



The NeoPost

YOUR NEOPOST USA EMPLOYEE NEWSLETTER



SEPTEMBER 2018

Neopost Back to School Issue



The Higher Education Team is locking up big Packcity parcel locker deals at many colleges and universities.

Letter from the Editor

The summer season is nearly over, although the weather has been holding on. With fall upon us, our September issue features a special Back to School section recapping a few of the recent activities and accomplishments of our Higher Education Team. Please take a few moments to scroll through the newsletter and see what's being going on in and around Neopost USA.

Milda Leonard
Marketing Content Writer
Milford



Milda Leonard

Back to Business

By **Alain Fairise**
President, Neopost North America

I trust you all had a great summer and enjoyed some well-deserved time off with friends and family – sunshine and warm weather, smooth travels, and kids all set for a great school year! Because yes, it is time to get back to business.

We had a very strong H1, and we are in a good position as we enter the second half. Our CSS growth is solid in both shipping and communications solutions, and our mailing business is performing in line with our plan.

We have won several **million dollar** deals with prestigious accounts, including some repeat business from existing customers. Is there a better way to confirm that Neopost is a reliable partner who delivers a positive Business Impact?

In our direct channels (NeoDirect and Districts), we have grown our bookings by 5% year over year. The successful combination of a very efficient telesales organization, and focus of our district sales professionals on the solutions business, is yielding great results.

On the home front, the intensity is at a new peak. Critical assessment and documentation of our processes is being prepared as part of the Charter Phase for Project Kate. We passed our USPS audit with flying colors. Renovations on the third floor in Milford are complete: what a change; feels like a new Neopost!

I am confident that we will continue on the path to a great 2018. Thank you all for your contributions.

- Alain



Alain Fairise

Neopost USA Gets an 'A' for First Half Performance

Neopost USA got a great report card for H1 performance at the employee meeting in Milford. Along with the growth in our products and solutions our financials were at or above our budget goals. **Vincent DeAngelis**, VP, Postal Relations & Shipping Product Mgt., shared a project that is helping the Postal Service automate and streamline its operations. **Peter Beal**, Dir. Product Mktg., Document Systems, presented how we turning the corner on our own digital transformation by integrating our hardware and software products. He emphasized how we're evolving as an organization from just selling a piece of equipment to selling process improvement.

An important initiative for FY 2018 is Digital Customer Empowerment. This is the one area that we need all hands on deck to meet 2018 goals. (Read more about Digital Customer Empowerment in this issue and how you can help).

Presentations were followed by service awards and NeoStar winners. Winners of the Multi-Cultural Art Exhibition were also announced. Post meeting attendees were invited a barbecue buffet to celebrate everyone's contribution to the success. See more pictures from the meeting in NeoPostings.



Neopost USA not only got a gold star for its performance, it celebrated two gold NeoStar performers. **Aimee Ellison**, Executive Assistant, SLS and **Krystal O'Brien**, Sr. Order Entry Admin.

Digital Customer Empowerment

By **Steve Rakoczy**

Senior Vice President, Operations, IT and Talent Development

A key strategic initiative for Neopost USA in FY 2018 is Digital Customer Empowerment. Our goal is to improve the customer experience by enabling our customers to interact with us in the way that is most efficient for them. In many cases, this means self-service on MyNeopost.com.

Currently, customers can perform many functions on the



Steve Rakoczy

MyNeopost web portal, including check postage account balances, order supplies, make invoice payments, and submit address change requests. But there are many more features and benefits.

Customers can access their information 24/7 through the automated help feature. This means faster service with no hold times. For Neopost, it allows our employees to focus on more complex customer requests, further improving customer satisfaction. Best of all, MyNeopost provides another channel for us to introduce and familiarize customers with our offerings.

You can help us reach the company-wide FY 2018 goal of 125,000 active registered users by educating customers about MyNeopost and encouraging them to sign up! We have created a simple MyNeopost overview including instructions on the registration process that you can [access here](#) to share with customers. As of September, we have 118,000 customers on the portal.

