

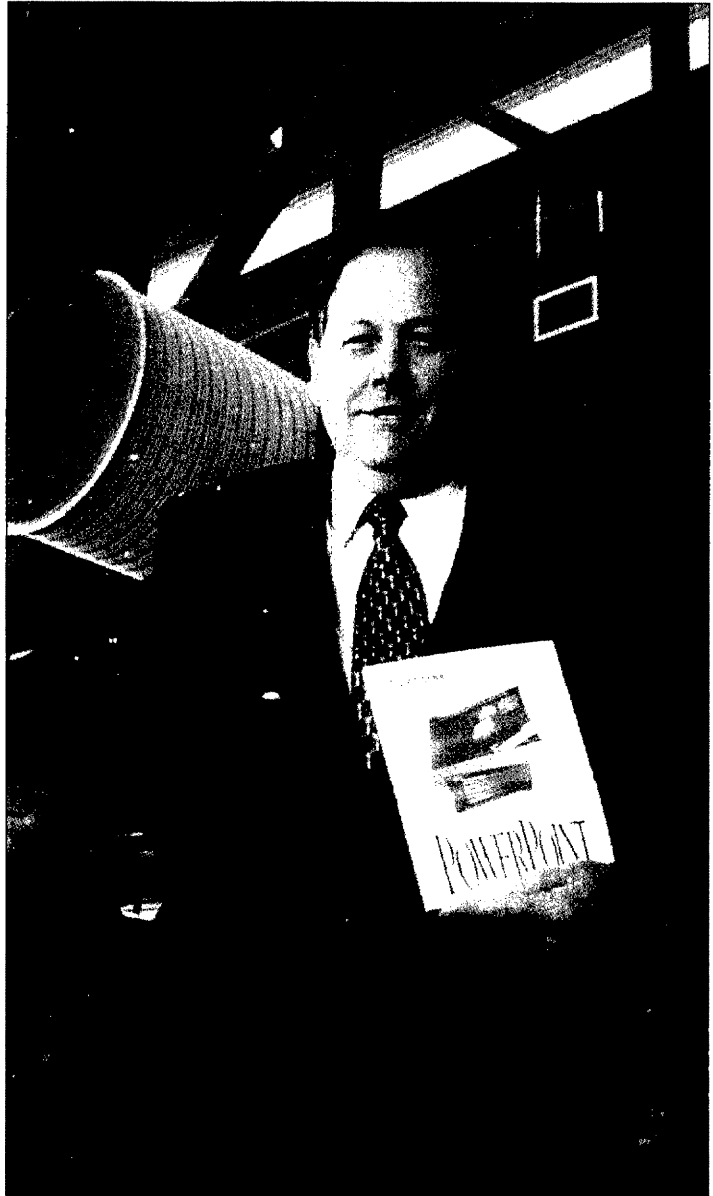
OUTLOOK 2003

MAIL: What emerging technology will play an important role in your operation during 2003 and how will this benefit your organization/customers?

JOE INCOGNITO: Assuming there will be no terrorist attacks in 2003 within the United States, the need for more x-ray and biochemical detection technology should be minimal. With that said, mail professionals need to address two critical areas within their mail operations: 1) tracking all accountable mail and packages both internally and externally; and 2) keeping current the corporate employee database information for internal Enterprise delivery of all mailpieces to the employees.

As a professional mail consultant I have seen numerous instances concerning these two critical areas where the mail manager is spending 10-15% of the total daily man hours available performing these tasks manually. These manual processes annually cost the Enterprise a great deal of money that could have been better spent on automating both of these critical areas. There are a number of reputable, affordable barcode PDA tracking systems available to mail professionals for tracking accountable mail. The labor savings alone can offset the actual cost of this equipment that automate the entire accountable mail process.

The benefit to the organization is that there are now accountability, trackability, and audit trails for all inbound/outbound accountable mailpieces.



Joe Incognito is President of Creative Management Services. He has been a member of the Executive Committee for both the Houston PCC and MSMA Chapters. He is also a past board member of the International Facilities Management Association. Mr. Incognito is a veteran consultant in the industry, and he has done high-profile work for clients such as Microsoft and American Express. He can be reached at 281-474-4612.