

SUPERIOR SORTING

High-performance address recognition combined with heavy-duty address lookup technology

The past years have been challenging times for incumbent postal operators. In addition to decreasing mail volumes and an uncertain economic situation, electronic communication and the progressive postal market deregulation in the EU have inevitably affected and altered the postal market and competitive landscape. In such challenging times savings in operational costs, created by automation, have been more critical than ever for postal operators.

On the other hand the changing postal market environment and transformation to digital communication and e-commerce have also created growth and new business opportunities for innovative postal operators.

For savings in operational costs, one important source for improvement has been to maximise the use of automated mail handling systems and also improve the performance of current sorting and address reading systems. Considerable improvements have been achieved: with higher OCR read-rates, automation has been increased and the need for manual sorting and video-coding has decreased. However in addition to increased read-rates it is important to maximise the sorting depth to allow more mail to be sorted to the carrier route sequence.

This can be achieved with a high-performance address-recognition system, which is designed to achieve the highest read rates at the finest sorting depth with minimum error rates. Also, with the help of heavy-duty address lookup technology, the presorting and sequencing of mail in electronic format can be used to override the working stages in the mail sorting process, thus achieving considerable savings in costs.

A large number of postal operators have for a long time provided digital and hybrid services in addition to traditional letter-based message-delivery services. These services include, for example, information logistics, hybrid and reverse hybrid mail, and secure digital 'mail-box' platforms, as

well as address quality, cleansing and direct marketing services that use postal address files as reference data. Lately hybrid and digital services have become increasingly popular, while competition has increased.

In competition with newcomers, many postal operators possess a great competitive advantage that can help them to succeed – namely their address data assets with countrywide delivery points. High-quality, complete postal address data is a great asset not only when efficiently delivering mail items and parcels, but also for intermediate electronic messages and identification of the correct recipients.

Unfortunately large, up-to-date address databases pose several challenges. The most common being address changes due to people and companies moving, errors, misspellings and poor-quality data, as well as inconsistent addressing rules and

procedures. Syslore develops high-performance address matching and OCR solutions for postal service and logistics companies. The common denominator for Syslore solutions has been high-precision matching, recognising and cleansing of address data, even with data containing inexact, erroneous, inconsistent and low-quality queries and/or entries. Syslore is a trusted and flexible partner for postal operators to help them deliver physical and digital mail more efficiently.

FIND OUT MORE

Syslore
Tel: +358 9 5627 5450
Email: sales@syslore.com
Web: www.syslore.com

QUOTE REFERENCE NUMBER 102

