



Metro Presort/Metro Statement Solutions

As a market leader and one of the largest print and mailing facilities in the Pacific Northwest, Metro Presort (MPI) of Portland, Oregon, wanted to fill a unique niche in statement printing by offering a full range of e-delivery and e-payment options. Known for its forward thinking and money-saving initiatives, the company handles statements across several vertical markets and wanted to keep ahead of the curve to provide the latest technology associated with print suppression.

"Our strategic planning and research identified print suppression as a great value to current and future customers. Through our work with the Postal Customer Council and existing customers, we have great resources to be ahead of the game on many levels," relates Brad Barton, PCC Board Member and Sales & Operations Leader at Metro Statement Solutions, the division of MPI that handles e-billing solutions. "As we dove deeper into our research, we found our customers were starting to ask for this exact thing. And that they needed help implementing print suppression in order to reduce postage costs and align themselves for a broader e-delivery strategy."



Customer Profile:
**Metro Presort/
Metro Statement Solutions**
3506 NW 35TH
Portland, OR 97210
(503) 224-7230
<http://www.metropresort.com>

Metro Presort's preferred services include:

- Data processing
- Custom Programming & Design
- Form & Envelope Printing
- Digital Statement Printing
- Invoicing
- Collection Letters & Payments
- Folding, Inserting & Mailing
- Electronic Bill Presentment
- Electronic Bill Payment
- Electronic Archiving
- Variable Data Printing
- Marketing Pieces & Direct Mail
- Loan Letters & Reminder Notices
- Customer Correspondence

**For more info please visit:
www.uluro.com**

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Technology driven

Barton knew that adopting new technology that would support these demands was a strategically critical move—and that finding the right partner would be key to success. He needed both the technology and the support to deliver on the promises MSS was making to its customers. After evaluating all the options MSS selected Uluro from Transformations, Inc.

"When we started visiting with current customers about this service we found there were many nuances associated with their existing technology. To some customers the concept was not on their radar, while others had adopted systems in which the printed statement does not match the web statement. With our new Uluro solution MSS can offer print, email & web with 100 percent fidelity across all delivery mediums with built-in print suppression to ensure we communicate with the end users the way they prefer."

Exceeding customer needs

E-delivery is an emerging market and the technology is still evolving rapidly. For service providers, it's still easy to make costly—and embarrassing—mistakes unless the processes that produce the statements are well integrated. For example, having the printed and electronic versions of a statement be identical is especially important. This makes the transition from paper to screen versions easier for the end-customer, but also fosters clearer communications between an end-customer and a service rep in a call center. But this kind of convergence can be difficult to achieve.

"With Uluro we're able to not only keep pace with our clients' needs, we're able to anticipate how those needs can evolve and be ready with more advanced options before they realize they want them," says Barton. "We can actually talk with them about how they can reach out to their customers in more effective and more personalized ways."

For example, Uluro enables MSS to provide clients with online delivery and presentation, plus online payment via SMS, IVR, credit card and ACH. Clients can also add custom marketing messages segmented by demographics and specific customer characteristics. The statement and marketing messages can then be all in a single, easy-to-read document that can be printed and mailed or distributed electronically.



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"Uluro lets us do some very compelling things with e-presentment. In a trans-promo piece for instance, we can include YouTube videos that will play automatically for younger recipients, or when clicked, which is preferred by older adults. If an end-customer prefers a larger font size for ease of reading, we can specify that in the job file," explains Barton. "This kind of customization lets our capabilities really stand out and are a real competitive advantage for MSS.

With Uluro, MSS is able to take in one data file and support communications across all media types. Data is automatically checked to prevent duplicates. Clients can offer end-customers multiple payment options such as single, recurring, future, partial payments with comments, and more. "These kinds of abilities highlight flexibility of the technology and add high value for us and our customers," notes Barton. "Then there's the security features that meet the toughest standards we encounter."

Partnership and support

Barton is quick to point out that implementing such powerful software is only part of the story. With the goal of delighting clients and exceeding their expectations part of the MSS business strategy, having support for everything Uluro enables them to do is essential. "We needed a partner who could run at the same speed we are moving at and that has the same sense of urgency," says Barton. "Transformations shares this philosophy and has proven over and again they are committed to our success."

Practical advantages

"Our customers are actively looking for and expect e-billing with the full range of features," affirms Barton. And they want to be ready for whatever new capabilities come along. With Uluro as our partner, we know our Metro Statement Solutions division will continue to be able to deliver whatever our customers need."

About Metro Presort/Metro Statement Solutions

Incorporated in 1982, Metro Presort offers presort direct mail and statement processing services. Respected in the industry for being a strategic solutions partner, not just a mailing house, our online services provide clients the flexibility to communicate with their customers in the most cost effective manner and increase delivery time by eliminating postage cost.

Metro Statement Solutions (MSS) a division of Metro Presort, is a recognized leader in print and mailing services. Our primary area of focus is to use print suppression to eliminate our customer's postage cost by providing e-billing and e-payment solutions. We take pride in our ability to deliver superior statements while providing an exceptional customer care experience. Customers large and small have come to count on MSS to deliver their communication needs in the most cost effective manner.

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About Transformations, Inc.

Since 1988, Transformations, Inc has been an innovative developer and provider of business solutions for manufacturing and distribution centers throughout the country. Its software development efforts evolved over the years into include warehouse management systems, inventory control, and enterprise resource planning. In 2006, Transformations began development of Uluro an innovative electronic document and statement production software. Today, Uluro is the most comprehensive Windows-based document automation software solution available for mail houses, print service providers, corporate data and mail operations, and presort houses. <http://www.transfrm.com>

About Uluro

Transformations' extensive manufacturing knowledge was used to create Uluro, an all-encompassing solution for service providers and mailers challenged by the complexities of high-volume production and distribution of bills, invoices and other customer communications. Uluro is a distinctive technology built behind years of manufacturing and document production experience allowing for an application to be set up once and then initiated and deployed repeatedly without the need for manual intervention. It is a true front-to-finish suite of solutions all integrated into a single, fully automated document production system allowing service providers to streamline and reduce the costs of complex print and mail processes, enabling recipients to choose how they receive their correspondence, and helping deliver highly personalized mail across physical and electronic media. <http://www.uluro.com>



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