



Pitney Bowes Business Insight University
North America

PBBI Education Guide

Classroom Instruction for
Beginner and Advanced Users

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Pitney Bowes Business Insight
Global Education Department, The Americas
4200 Parliament Pl Ste 600
Lanham MD 20706-1844

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PBBI University

Overview

This section covers the following topics:

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Why You Should Take a Closer Look at PBBI University Training

Pitney Bowes Business Insight (PBBI) University is designed to help your individual staff members learn quickly and easily how to use the full range of functions available in our products. In some cases, successful completion of courses may be required to receive phone support. Visit <http://www.pbbi.com/support/training/>, to find the availability of educational classes at our PBBI University for your PBBI Software products. You may also contact your sales executive, or call 800-552-2511, Option 2 to reach PBBI University.

We help our students gain product and application knowledge needed to use our products successfully. Most of our instructor-led classes provide you with a student guide, product user's guides, and practical application exercises using hands-on training.

Basic Policy

Video or audio taping of classes is not permitted at any time.

Dress Code: Casual

Class Time: 9:00 A.M. to 5:00 P.M., unless otherwise specified.

Registration

- **To register on the Web, visit <http://www.pbbi.com/support/training/> and follow these steps:**
 1. Once there, select 'Online Registration' on the left-hand side of the screen.
 2. Next, choose "Launch the registration site".
 3. Select the course name (month and/or location) then press the "Search" button. The page that returns shows the appropriate classes.
 4. Choose "Register Now" for the class that you want.
 5. Enter your name and e-mail address, then press "Continue".
 6. Fill in the details on the lower part of the screen, then press "Continue".
 7. Select the appropriate payment method and press "Finish".

Note: You will be billed *after* the class.
To pay by credit card, choose *Bill Me Later* as your payment method. When your bill arrives, you may pay by credit card.
- **To register the same student for another class:**
Choose the "Course Search" tab at the top of the screen and repeat the process for the next class.
- **To register a different person for the same class:**
Choose the link "Click here to register another person for this event" and repeat the process.
- **For help registering, call PBBI University at 800-552-2511, Option 2.**

PBBI University Public Courses

Public courses are conducted at our five regional training facilities:

- **Boulder, CO**
- **Dallas, TX**
- **Lanham, MD**
- **Lisle, IL**
- **Toronto, ON**
- **Troy, NY**

You may purchase seats in scheduled product training courses at the rates listed in the Education Guide.

Register on our Web site at <http://www.pbbi.com/support/training>.

Schedules and course descriptions can be found on the web site.

Several of our training courses are offered at authorized training centers. Please refer to the online registration system for our class schedule.

If the class you need is not on the schedule call PBBI University at 800-552-2511, Option 2 or email education@pb.com.

PBBI University Onsite Courses

We conduct onsite training at your own facility. The course descriptions in the Education Guide briefly outline the course content and learning objectives of each course offering. However, onsite training allows for custom course design and educational consulting. The custom course design can range from basic modification of existing courseware and exercises to a total customization including onsite needs analysis. You can purchase customized onsite training courses at a per-day rate, plus reasonable and customary travel expenses. Onsite training prices may reflect the amount of customization required. The benefits to having our highly-skilled instructors train your employees at your own site include:

- **Convenience -- You do not have to travel.**
- **Greater Value -- Depending on the size of your group, the per-person tuition is usually significantly less than public course pricing.**
- **Education Your Way -- We will work with you to ensure that our training matches your requirements. You may need solutions training more than basic product training.**

PBBI University Instructor-led Online Courses - *NEW!!*

Our PBBI University Instructor-led Online courses provide all the benefits of face-to-face classroom training combined with the convenience of learning from your desktop, a high level understanding of the product, as well as an in-depth discussion of relevant topics and product specifications. Instructor-led Online courses emphasize practical applications of the products through the use of hands-on experience. Our classes are held in real-time in an interactive environment that promotes learning at your location without the cost of travel.

What are the benefits of PBBI University Instructor-led Online courses?