We also encourage and welcome your ideas to help drive the Digital Customer Empowerment initiative and help all of us reach our objectives.

Sales Operations Team Hosts Government Education Training Program for Field Sales

By **Cathy Pettinella**
Senior Director, Operations Support

As part of the Mission Possible and Educate 360 platform, the Operations Support Team initiated an all-day training session for the Northeast District Sales Team on June 8 in Milford. The goal of the training was to show how the NAGA organization is set up to support the field from pre-sales to post-sales.

The government vertical is complex and has many restrictions and regulations that vary on a state and federal level. Engaging these customers requires certain protocols and can have multiple legal implications. Presenters shared strategies and best practices that can speed up the sales process and help the team operate more efficiently and effectively when engaging prospects and customers in this vertical.

Topics included best use of partner organizations, benefits of leasing, legal funding and postal compliance as well as a refresher on more tactical processes such as order paperwork, submission guidelines, and purchase order requirements.



Cathy Pettinella

The event was organized by **Jean Niro**, Manager, NAGA Operations. The Operations Support Team has taken this show on the road completing training in the South District in August and is planning on visiting the remaining districts in September, October and November. To learn more contact government@neopost.com.



Heather Laskowski, Sr. Manager, Contracts and Risk, gives a legal overview and **Keith Robertson**, Director Software Engineering, talks about postal governance.



BACK TO SCHOOL WITH NEOPOST



University of Florida Snaps Up Packcity Parcel Lockers

University of Florida (UF) in Gainesville – home of the Gators - is the third largest university by student population in Florida. Spanning over 2,000 acres it has an undergraduate enrollment of 35,000 students of which 8,500 live in residence halls on-campus.

As of the fall 2018 semester, University of Florida (UF) has fully launched the Packcity parcel management solution to service all of its undergraduate residents – 12 locker banks in total (11 indoor/1 outdoor). Thanks to the initiative and persistence of **Peter Fernandez**, Higher Education Major Account Executive, and members of the Neopost team the complete sales cycle from initial contact to installation took only four months!

On average, UF's parcel lockers receive 700 – 750 packages a day. UF Housing rolled out a select number of parcel lockers in the 2017-2018 school year for testing. The lockers not only improved the student experience for those receiving packages, it allowed UF to reallocate the time of student workers, reduced their operating costs and decreased human capital by 20 hours per week.

The University views the parcel lockers as an important addition and amenity for its students and even includes a talk track and a visit to one of the lockers during incoming freshman tours. UF's marketing team also created a video to promote the lockers as an added-value service and university selling point on their website. Check out the [video here](#).

Brian Kohl Feature - Visitor Management Article

Brian Kohl, Area Sales Manager has been making progress educating school districts about the benefits of LobbyGuard. With school security concerns at an all-time high, visitor management has never been more top of mind. LobbyGuard kiosks and sign-in solutions come equipped with LobbyGuard visitor management software, which can scan a driver's license and quickly run a background check on anyone who attempts to sign in at the front desk.

Earlier in the year, Brian made a presentation on School Security and Visitor Management in Laughlin, Nevada to a room of 40 business officials at the AASBO Spring Conference with **Suzanne Bostick**, Product Marketing Manager, **Ari Mellon**, Director of Sales West and **Michael Vaughn**, Major Account Executive. Neopost was exposed to more than 1,500 people in attendance. This not only netted several new proposal requests for LobbyGuard, but the presentation piqued the interest of a writer from *The EDGE*, the official publication of the Arizona Association of School Business Officials (AASBO). Brian's interview about visitor management systems appeared in their summer 2018 issue and was circulated to more than 50,000 school associates throughout Arizona. You can read the [article here](#).



Brian Kohl

The orders for LobbyGuard have continued to grow such as one for 19 units from Flagstaff Unified School District. Now Lobby Guard is popping up everywhere, including Milford's own reception desk.

