



For Immediate Release

Contact:  
Steve Ellis  
Document Data Solutions  
(203) 794-0520 Ext. 156  
[steve.ellis@dds-usa.com](mailto:steve.ellis@dds-usa.com)

# Document Data Solutions

## Case Study: US Census

### *“The Biggest Mailing Job of the Decade”*

### *180,000,000 Census Forms Mailed*

**DANBURY, CT May 10, 2011**—Document Data Solutions (DDS), a leading provider of tracking and integrity systems for high volume document operations, announced today the release of a fascinating case study that describes the challenges and the innovative solutions employed to execute the most successful census in US history.

The highest profile mailing job in a decade required extremely tight controls; not only to assure privacy and accuracy, but also to maintain the operational productivity that allowed DDS customer Superior Mailing Services (SMS) of Bedford Park, Illinois to accurately mail census forms to every US household over an intense eight-month period, meeting all government requirements.

The study, which may be downloaded free from the *News and Events* page at [www.dds-usa.com](http://www.dds-usa.com), describes the unique challenges of maintaining integrity on such a large job distributed over a shop floor filled with high-speed equipment – all in real time. The innovative tracking system accurately recorded the movements of all 180 million mail pieces. In the rare instances where intervention was necessary, the DDS *Service in Seconds*<sup>™</sup> feature allowed technicians to quickly diagnose problems, fix them remotely, and get the system back up and running. Minimizing down time was a key success factor in this project.

As a result of the custom tracking and productivity solution that was designed and implemented by DDS, Superior Mailing Services won praise from the Government and helped bring the project to completion substantially under budget. The data derived from the census affects everything from congressional representation to the locations of schools and hospitals. The secure and effective collection of household census information is the first step in a process that touches the lives of most Americans in some way for the next ten years.

Along with insight into how the tracking and control systems were implemented, the case study includes details about the use of intelligent mail barcodes, reprint procedures, and how the advanced technology installed for the census work has enabled Superior Mailing to pursue new lines of business and provide the highest levels of mailing security to their customers.

Document Data Solutions is proud to have partnered with SMS, the US Census Bureau, and other organizations in this amazing project.

#### **ABOUT DOCUMENT DATA SOLUTIONS**

Document Data Solutions serves customers internationally from its headquarters in Danbury, Connecticut. The company helps print/mail service providers and in-house document operations departments ensure that the disposition of every page of every document is tracked and recorded. As mailing jobs become more complex, products such as *iDataScan*<sup>™</sup>, *iDataRepair*<sup>™</sup>, and *iDataTask*<sup>™</sup> enable organizations to meet stringent requirements for privacy, security and accuracy. For more information about DDS products, *Service in Seconds*<sup>™</sup>, and custom solutions, visit [www.dds-usa.com](http://www.dds-usa.com).

#### **ABOUT SUPERIOR MAILING SOLUTIONS**

Established as a letter shop in 1996, Superior Mailing Services quickly grew into one of the premier full-service mail houses in the Midwest. The company maintains a staff of 300 full-time employees and a 240,000 square foot production facility. SMS clients include many of the largest and most successful direct mailers in the country. For more information, visit [www.superiormailing.com](http://www.superiormailing.com).

###