

# POSTAL NEWS

No. 63/2008

Formulated by **UNI-Japan Post** in cooperation with **UNI-Apro**,  
**ASPEK Indonesia** and **SPPI**

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## 1. Siemens wins IT orders for Spanish and Slovakian postal services

Tuesday 27 May 2008 | 10:13 AM CET

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## 2. TN postal circle in tie-up with ARM i-solutions

26 May, 2008, 1447 hrs IST, REUTERS

CHENNAI: The Tamil Nadu postal circle today entered into a tie-up with ARM i-Solutions for providing ticketing services through post offices in the state.

Tamil Nadu Principal Chief Post Master General Indira Krishna Kumar told reporters here today that the tie-up would offer domestic air, railway and bus ticketing services to the people of the state.

She said the project would be implemented on a pilot basis in 27 post offices in Chennai circle and 10 post offices in Tiruchirapalli circle before expanding it to Coimbatore and Madurai regions.

ARM i-Solutions Chairman Dr Usman Fayaz said the company was planning to offer certain incentives to attract more customers to the post offices and boost sales.

While 60 per cent of the revenue from the new initiative would go for the India Post, the rest would be enjoyed by ARM i-Solutions, ARM i-Solutions CEO

Sankaranarayan said adding that the local post office staff had been trained to handle the customer requirement.

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May 27, 2008 09:19 ET

### **3. DMTI Spatial Releases White Paper Outlining Why 6 Digit Postal Code Boundaries Are the New Marketing Geography**

MARKHAM, ONTARIO--(Marketwire - May 27, 2008) - DMTI Spatial (DMTI), a leading provider of enterprise location intelligence solutions, further demonstrates the value of the next generation of Canadian postal geography found in the Platinum Postal Suite™ (PPS) in a new White Paper detailing the results of an independent research study performed by York University. The study involved the comparison of postal and census geographies typically used in market segmentation and targeting applications. The research concluded that using postal geography units at the 6 digit level provides a significant increase in the discriminating capabilities of marketing analytics when compared to census units such as dissemination areas.

In the past, expert opinion has advocated the use of government administration boundaries, such as census dissemination areas, as the ideal geographic unit for marketing activities. There are 54,000 dissemination areas (DA) within Canada with an average of 250 households included in each geographic area; this forces marketers to cast a wide net in order for their campaigns to be successful. The 818,000 active postal codes across Canada represent an average of 35 households per unit, making postal code boundaries more effective for highly targeted marketing campaigns because they represent smaller clusters of households. DMTI's Platinum Postal Suite™ provides urban and rural 6-digit postal code (FSA LDU) boundaries, full point of call (POC) information with Delivery Mode types (e.g., letter carrier routes) with unmatched precision down to the neighbourhood level.

All marketing services will benefit from the resulting increase in ROI that the neighbourhood precision of 6-digit postal code provides. With data current to the Canada Post monthly release schedule, updated point of call attribution (homes, businesses, apartments, farms) is available for more timely analyses. Neighbourhood level maps built up from postal code data provide retail customers with a new interface for analysis of their direct mailing and coupon campaigns.

"The postal code as a smaller unit of analysis reveals more detail in marketing demographics allowing for better targeting capabilities," explained Robert Szyngiel, Product Manager, PPS, DMTI Spatial. "Through a more granular neighborhood view, higher value customers can be identified and reduced campaign costs can be achieved from analytics through to distribution."

To download the White Paper: <http://www.dmtispatial.com/postal/index.html>

About DMTI Spatial

DMTI Spatial has been providing industry leading enterprise location intelligence solutions for more than a decade to Global 2000 companies and government agencies. DMTI's world-class Location Hub™ platform uniquely identifies, validates and maintains a universe of location-based data. DMTI Spatial is the creator of market leading Mapping Solutions and maintains the gold standard for GIS location-based data in Canada.

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