[Watch this video](#) to learn more about Lobby Guard.

Interview with Rob Zinsky

Rob Zinsky, Director of Business Development, Higher Education, recently celebrated one year at Neopost USA. Rob was offered the newly-created position to build the higher education vertical at Neopost from the ground up. We talked to Rob about his journey thus far:

What attracted you to Neopost and to your position?

RZ: There were many factors that led me to Neopost. For one, I was excited about the opportunity to create a go-to-market strategy in an undeveloped and growing category within Neopost. I was also attracted to the company's corporate culture. It is unlike some organizations I've had experience with where employees were treated more like a number than integral members of the team.

What has been the biggest win in your area, since you joined? Who were the key players?

RZ: If I had to pick one it would be the University of Tampa (UT) which is one of, if not the most historical and prestigious universities in the state of Florida. UT was well down the path of making a decision with one of our competitors before meeting Neopost at a trade show. At the last minute they took a call from **Peter Fernandez**, Higher Education MAE. Through a joint effort with the local District Leadership, **Austin Maddox**, General Manager, South District, and our National Solutions Engineer, **Dan Greaney**, we were able to show the value and strength of what Neopost brings in this space and swayed the decision in our favor.

How has the university mail center changed in the last 10 years?

RZ: The days of loading a car are going by the wayside. Students now ship most everything to the university ahead of their arrival and throughout the school year. Only a small percentage of higher education institutions currently have a parcel management solution. As package volume grows exponentially year after year, the question now is not IF they are going to implement a solution, but WHEN.

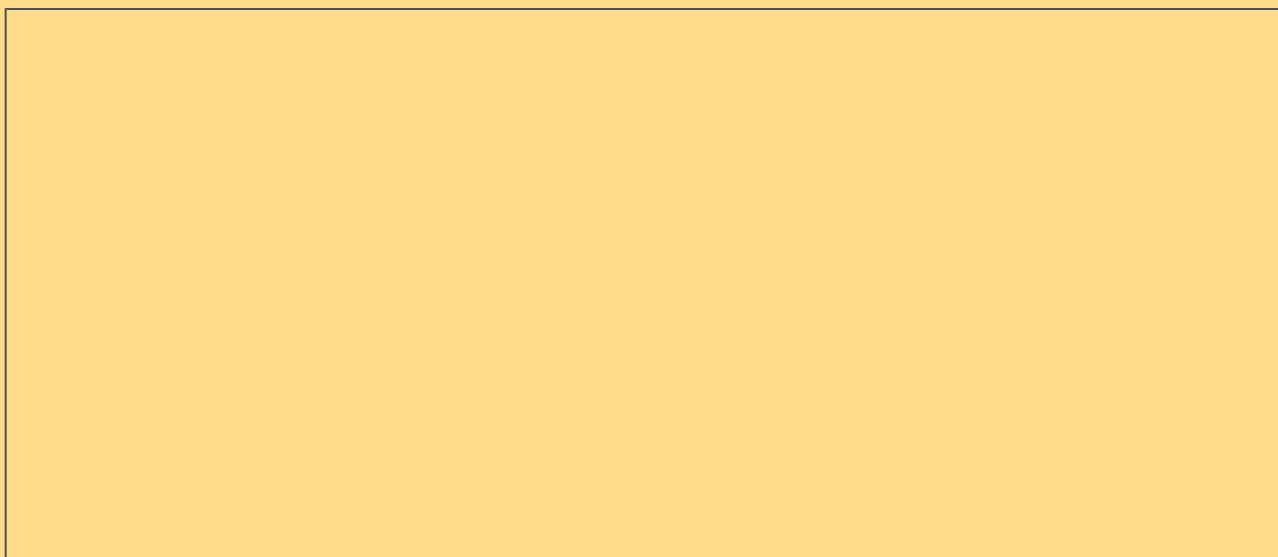
What do you see as the greatest challenge in the higher education vertical?

