2009 MFSA AWARDS FOR EXCELLENCE

Chairman’s Website Award Winner: OneSite from RR Donnelley Logistics
RR Donnelley Logistics stands as a leader of the mailing industry, delivering billions of pounds of printed materials each year. Our postal expertise, high mail volumes and national consolidation network enable us to provide reliable, consistent, cost-saving distribution and mail drop-shipment services for our customers.

As a leading provider of mailing and logistics services, we realize that our customers benefit from the data tied to their shipments just as much as the savings.

That’s why we created OneSite for Everything.

OUR OBJECTIVE:

We work hard to provide logistics services that can help maximize our customers’ savings on the postage and distribution costs affecting their business. As we’ve continued to grow our capabilities and boost the services we provide to our customers with new and different technologies, we’ve identified a need to provide a reliable, easy-to-use Internet resource that allows our customers to track everything about their shipments in one place.

With that in mind, we decided to build additional tracking capabilities into our postal award winning mail tracking website, OneSite. The newly re-designed OneSite now acts as a full-scale customer resource for dependable, easy-to-use, shipment tracking tools and actionable delivery reports. With informative tracking capabilities and reports that connect mail piece data to our delivery network tracking information, PLANET Code® reporting and Intelligent Mail® (IMB) scans, and DDU and seed confirmation together in one place, OneSite offers something for every industry we serve.

Designed in anticipation of new USPS initiatives including the reporting that will result from use of the IMB, OneSite Web application infrastructure captures all mailing and logistics tracking data the moment it becomes available within our technology network. A seamless, end-to-end tracking and delivery reporting solution, OneSite allows customers to monitor their shipments from the point of pickup, through our delivery network, and on to final delivery confirmation by the USPS.
THE PROCESS:

- Our top priority was to determine what our clients tracking and delivery reporting needs were and how we could expend our services to help them manage their business better.

For example, when we originally developed OneSite, we learned that when multiple print operations and lettershop locations work with one mailer, it's optimal to offer just one resource to track all of the job related mailing data. This is especially helpful when companies need to track multiple jobs as their shipments move from facility to facility, into our logistics network and on through final delivery by the USPS. We also learned that mailers needed to monitor their campaigns at every step, as they progressed through the distribution supply chain, and their printers needed a solution to help them track everything. With multiple providers in the supply chain, we saw a need to provide one single resource that mailers, their printers and our lettershop partners could draw from as they tracked the movement of their mailings.

- We also looked at examples of our past successes in providing customers with the tools they needed to track their materials as well as helping them benefit from the data that accompanied each shipment. Our goal was to enhance OneSite and expand their reporting options, while providing a better reach into the USPS with reporting capabilities that combined mail piece data with our logistics network tracking and key USPS services including: FAST, Planet® Codes and Confirm®, as well as IMB data.

With the objective in hand, our business leaders, our IT experts and our Postal Affairs team joined forces with a talented group of graphic and Web designers, application programmers and communications experts to create the OneSite website.
THE RESULTS:

OneSite, a logistics shipment tracking and mail delivery reporting website that gives customers access to all of the data they want – when they need it most. OneSite offers customers a comprehensive suite of shipment monitoring and delivery confirmation tools that can help lighten the workload associated with managing their shipment data.

More now than ever with OneSite, we can offer our customers a solution that helps them manage their business better – all from the convenience of one website.

The totally re-designed website provides access to our comprehensive delivery reporting solution **Customer Toolkit** and our proven mail tracking solution, **Postal Monitoring**. It also offers the latest news on the nation's weather, cost saving logistics solutions and a postal rate calculator tool. The site will continue to evolve throughout 2009, adding tools and information designed to help customers further reduce their print distribution costs and mail smarter and more efficiently.

**OneSite Website Features:**

- Expert Postal Affairs support
- USPS rate update and postage calculators
- Real-time updates on events impacting customer business
- Links and resources that connect customers to the latest industry news including the MFSA, PostCom, DMA and more…

**OneSite Customer Toolkit**

Sophisticated, yet flexible delivery tracking solutions created for our publishing, catalog, direct mail and retail customers. Customer Toolkit includes network-wide, shipment tracking and delivery reporting tools for every commodity we deliver:

- Mail
- Newspaper Inserts
- Newsstand Shipments
- Books and FAK
OneSite Postal Monitoring

Customers can track their mailings from the point of pickup at the plant, on through to final delivery by the Postal Service®. OneSite helps them boost the success of their marketing campaigns with reports that connect mail piece data with our delivery network tracking information, Planet Code reporting, and DDU and Seed Confirmation together in one place.

Self-serve reports provide details on:
- Postal performance by geography or zip-code level
- USPS Confirm® Tracking
- DDU and Seed Confirmation
- Return Mail

OneSite offers comprehensive reporting tools for every service we offer and also gives customers access to shipment information that might not be available to them elsewhere.

For example, our Co-Pal Tray reporting features enable customers to easily monitor the progress of their co-palletized trays at every step in the distribution process.

Our Co-Pal Tray customers use OneSite to:
- Confirm pickup and arrival into our network
- Find out which pools their shipments are assigned to
- Verify which pallets their trays were sorted to
- Track their trays throughout our network and on to final delivery confirmation by the USPS

Robust, near real-time tracking and reporting features on OneSite allow customers to monitor everything about their mailings from a single website – 24/7. As a completely web-based, end-to-end logistics shipment and mail tracking solution, OneSite provides total visibility into the movement of our customers’ materials when they need it most.

Learn more about this service by visiting:
onesite.rrd.com