

# United States Postal Service

Delivering Mission-Critical Data to its Workforce Through MarketTracks Portal.

## ABOUT THE CUSTOMER

As the universal gateway to the American household, the United States Postal Service delivers to every home in the United States, and every American has access to its services. With \$65.8 billion in revenue in 2002, USPS delivers over 200 billion pieces of mail to 138 million delivery addresses, and 1.7 million new addresses are added each year.

## The Situation.

USPS needed an efficient way of providing its nationwide sales and marketing workforce with personalized access to mission-critical market data. Originally, all reports and data were maintained in hard copy form and stored in a locked room at USPS' headquarters in Washington, D.C. Later, USPS transitioned to a client-server system, but this change did not remedy the fact that only a limited number of employees were able to access the information. Furthermore, USPS marketing personnel would sometimes order research reports that had already been purchased. Contributing to these problems was the lack of a personalization mechanism for weeding out superfluous data in order to deliver only relevant information to employees.

## The Response.

USPS found the ultimate solution in the Vignette<sup>®</sup> Application Portal\*. USPS is using Vignette's product to power MarketTracks, a portal for providing mission-critical market data to its over 3,000-member nationwide sales and marketing workforce. With its MarketTracks portal, such data is accessible via USPS' corporate Intranet from any desktop browser. MarketTracks allows personnel to share, track and personalize syndicated research from analyst firms; an index of full text publications; real-time newsfeeds; hundreds of marketing reports and abstracts dating back to 1993; and detailed customer information.

## Benefits:

- Improved efficiencies and reduced costs
- Desktop access to the right people
- Personalized access to mission critical market data
- Delivery of only relevant information to employees
- Ability to leverage marketing and sales resource

This project – as well as another undertaking for providing high-level competitive information to USPS' senior vice presidents—is the most sophisticated technology initiatives that USPS' marketing department has ever undertaken. USPS chose Vignette because of its support for Java, XML, Windows NT and Unix. Even though USPS currently runs only NT, in the long run, it will also use Unix. In addition to Vignette's range of support, USPS was also impressed with the technology's quick-to-deploy, modular architecture, portal or e-business network capability, and extensive selection of Web services.

## Improving Efficiency and Reducing Costs

MarketTracks cuts costs and dramatically increases the efficiency of delivering and leveraging marketing and sales resources. In addition, MarketTracks ensures that employees do not order research reports that have already been purchased.

“Vignette’s open architecture enabled us to easily build a highly customized resource that significantly improves the marketing and sales efforts of the entire USPS organization. Our professionals now have instant access to the precise information they need to do their jobs.”

— John Gregory, Marketing Specialist, United States Postal Service

## Desktop Access to the Right People.

With the client-server system, access to mission-critical data was limited to a small number of employees. Now, any PC that is on the corporate Intranet at any of USPS’ more than 40,000 retail locations—plus processing plants and sales and marketing offices—can have access to information 24 hours a day, seven days a week.

## Personalization for the Right Information.

With MarketTracks, employees can avoid information overload and tailor their view to reflect the information that is relevant to them. According to John Gregory, “Vignette’s solution allows USPS’ marketing professionals to personalize the information to see what they want to see, not what someone says they should see.”

## Conclusion

For more than ten years Vignette has helped organizations worldwide improve their online customer interactions. Our early content management and delivery tools laid the groundwork for some of the Web’s most popular sites. Today, our award-winning solutions power some of the world’s most powerful online brands and enable organizations to improve the online customer experience with contextual delivery of valuable content.



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