RZ: What keeps me up a night is the fact that there are potential customers at colleges and universities making decisions about parcel management solutions who are not aware that Neopost not only plays in this industry but is the best all-around player in this space. We need to do more to educate and raise the awareness of our capabilities so colleges and universities think to throw us into the mix when they issue an RFP, if we don't get to them first.

What is the best piece of business advice you ever got?

RZ: Never forget your roots. The truth is employees at all levels can make a difference. Treat everyone with the respect they deserve because everyone's contribution matters. In the end, we are all on the same team working toward a common goal.

Neopost at NACUMS





Neopost USA exhibited at the 2018 National Association of College and University Mail Services (NACUMS) conference July 15 – 17, 2018 in New Orleans, LA. Pictured: (top left and right) **Dan Greaney**, Nat'l Solutions Engineer; **Christopher M. O'Brien**, EVP Communication & Shipping Solutions; **Peter Fernandez**, Higher Education MAE

Post Marks COMMUNITY OUTREACH

The CIC Back to School Drive

The CIC held their 2nd Annual Back-to-School Supply Drive in August which resulted in 18 backpacks being provided to CIC families. Forty-nine employees donated school supplies during a 3-week period. There was overwhelming support from the various CIC organizations and the recipients were greatly appreciative of Neopost's initiative.

This annual project has a profound impact on CIC families and their children's learning experience.



Neopost Gives Those Going through Hard Times a Soft Place to Fall

Cindy Mangiameli, Director Postal Payment Technologies has a long history of volunteering and a passion for giving back to the community. Inspired by a story in the Neopost Group Newsletter, she inquired about charities Neopost USA supports. Cindy learned of New Reach in New Haven from **Cathy Pettinella**, Senior Director, Operations Support. Shortly thereafter, Cindy and her boss **Vincent DeAngelis**, Vice President Postal Relations and Shipping Product Management, were invited to a community breakfast at New Reach. When an attendee asked what item the charity needed the most, the answer was pillows - because pillows cannot be reused. When touring the facility Cindy noticed a woman with two young children moving into one of the bedroom areas. There was no pillow on the little boy's bed. She had to help.

It didn't take long after returning to the office to rally members of the team behind the cause. **Ellie Michel**, Executive Assistant, Legal found a sale on pillows at Kohl's. Vinnie, who is an executive team sponsor of the Diversity and Inclusion Council at Neopost, sent out his thought of the day email to his team. In his email he asked for their participation and offered to match all donations with the goal of 100 pillows. He also encouraged employees with one entry into a \$25 drawing for every pillow they bought. Word spread to people outside the department and others provided cash. In a matter of days they collected **3X their goal**. When Cindy called the manager of the New Reach, she was overcome with emotion, first laughing then crying with tears of joy happy with the challenge of finding a place for over 300 pillows. The pillows were delivered to several New Reach facilities thanks to a rental truck provided by **Tiffany Mayo**, Product Manager, Software Solutions.

Now everyone can sleep better at New Reach including those who contributed to the cause.





Cindy Mangiamelli, Tiffany Mayo, Ellie Michel and Vincent DeAngelis can barely fit into this once empty office overflowing with **326 pillows**.

Hope's Door Summer Donations

This summer the CIC had great success in raising donations for [Hope's Door New Beginning Center](#), located in Plano, Texas. In exchange for extra dress down days, a large number of the CIC employees showed their compassion and donated approximately 90 boxes of new clothing, food, toiletries and bed and bath linens. The CIC's continued support helps ensure that Hope's Door emergency shelters can offer a safe haven, basic necessities of living, and resources to begin a new life to those fleeing violent and abusive situations. Kudos to the CIC employees!



