

John Vavra



**President & CEO
Hasler, Inc.**

32

FOR MORE INFORMATION,
CALL 1-800-995-2035.

Hasler Focuses On Technology And Value

We are all players in an ever-changing industry, and our responses to the many challenges ahead will confirm who is taking the reins of leadership by effectively meeting the needs of the marketplace.

One of the more clearly defined issues we face is that of assisting our rotary meter customers with meeting USPS deadlines for migrating to digital technology. But just as important is how well we will satisfy the demands of our customers -- both high- and low-volume operators -- by providing simple and efficient solutions and helping them reduce their overall mailing costs.

Creating Solutions

Working closely with customers to better understand their specific mailing needs, Hasler and its dealers combine cutting-edge technology with highly responsive customer service, not only greatly enhancing mailroom performance and reducing costs, but also enabling customers to grow with their changing needs.

Hasler continues to improve upon its full line of digital mailing equipment with machines that increase efficiency and productivity, whether for small mailrooms or large mail centers. Easy-to-use folders/inserters, address printers and tabbers, as well as the industry's most ad-

“One of the more clearly defined issues we face is that of assisting our rotary meter customers with meeting USPS deadlines for migrating to digital technology.”

vanced mail center software programs are dramatically cutting mailroom costs for operators.

Innovative solutions are being introduced regularly. For example, our next generation information management system, iMCM G2, is a powerful Internet-connected system featuring a suite of international carriers and integration tools that simplify and streamline the management of all carriers. iMCM G2 reduces processing time and cuts costs by providing address correction and validation services -- without operator intervention. It analyzes archived information and prepares a "report card" of historical transaction data showing shipping room efficiencies and the cost-effectiveness of your carriers and vendors.

Additionally, new capabilities will be added to the mail machine that will allow remote management of information that normally requires on-site visits, including electronic download of postal rates and software updates, department chargeback, and postage statistics to better manage the mailroom.

New product development, value-added services and our strong network of independent dealers have given Hasler a customer satisfaction rating as high as anyone in the industry. Customer service continues to be our guiding principle, and our business objective of creating more cost-effective solutions never wavers.

Designing A Better Future

Hasler is on a mission: to create a better future for our customers by anticipating their mailroom requirements, understanding what works best for them and designing a solution that precisely fits their operations and budgets. An integral part of this philosophy involves evaluating and adopting new technologies and systems that are both cost-effective and simple to use. For example, a key link to the future of mailroom operations is the connectivity factor -- taking advantage of the speed and productivity of the Internet, like our new iMCM G2.

Products will be simpler to use, offer more information and will interact with other equipment to help you respond quicker and more accurately. The emphasis will be on leveraging the speed and resources offered online to help bring accurate, real-time information to carriers, customers and their clients, all at reduced costs.

Also, Hasler will be implementing a value added program that offers more efficient ways for customers to manage their postage funds, like instituting unique payment methods and streamlining postage processing to help speed up and simplify mailing functions.

All this is being driven by the critical need for players in our industry to focus on identifying new ways to deliver increased value to customers. One of the directions Hasler is moving includes adopting more clearly defined Customer Relationship Management tools. We have begun a comprehensive Hasler/Dealer initiative that will streamline our entire information management process by providing our sales, marketing and service people with better and more complete customer information. The goal is to take advantage of the latest methodologies and software technology to enhance our understanding of customer needs, improve our communications and response time, and help customers maintain a cost-effective mail processing operation.

To that end, Hasler is committed to driving industry trends through the development of new hardware and software products that are changing the way mailrooms and mail centers operate. The future is as exciting as it is challenging, and Hasler is prepared to remain a leader in the industry.