Bulk Mailing Manager
The intelligent solution for optimized shipping and costs

Bulk Mailing Manager (MSM) from Swiss Post simplifies the mailing of addressed letters and newspapers from 3,000 units per posting and automatically takes advantage of any potential for savings in mailing costs.

Swiss Post's Bulk Mailing Manager provides you with easy-to-use software for efficient and cost-saving processing of mailings with large posting volumes. The convenient tool will guide you through the entire preparatory process to find the product which best meets your needs. In doing so, the tool will take into consideration the nature of your consignment, your address database and any possible discounts and rebates available due to mailing volumes and upstream services. This enables you to work out your costs quickly and easily.

Match your mailing addresses with the Swiss Post reference file

An important function of Bulk Mailing Manager is the ability to check your addresses for postal accuracy and assign them to bundles according to mail carrier district, P.O. Box and locality. The reference file for this is the latest relevant version of the Swiss Post address file, the "Street directory

with sorting data". Thanks to a search tool which has been specifically designed using the Levenshtein algorithm, the system even recognizes typing errors in individual letters and words. After the check, you can decide whether you would also like to have the addresses updated, i.e. looking at address corrections, relocation data and duplicates, by the Swiss Post Address Competence Center (Address CC) via a direct interface before mailing.

Flexible and secure data management

The security of your customer data is always guaranteed: you install the software on your client, and the customer data will only be edited on your computer. It is possible to import addresses in all common formats: as an XLS/XLSX, a CSV or TXT file. For other purposes, you can easily export your addresses at any time from Bulk Mailing Manager and continue editing them with other software.

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Easy order and customer handling

Shipping orders are saved during the entry process. They can be edited and re-used for similar subsequent orders.

Useful advice for lettershops and printers: individual customer data can be created and viewed at any time in customer management. Once created, projects are automatically assigned to these customers. This enables you to keep track of orders at all times.

Cost and efficiency advantages thanks to extensive optimization

Immediately after entering the shipping information, Bulk Mailing Manager shows the list prices and discounts which are applicable according to the information you have provided. When putting together bundles and pallets, the software takes account of Swiss Post's current requirements and reduces remaining consignments to a minimum. This mean you always benefit from the best price. The consignment declaration is generated directly from the system. When choosing the best shipping option, you can opt to use a wizard for support if required.

In Bulk Mailing Manager, you can generate all of the documents you require for consignment preparation and posting within a short time, including the production file with a choice of individual control characters, bundle and pallet lists, the dispatch list and the sorting log. You can also generate correctly designed bundle and pallet labels quickly and easily in the system and print them in your preferred format via an external printer. And, if desired, the Letter ID (postal data matrix code) for the preferred returns processing method can be created at the same time during the sorting process.

Useful tools

– Deduplication: an integrated deduplication check is available as an optional function in Bulk Mailing Manager. This allows you to avoid duplicate deliveries, which can be expensive and create an impression of unprofessionalism.
– Separation of cells when importing addresses: the street and house number or postcode and town are often located in the same cell in the address file. For preliminary sorting or creation of bundles, this information needs to be divided across different cells. Bulk Mailing Manager offers you this function at the touch of a button.
– Address update: use this tool to check whether an address file is up-to-date regardless of posting. Based on the offer, you decide whether the update should be carried out.

Support

Swiss Post offers support free of charge.
Queries can be sent to support.msm@swisspost.ch.

Usage and technical data
– Bulk Mailing Manager is available to Swiss Post business customers and their lettershops or printers free of charge. Registration is required for use.
– The software supports the operating systems Windows 7 x64 SP1[*], Windows 8 x64, Windows 10 x64, Windows Server 2008 R2 SP1, Windows Server 2012 and 2016.
– It is necessary to install Microsoft SQL Server (Express) 2012 or a later version on the target system for the server.

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[*] As the support provided by Microsoft for Windows 7 can no longer be guaranteed, we recommend using a newer version for security reasons.

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