2009 MFSA AWARDS FOR EXCELLENCE
Mailing Industry Ingenuity Award Recognizing:
Co-Pal Tray from RR Donnelley Logistics
In response to lettershop industry demand for post-production mailing solutions that increase postage savings and enhance customers’ mail delivery experience –

RR Donnelley Logistics successfully implements cost saving Co-Pal Tray Service solution, with operations in two locations: Bolingbrook, IL and York, PA.

AN INDUSTRY CONCERN:

Lettershops and mailers of all kinds were looking for greater postage savings, particularly on smaller to medium-size mailings. Postal rates were rising and the landscape of how postal rate increases were implemented was changing. Identifying ways to gain access to the highest discounts available for tray mail and reaching deeper into the USPS network upon delivery, figured among the top priorities of every RR Donnelley Logistics customer and prospect.

SOLUTION:

Customers asked. We listened.

By creating an automated sortation process linked to tray mail coming into our network through our proprietary mail drop-shipment management software DynaMail®, we developed a solution that upgrades customer tray mail shipments to earn SCF level discounts. A DSMS approved post-production mailing solution, our Co-Pal Tray service provides a valuable lift to SCF savings for mail that would have otherwise only qualified for origin or BMC savings.

At the time of the launch of our Co-Pal Tray Service, the process had a reputation across the industry for being very hands-on for customers that used it; it required a lot of manual operation and caused lengthy cycle time delays without providing a lot of savings. The unique innovations that drive our process are automation and speed-to-market. We designed our Co-Pal Tray solution in such a way that it would not only provide customers with an opportunity to increase their postal savings but also streamline the distribution of their mail. Mail comes into our network, we add it to the next immediately available pool (scheduled pooling is also an option), process it and ship it – all in under 48 hours.
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How our Co-Pal Tray solution works:

DynaMail seamlessly combines drop-ship processing for tray mail that qualifies for co-palletization with mail that doesn’t. Customers can easily manage multiple co-pal jobs with tools powered by DynaMail:

- Choose target mail delivery dates
- Transmit mail files electronically
- Verify and release mail
- View, print and save reports

A completely Mail.dat driven, PostalOne® compliant process, DynaMail analyzes the mail file at the start of each job and automatically optimizing trays for co-palletization and SCF distribution.

IMPLEMENTING OUR CO-PAL TRAY SOLUTION:

Through the unique collaboration of our postal experts, our information technology leaders and our ‘co-services’ operations management team (we pioneered both the Co-Pal and Co-Mail services for Standard and Periodical mail), we built a fully automated, data-driven, electronically auditable process. Our solution costs customers nothing to implement and handles induction and processing for all tray mail that comes into our network, co-palletizing it with enough volume from other customers to drive the best savings and create the highest amount trays qualifying for SCF induction.

From our initial concepts to the final design, our Co-Pal Tray solution incorporated all of the anticipated requirements of the USPS Intelligent Mail Full Service option. We made it a priority to make sure that no matter what barcode customers were using, our service would work for them.

In addition, our service is fully trackable. Customers that participate in our Co-Pal Tray service have access to the OneSite Customer Toolkit (http://onesite.rrd.com), a suite of self-service reporting tools available online. Customer Toolkit provides delivery performance results detailing everything related to our customer shipments from pickup to final delivery at the USPS. Customers can easily monitor the progress of their co-palletized trays at every step in the distribution process:

- Confirm pickup and arrival into our network
- Find out what pool their shipment was assigned to (unless they scheduled their pool selection)
- Verify which pallets their trays were sorted to
- Track their trays throughout our network and on to final delivery by the USPS

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THE RESULTS OF IMPLEMENTING OUR CO-PAL TRAY SERVICE SOLUTION:

Our Co-Pal Tray service maximizes the amount of SCF-bound mail in every job, optimizing postal savings and enhancing delivery service. We’ve created a solution that effectively connects our customers to better postal savings without the added hassle that can be associated with post-production mail services.

We’ve worked hard to provide a service that met the needs of the industry with a fully-automated, DSMS-approved, electronically auditable, IMb™-ready service for the co-palletization of tray mail.

Key Benefits of our Co-Pal Tray Service:

- Because of the large amount of volume we have in our network, we’re able to aggregate more customers into every pool; we offer the most frequent and largest pools available.

- And, we engineered a solution that integrates seamlessly between customer operations and our drop-shipment network. It minimizes any additional cycle time affects and moves the mail from production into the USPS delivery network as quickly as possible, enabling customers to capture the best discounts available for tray mail.

We’ve also continued to enhance our processes and build our service offering to match the changing needs of our customers and according to market demand with options for flexible pooling: customers can either pre-select their pool choice or have their shipments fast tracked into the first available pool upon arrival into our network.

A mail distribution solution that was developed by mailers for mailers, Co-Pal Tray offers:

- Maximized savings
- Regularly scheduled pools
- Daily service
- Reliable consistent delivery
- Comprehensive delivery reporting online
- Visibility at every point in the distribution supply chain with OneSite Customer Toolkit

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