- Access to the Pitney Bowes Business Insight training you need from the convenience of your own desktop- without the expense of travel
- Hands-on experience with Pitney Bowes Business Insight software
- Accomplish your goals in a learning environment where you can ask questions and get answers
- Course materials are included

Technical requirements for attending an instructor-led eLearning class:

- Windows XP or Vista operating system
- High-speed Internet connection
- Web browser - Internet Explorer 6.0 or higher
- Telephone - headset or speakerphone is recommended
- PBBI software application for the specific online course installed on your pc
- Web-based presentation software installed on your pc (i.e.: LiveMeeting)
- Optional: A second monitor
 - One monitor for viewing the instructor's presentation
 - One monitor for performing the hands-on exercises

Payment

We bill you for tuition payment after you take your class. You can use these forms of payment:

- **Check or Money Order**
- **Purchase Order**
- **Credit Card (Contact Sue Figliomeni, 518-285-7429, susan.figliomeni@pb.com)**

Note: You will be billed *after* the class.

To pay by Purchase Order, include the Purchase Order number when you register for the class and fax the Purchase Order to Sue Figliomeni, 518-285-7618 (fax).

To pay by Credit Card, contact Sue Figliomeni (518-285-7429 or sue.figliomeni@pb.com).

Cancellation Policy

For public courses, PBBI University reserves the right to modify class schedules, change course content, control class size, and cancel classes at any time. We assume no responsibility for unexpected cancellations for Acts of God/inclement weather, or other conditions beyond our control; however, we will make every effort to conduct all scheduled classes.

Upon occasion you may need to cancel a confirmed registration. If so, contact PBBI University as soon as possible to cancel. Enrollment cancellations must be made at least two weeks prior to the class start date or a processing fee equal to one-third of the value of the tuition fee will be incurred. If you do not cancel your registration and do not attend the class, you will be charged the full course price. Cancellation fees must be paid prior to registration in subsequent classes.

PBBI University will make every effort to schedule courses to accommodate our customers. Enroll as early as you can. Classes with low enrollment may be canceled two weeks prior to the start date. In instances when we must cancel a course, we will notify confirmed students. Students will have the option of transferring registration to another scheduled class or not being billed for the class.

If you need to cancel confirmed onsite training, contact the PBBI University Education Manager, at least 10 days before the class, to cancel or reschedule. If you cancel within the 10-day period prior to the class, you will incur a processing fee equal to one-third of the onsite training fee.

Inclement Weather

For weather related cancellation status, call 800-859-4133. Choose option 1, and then option 9.

Need to Contact Us?

We look forward to meeting your education and training requirements. If you are unable to find the information you need, please contact the PBBI University Education Manager. PBBI University hours are 8:30 a.m. to 5:30 p.m. Eastern Time.

- **Phone:** 800-552-2511, Option 2
- **Fax:** 301-918-0435
- **Internet:** <http://www.pbbi.com/training>
- **Email:** education@pb.com

Pitney Bowes Business Insight (PBBI) Regional Training Centers

Colorado	Illinois	Maryland	New York
Airport: DEN	Airports: ORD, MDW*	Airports: BWI, DCA, IAD*	Airport: ALB
Boulder Training Center Ste 200 4750 Walnut Street Boulder CO 80301 720-564-3000	Lisle Training Center Ste 100 2200 Western Ct Lisle IL 60532 630-435-7500	Lanham Training Center Ste 600 4200 Parliament Pl Lanham MD 20706 301-731-2300	Troy Training Center One Global View Troy, NY 12180 800-552-2511, Option 2
Ontario	Texas		* Airports are listed from left to right based on their proximity to the training center.
Airport: YYZ	Airports: DAL, DFW		
Toronto Training Center Ste 500 26 Wellington St East Toronto ON M5E 1S2 416-594-5200	Dallas Training Center Ste 700 5050 Quorum Dr Dallas TX 75254 214-722-6400		

Travel and Hotel Arrangements

Course registrations are made separately from your travel accommodations. Please refer to the Registration and Cancellation Policy section to enroll in or cancel a class. It is important to book your travel plans well in advance. Often, hotel rooms and/or travel services are not available at the last minute. Please contact your travel agency and/or hotels and airlines directly to make travel and/or overnight accommodations. If you postpone a trip, be sure to change your travel and accommodation reservations using your normal method. Air reservations must be made directly with the airlines or your travel agency. Many airlines apply penalties for cancellation or change; please be advised that if you purchase such a fare, you are doing so at your own risk.