Allison Washington, Customer Service Representative and Dietrich Johnson, Work Force Reporting Analyst

Business Impact Selling II – The Art of Discovery

The Sales Enablement Team hosted a Business Impact Selling Workshop in Milford, on August 14 and 15 for sales professionals in the Northeast District. Led by the dynamic team of **Jim Spates**, **Chris Liddle**, and **Jim Richmond**, the two-day training provided guided learning, team exercises, including role-playing, as well as tips on how to use resources and planning tools. Business Impact Selling II builds upon and reinforces the fundamentals

taught in last year's BIS I Workshop; primarily strategies for gaining access to a customer or prospect, earning the right to discover, and turning a sales call into a business conversation.

The first day kicked off with opening comments by special guest **Kevin O'Connor**, Vice President Marketing. The workshop focused on developing a consultative team-oriented approach to diagnosing business issues and recommending the appropriate tool or solution to solve a prospects or customer's challenges. Jim Spates gave an engaging, insightful and interactive presentation sharing information and literally distributing golden nuggets to the participants for their mindful comments and valuable contributions. **Robert De Santis**, Senior Account Executive, earned the most golden nuggets at the end of the seminar and received a \$25 gift card. The workshop was organized by **Carol Salerno**, Sales Instructional Designer.

Business Impact Selling is only one of the training programs offered by the Sales Enablement Team. They also offer "Power Hours" which reinforce and support BIS methodology, are more granular, and focus on subjects like Intelligent Mail Barcode (IMb), Business Reply Mail (BRM) and Cash Flow.



Jim Spates, Director Sales Coaching and Development, **Chris Liddle**, Director Sales Operations, **Jim Richmond**, Director Sales Enablement

Neopost USA "Sales" toward Its Fiscal Year Goals with 2018 H1 Incentives

By **Kevin O'Connor**
Vice President, Marketing

To drive sales revenue we offered several incentives for our dealers and districts to support our Mailing and CSS Solutions in H1 2018. These incentives focused on our new product advancements and our strategic bundling solutions, such as Intelligent Inserting with OMS.



Kevin O'Connor

This year's Derby trip was jointly sponsored by Neopost USA Dealer Sales and MailFinance. This was a dealer only program created to kick-start the year and drive CSS sales. In August, twenty winners enjoyed three days and three nights in beautiful San Diego, California. Their prize included a major league baseball game and a day at the race track! Program qualifications were based on total CSS Revenue achieved between February 1 and June 30. Dealers that qualified reached a minimum of 105% of their total quota and converted the minimum number of leases based on each dealers target for the contest period.

Ship ⇒ Ship ⇒ Ship



With the introduction of NeoShip ADVANCED with Multi-Carrier Shipping capabilities we offered an incentive to both districts and dealers for the highest number of NeoShip Advanced Multi-Carrier placements through the end of H1 2018.

The top 10 Account Executives could earn a cruise-ship travel package worth \$2,000! The top three dealers in each category were offered the same prize plus an additional \$2,000 to the dealership with the most placements overall. The Account Executives in the South District edged out the Great Lakes District by **one** placement. Total district winners were 12 due to a tie. Between the dealers and districts we've added over 500 NeoShip Multi-Carrier placements since the launch in March.

Neopost USA also awarded a \$50 gift card when sales professionals cross-sold NeoShip Multi-Carrier with any mailing system.

We've been very pleased with our sales channel partner and employee performance. It's a pleasure to recognize and reward all our team members for helping us reach our sales goals and drive our digital transformation. We wish you good selling and more success through

2018.

Five Questions for Vincent Billy.

Vincent Billy just completed five years with Neopost in the U.S. We asked him to tell us a little about himself and reflect on his time with the Neopost USA Team in Milford. On July 25, multiple teams gave Vincent a send off and wished him well on his next adventure.

1. **What is your title and how long have you been employed at Neopost?**

I was the "Mailing System Launch Project Manager" for USA and Canada. I have been with Neopost for 11 years; six years in Bagneux, France and the past five years in Milford.

