

Own Your Data, Know Your Mail . . .

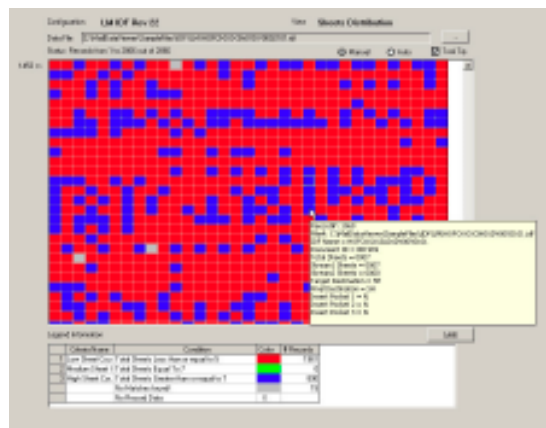
zensys

INTRODUCING MAIL DATA MINER

Do you own or have implemented a cutting edge file or database driven inserting system from industry leaders like Pitney Bowes, Bowe Bell & Howell or Kern? Production data, including job, operator and machine information, as well as individual piece data such as customer account number, postal manifest information, and insert and page count data is gathered at file creation time and inserter runtime statistics are stored in the file for later use.

The challenge isn't to gather the data. It's to use the data once the files have been generated for production or when inserting is complete. Sure, you can drive an inserter and gather production metrics and manage reprints using the vendor's proprietary tools, but how do you take the next step and actually gain ownership and control of the valuable production data generated in on your shop floor?

ZenSys, a leading ADF systems integrator, is proud to introduce Mail Data Miner, an easy to use tool to enable you to unlock the contents of these popular files. With a rich graphical display and a powerful filtering capability, you can query inserter control files to determine stock and insert requirements in advance of insertion, capture and report production metrics and operations characteristics on a mail piece, job, operator or inserter level, and easily interface these results with external CRM, inventory management and print management systems.



Mail Data Miner is an easy to use tool that enables you to unlock the contents of popular Inserter control files such as MRDF files, IDF files and KIC files.

Major Features:

- View and Query Pitney Bowes, Bowe Bell & Howell and Kern inserter files (MRDF, IDF and KIC files) with a single tool
- Graphical representation of mail piece data
- Powerful filtering capabilities
- Search within a file or across multiple files
- Look for patterns by color coding criteria
- Integration with third party CRM, Output Management systems
- XML based configuration
- Tag and search with multiple record types

Platform Requirements:

- Windows NT/2000/XP
- 128 Mbytes of RAM

MAIL DATA MINER

ADDITIONAL FEATURES



Mail Data Viewer also provides a powerful analytical capability that allows a production manager or operations analyst to determine the impact of page count, set distribution, and insert utilization, for example, on production throughputs or postal utilization. Mail Data Miner unlocks the data hidden in your production job files, and enables you to gain an unprecedented understanding of your production environment in a graphical and easy to understand manner.

In addition to production analysis tools and MIS integration, your programming staff can use the Mail Data Miner to speed the development of inserter production files for new applications. By comparing newly developed MRDF, IDF or KIC files against previously created data file configurations your developers can quickly and easily determine the accuracy of their work without expensive print and insertion testing on the shop floor.

Unlock the power of your data and move to the next level of accuracy and control in your production mail environment with the Mail Data Miner from ZenSys – we save you time and money.

Below: Mail Data Miner unlocks the data hidden in your production job files, and enables you to gain an unprecedented understanding of your production environment in a graphical and easy to understand manner.