All training courses will be held at our Pitney Bowes Business Insight Regional Training Centers unless noted otherwise in your confirmation letter.

Airport and Hotel Information

For your convenience, we are providing a list of recommended hotels. When making your reservation, ask about Pitney Bowes discounts.

Key: 🍴 - Restaurant in the Hotel 🚌 - Complimentary Shuttle within 3 mile radius

<p>Colorado – Boulder Training Center Ste 200 4750 Walnut Street Boulder CO 80301 720-564-3000 Airport Code: DEN</p>	<p>Illinois – Lisle Training Center 2200 Western Ct, Ste 100 Lisle IL 60532 630-435-7500 Airport Codes: ORD, MDW</p>
<p>Marriott Courtyard Boulder (1.7 miles 🍴🚌) 4710 Pearl East Cir ~ Boulder CO 80301 303-440-4700</p>	<p>Hyatt Lisle (1.5 miles 🍴🚌) 1400 Corporetum Dr ~ Lisle IL 60532 630-852-1234</p>
<p>Marriott Residence Inn Boulder (1.7 miles 🍴🚌) 3030 Center Green Dr ~ Boulder CO 80301 303-449-5545</p>	<p>Wyndham Lisle (1.5 miles 🍴🚌) 3000 Warrenville Rd ~ Lisle IL 60532 630-505-1000</p>
<p>Hotel Boulderado (1.8 miles 🍴🚌) 2115 13th St ~ Boulder CO 80302 303-558-6658</p>	<p>Hilton Lisle Naperville (1.6 miles 🍴🚌) 3003 Corporate West Dr ~ Naperville IL 60563 630-505-0900</p>
<p>Hilton Homewood Suites (2.5 miles 🍴🚌) 4950 Baseline Rd ~ Boulder CO 80303 303-499-9922</p>	<p>Courtyard by Marriott Naperville (2.6 miles 🍴🚌) 1155 E Diehl Rd ~ Naperville IL 60563 630-505-0550</p>
<p>Maryland – Lanham Training Center 4200 Parliament Pl, Ste 600 Lanham MD 20706 301-731-2300 Airport Codes: BWI, DCA, IAD</p>	
<p>Radisson Hotel (2.54 miles 🍴🚌) 9100 Basil Ct ~ Largo MD 20774 301-773-0700</p>	
<p>Hampton Inn Bowie (5.32 miles) 15202 Major Lansdale Blvd ~ Bowie MD 20716 301-809-1800</p>	
<p>Towneplace Suites by Marriott Bowie (5.61 miles) 3700 Town Center Blvd ~ Bowie MD 20716 301-262-8045</p>	
<p>Loews Annapolis (21 miles 🍴🚌) 126 West St ~ Annapolis MD 21401 410-263-7777 Or 800-526-2593</p>	

Airport and Hotel Information, continued

For your convenience, we are providing a list of recommended hotels. When making your reservation, ask about Pitney Bowes discounts.