2. **What assignment/project brought you to the U.S. and what was your role?**

In coordination with the North American organization, my role was to drive the launch of our new mailing systems and related modules in the USA and Canada. Depending on the project phase, I worked with cross-functional teams from Marketing, Operations, Postal Compliance, Service, IPSS, R&D, and Supply Chain across our various offices including Milford, Memphis, Markham, and Bagneux.

3. **Name some of the initiatives where you made a significant contribution.**

Product launches such as the IN-series and RunMyMail. I also helped to roll out numerous software versions to improve or bring new functionality to our whole mailing systems install base, for example, NeoShip compatibility.

4. **What are you working on now?**

I'm excited to be working now as a CSS Project Manager in Bagneux which brings me into the Neopost digital world.

5. **What will you miss most about working at the Milford office?**

First and foremost, all of the people I have been lucky enough to work with and get to know in Milford as well as in Memphis and Markham. I must admit I will miss the commute time and the Friday morning "pastry time" with the Service Team. I am very thankful to have had this experience.



NeoPostings

The NeoPost is interested in publishing photographs you've taken of friends and co-workers at **company** events. Pictures you've snapped could appear in The NeoPost's upcoming NeoPostings Gallery.



Alain Fairise, President, Neopost SME North America, and **Janet Pagini**, Director of Facilities, officially unveiled the newly-renovated third floor in Milford with a ribbon cutting ceremony on August 30.



Thirty-three attendees enjoyed a special dinner at NACUMS in New Orleans in June. Seated with representatives from colleges and universities from around the country were our own, **Dan Greaney**, National Solutions Engineer, **Suzanne Bostick**, Vertical Marketing Manager, and **Christopher M. O'Brien**, EVP Communication & Shipping Solutions.



A Neopost USA-branded Parcel Locker is now in operation in the Milford, CT Headquarters lobby. Employees are notified by email and can easily pick up packages with their unique identifier code at their convenience.



The Operations Support Team participated in a team-building activity where they stuffed backpacks full of much needed school supplies for the Boys and Girls Club.



Kevin O'Connor, Vice President, Marketing, gets an entire chorus of birthday wishes from Neopost Milford employees.



Employees were treated to Barbecue Buffet at the Trumbull Marriott to celebrate a successful first half. Pictured from left to right: **Rick Faulkner**, **Peter Beal**, **Gregg Smith**, **Roel van Berge Henegouwen**, **Sanjay**

Gupta, Bill Bonnato, Charlene Reilly.



The winners of the 2018 Multi-Cultural Art Exhibition were announced at the September 13 Employee Meeting in Milford. Works shown from left to right: Grand Prize Winner: **Bhaskar Koniki**, Sr. Oracle DBA; First Runner-up: **Kimberly DePaulis**, Business Systems Analyst; Second Runner-up: **Rene Jacques**, Sr. Tax Accountant; Third Runner-up: **Nick Murray**, Sr. Director, IT Infrastructure



Here is a flashback to some of Neopost USA's long standing employees: Pictured in this vintage collection of photos: **Gregg Smith**, **Cindy Jurzynski**, **Bill Brickett**, **Christine Gill** and **Silvia Martins**. Collectively, these employees have nearly **125 years** of experience with Neopost USA.



Speaking of long-standing employees, on September 13, **Judy Brownfield** was honored at III Forks, in Dallas, Texas for **50 years** of service at Neopost USA. Pictured from left: **Nick Murray**, Sr. Dir., IT Infrastructure; **Stephen Rakoczy**, Sr. VP, Ops, IT & Talent Dvlpt.; **Judy Brownfield**, Telecom Administrator; **Rodney Tovaas**, Sr. Dir., CIC

Photo Submission Info: Please send jpeg copies of your pictures to [Milda Leonard](#) for consideration. Be sure to include essential facts with your photos: the event at which the photo was taken, the date of the event and the names of the people in the photo.