

Hasler Develops Technology To Answer Changing Marketplace



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The Challenges

The future of our industry will depend on our ability to anticipate and meet the challenges facing the managers of corporate and commercial mailing operations, from those with high-volume needs to those with low-volume operations.

Some of those challenges are clearly defined by changes we have all known were coming; for example, meeting USPS deadlines for migrating existing rotary system users, to digital technology and transitioning 3 million stamp users to standalone digital mailing systems. Others are more customer-oriented, like providing cost-effective solutions to medium high-volume mailers, and helping them to lower mailing costs.

Developing Solutions

So at Hasler, we have continued developing a full line of digital mailing equipment that delivers high-volume mailing -- up to 250 letters per minute -- at a reduced cost. We are offering new web-based technology to provide easy rate downloads, postal funding, and system information. And we have developed a higher level of product integration for mail processing that

John Vavra
PRESIDENT & CEO, HASLER, INC.

includes folder/inserters, address printers, and sophisticated software.

At the other end of the spectrum, we are actively involved in educating lower volume users to the advantages of metered mail, and we are stimulating their interest with meaningful promotions and incentives. In fact, we are continuing to work with the USPS to offer new products to reach varying levels of end users.

Looking further into the future, new and enhanced software solutions from Hasler are being readied for release. They are going to offer a wealth of information and add unique tools to the mailroom. First, there's our iMCM G2, an information management solution that features a suite of international carriers and integration tools to simplify and streamline the management of all carriers. This second generation software will give customers the ability to find the best rates and the best value for virtually any carrier, domestic and international, including the integrated exchange of data with in-house systems.

And I should mention our brand new Guest Tracking Software, a remarkable application of our Smart Track technology to solve pressing concerns over facility security and access control.

Utilizing our established system of internal tracking to monitor and locate mail or packages, we have added the same capability with regard to visitors. We are very excited about this because of its obvious significance and because it constitutes a new extension to a reliable product already in place. Our Smart Track customers will be able to upgrade to answer their concerns over

security, rather than invest in a whole new system.

At Hasler, our pursuit of new technologies is always guided by a simple principle: does it add real value for the customer? A good example of that is our DMC Desktop product. In the past, only the mailroom had the capability to track parcels throughout the shipping process; now our customers can do it from their desktop. Simple, but important.

What The Future Holds

The future really holds the same challenges and opportunities that have always existed in our business, and in any business for that matter. Those will be defined by the needs of the end-user. Staying in touch with customers, understanding their issues and requirements, evaluating new technologies and embracing those which provide real-world solutions will guide the development of products and services at Hasler.

I believe that's going to lead us and the industry to increasingly "connected" products -- products that offer more information that can be used in a meaningful fashion without conversions and costly modifications. It's going to mean more emphasis on real connectivity and on leveraging the Internet to the advantage of both carriers and customers alike. Hasler will be a leader in this process.

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FOR MORE INFORMATION,
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