

The Institute of Electrical and Electronics Engineers

Introduction

This case study of The Institute of Electrical and Electronics Engineers is based on a June 2017 survey of Satori Architect customers by TechValidate, a 3rd-party research service.



“Satori is the heart of our operation; all jobs go through a solution which includes the Architect API.”

“It is a complete solution, easy API for integration, and provides great support.”

“It’s also fast, has many features and includes great support.”

Challenges

The Institute of Electrical and Electronics Engineers (IEEE) is the world’s largest professional association dedicated to advancing technological innovation and excellence. IEEE and its members inspire a global community through its highly cited publications, conferences, technology standards, and professional and educational activities. IEEE is the trusted voice for engineering, computing and technology information around the globe.

There are more than 421,000 IEEE members in more than 160 countries. The IEEE publishes a third of the world’s technical literature in electrical engineering, computer science, and electronics.

To improve their overall business processes, IEEE needed a solution to having inefficient mailing operations and one that would assist with the complex regulatory environment.

Use Case

While considering a new software vendor, IEEE needed to ensure they would have the availability of an API which enables integration of mailing processes with other systems. They also had a need for a trusted source of mailing preparation & data (ex. CASS™ certified Address correction, NCOALink® services). The ability to automate and reduce labor costs were also key requirements.

During the evaluation process, both BCC and Satori were compared. Not only was Satori considered best-in-class for its ease of integration coding, but the software was rated significantly better for the following:

- Timeline of updates
- Service and support
- Performance

Results

Following the deployment of Satori, IEEE indicated that they realized important operational benefits. They acquired a reduction in manual processes which improved efficiency, they obtained an accelerated mail preparation and submission process, and they have had better compliance with postal regulations.

In addition, postage / shipping savings increased by over 50% and labor savings by 10–25%. They also reduced mailing process time and increased revenue. They have expressed that their estimated payback period for this investment is between 12–18 months.

Currently, the client expects to add the mail tracking capability, data processing automation and NOCA/move update within the next 6 months.

Organization Profile

Organization:
The Institute of Electrical and Electronics Engineers

Industry:
Membership Organization

About Architect

Quadient, a Neopost Digital Company, provides technology that enables organizations to create better experiences for their customers through timely, optimized, contextual, highly individualized, and accurate communications for all channels. Our solutions are used by thousands of clients and partners worldwide to activate their organizations in the name of customer experience.

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