

## BCC Software Announces New Partnership with Transformations

Integrated Offering Provides Mutual Customers Significant Efficiencies, New Capabilities

**Rochester, NY -- May 7, 2018:** BCC Software LLC, a premium provider of address quality, postal software, and data based solutions, is pleased to announce a new partnership with Transformations, a technology company dedicated to streamlining and innovating the mailing process for its customers through its flagship product, Uluro, a comprehensive customer communications management (CCM) tool providing mailers with their own branded cloud solution.

This partnership allows Transformations to integrate and resell BCC Software's industry-leading mailing software, BCC Mail Manager™, with Uluro software. Integration with BCC Software will allow Uluro users to incorporate robust mailing solutions, including mail tracking capabilities.

"More and more, astute mailers are recognizing the importance of a highly optimized communication workflow to enhance and enable multichannel marketing," said Chris Lien, president of BCC Software. "BCC Software is thrilled to be working with Transformations and is excited about the combined capabilities of our proven BCC Mail Manager technology working seamlessly with the Uluro solution from Transformations."

Uluro from Transformations is designed to keep up with the ever-changing postal industry by allowing mailers to offer their customers innovative solutions, including personal job tracking portals, online reporting, document archiving, and secure web proofing with a full suite of eDelivery and multi-channel delivery solutions, combined with the ability to support online payment processing.

Uluro coupled with BCC Software's comprehensive products for address quality, USPS® compliance, and mail tracking, will be further enhanced through the manufacturing process, seamlessly accounting for all mailpieces going to the USPS® delivery network. Additionally, BCC Software's Informed Delivery® capabilities expands upon the messaging opportunities in Uluro's CCM software by connecting the mailpiece to in-home delivery.

"The BCC Software integration provides new functionality to our Uluro CCM platform by adding tracking capabilities," said Bill Tidwell, CEO of Transformations. "Having Uluro integrated with BCC Software is an exciting advancement that provides our customers with a comprehensive presort and cleansing solution that further enhances our platform."

### **About BCC Software, LLC:**

Based in Rochester, NY, BCC Software creates innovative postal software solutions and provides extensive data marketing services. The company was founded in 1978 and employs approximately 80 people. More information on BCC Software can be found at [www.bccsoftware.com](http://www.bccsoftware.com) or by calling 800.624.5234.

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**About Transformations:**

Transformations is a software solutions company and developer of Uluro, a comprehensive front-to-finish Customer Communications Management (CCM) platform for creating, producing, delivering and tracking critical customer communications. Uluro's product mission is to provide the most secure delivery solution available and provide customers a significant competitive advantage that can help them grow their businesses and increase their market share.

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