference File raw data

Barcode points to record number (00004)

Name / Street Address / City, State, ZIP

Choose the right file-based solution for your business.

Pitney Bowes designed their file-based solutions to help ensure that every document is treated with the same level of scrutiny, regardless if you're sending communications using physical mail or digital, producing them in-house or outsourcing your production.

01. Produce mailings yourself with a Pitney Bowes folder inserter.

Powerful file-based processing capabilities can be seamlessly added to the Pitney Bowes Relay 5000 to 8000 Inserting systems. The Relay® inserters provide you with fast and flexible automated folding inserting plus the added power of privacy protection featuring file-based processing.

Now you can print and mail right from your desk.

02. Choose a proven service to produce your mailings.
In addition to providing the tools to help our clients maximize their customer communications in their mailrooms, we understand the challenges you face when managing the costs and complexities around producing mail yourself. That's why Pitney Bowes created Mailstream On Demand.

Now, you can print and mail right from your desk. Plus, choose to outsource all — or just some — of your communications during peak periods. All mailings produced using Mailstream on Demand are created in a full file-based processing infrastructure, giving you the peace of mind that your critical customer communications are being expertly handled.

Upload documents via web portal → Mailstream On Demand → Digital documents are separated for delivery → Email → Digital documents delivered to customers

Enterprise class print-to-mail production → Mail is presorted → Presorted mail is delivered to USPS → USPS delivers mail to customer
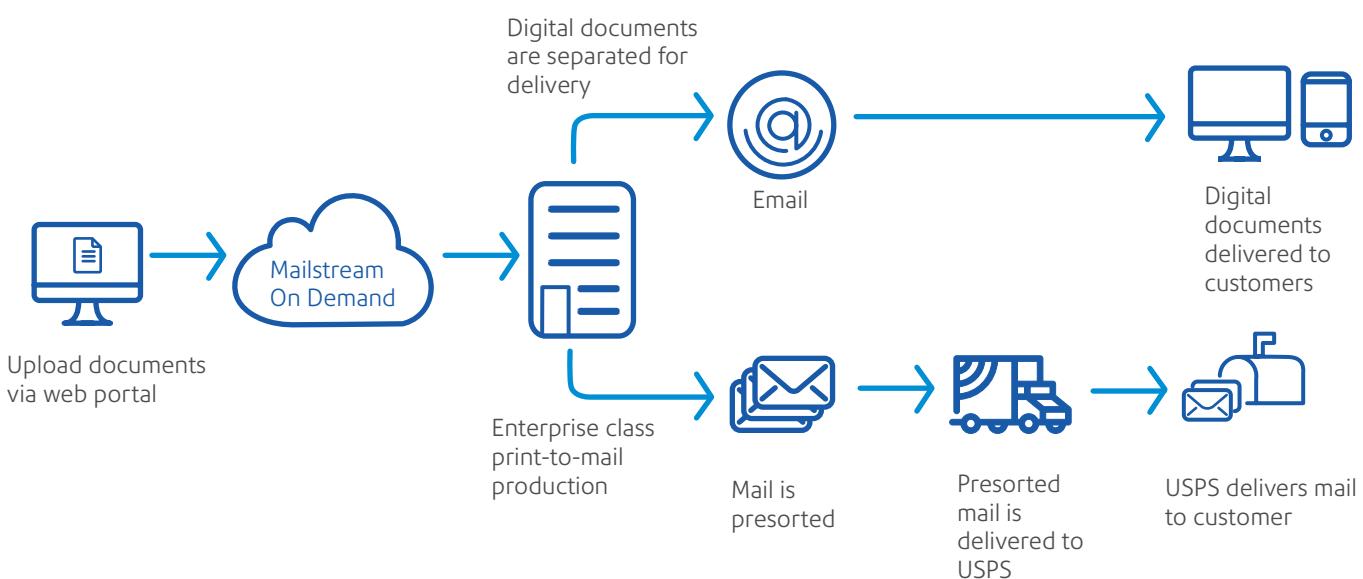
With Mailstream on Demand, you can:
- Increase output without worry. Mailstream on Demand is scalable to meet future needs.
- Easily transition paper to email with our digital sending options.
- Gain instant insight to your document production and delivery.
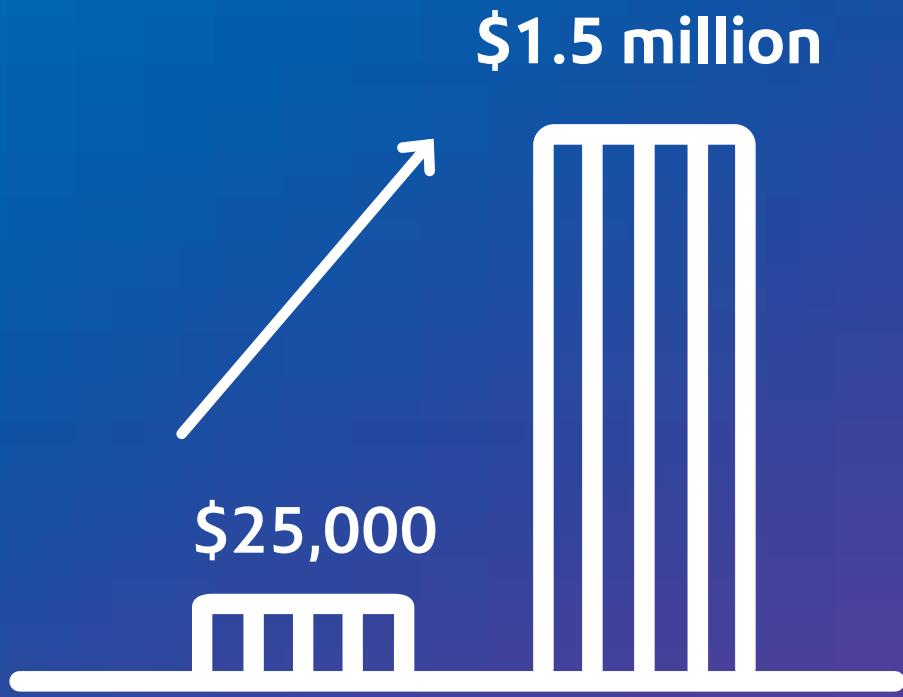
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