Key: 🍷 - Restaurant in the Hotel 🚌 - Complimentary Shuttle within 3 mile radius

<p>New York - Troy Training Center One Global View Troy NY 12180 800-552-2511, Option 2 Airport Code: ALB</p>	<p>Ontario - Toronto Training Center 26 Wellington St East, Ste 500 Toronto ON M5E 1S2 416-594-5200 Airport Code: YYZ</p>
<p>Holiday Inn Express Hotel & Suites (5 miles 🍷) 8 Empire Dr, Rensselaer, NY 12144 518-286-1011</p>	<p>Novotel Hotel Toronto Centre (.1 mile 🍷) 45 the Esplanade ~ Toronto ON M5E 1W2 416-367-8900</p>
<p>Hampton Inn and Suites Albany (7 miles 🍷) 25 Chapel St ~ Albany NY 12210 518-432-7000</p>	<p>Royal Meridien King Edward (.1 mile 🍷) 37 King St E ~ Toronto ON M5C 1E9 416-863-3131</p>
<p>Towneplace Suites by Marriott Albany (11 miles) 1379 Washington Ave ~ Albany NY 12206 518-435-1900</p>	<p>The Suites at 1 King West (.16 mile 🍷) 1 King St W ~ Toronto ON M5H 1A1 416-548-8100</p>
<p>Fairfield Inn Albany (11 miles) 1383 Washington Ave ~ Albany NY 12206 518-435-1800</p>	<p>Holiday Inn Express (.28 mile) 111 Lombard St ~ Toronto ON M5C 2T9 416-367-5555</p>
<p>Texas - Dallas Training Center 5050 Quorum Dr, Ste 700 Dallas TX 75254 214-722-6400 Airport Code: DAL, DFW</p>	
<p>Holiday Inn (.5 mile 🍷 🚌) 4960 Arapaho RD – Addison TX 75001 972-490-1212 http://tinyurl.com/pbinaddison</p>	<p>Courtyard by Marriott Addison (.5 mile 🍷) 15160 Quorum Dr ~ Addison TX 75001 972-404-1555</p>
<p>Homewood Suites by Hilton (.5 mile 🍷 🚌) 4451 Beltline Rd ~ Addison TX 75001 972-788-1342</p>	<p>Summerfield Suites (.5 mile 🍷 🚌) 4900 Edwin Lewis Dr ~ Addison TX 75001 972-661-3113</p>
<p>Hotel Intercontinental Dallas (.5 mile 🍷 🚌) 15201 Dallas Pkwy ~ Addison TX 75001 972-386-6000</p>	

PBBI University

Courses, Grouped By Functional Area

Instructor-Led Online Courses *NEW!!*

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DOC1 Series 5 Data for Data Pros <i>Instructor-led Online</i>	31
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DOC1 Series 5 Post Composition Engine (PCE) <i>Instructor-led Online</i>	36
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DOC1 Series 5 Data for Data Pros <i>Instructor-led Online</i>	31
DOC1 Series 5 Content Author - Administrator	32
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DOC1 Series 5 Message 1 Administration	34
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Courses, Grouped By Functional Area

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Location Intelligence Courses:

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Geographic Coding Plus	48
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GeoTAX.....	50
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Mailing Efficiency Courses:

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Finalist	43
Mail360 Data Manager	55
Mail360 Manager	56
MailStream Plus.....	57
Advanced MailStream Plus	58
StreamWeaver	68
Advanced StreamWeaver	69
VeriMove	72

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Courses Descriptions, Listed Alphabetically

AddressBroker

Learn how to turn address data into practical, powerful and usable business information. Learn about AddressBroker functions and how to implement them.

Duration:	Depends on the modules included in the training
Public course:	N/A
Onsite Tuition:	\$2,500 per day + travel expenses (8 students)
Prerequisites:	Ability to navigate your platform Basic understanding of scripts, APIs, and COM areas
Objectives:	<ul style="list-style-type: none">• Understand the licensed modules and their functionality• Understand the initialization files• Understand the basic steps to create an application• Introduction to AddressBroker APIs and functions

For more information, e-mail us at education@pb.com.

Use "Address Broker" in the e-mail subject line.

Address Data Entry

Does your organization struggle with poor address quality at the point-of-entry? Does your organization have multiple personnel entering address data across multiple departments or multiple locations? Does your organization need addressing standards? Let PBBI's address experts assist you in getting your address entry staff on the same page.

Duration:	1 day
Public Seminar:	N/A
Onsite Tuition:	\$2,500 + travel expenses (8 students)

For more information, e-mail us at education@pb.com.

Use "Address Data Entry" in the e-mail subject line.

Address Now

Learn how Address Now improves the address quality of your files, databases, and mail while saving you the time and money it takes to reprocess undeliverable mail.

Learn addressing standards, concepts and techniques to return a complete standardized address.

Duration: 2 days

**Public Seminar
Tuition:** N/A

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: Ability to navigate your platform

Objectives:

- Understand the capabilities and benefits of Address Now
- Search the Address Now database using the GUI
- Define and discuss USPS® terminology

Introduction to Anysite

In this course you will learn how to make and support insightful customer, site, and market analysis decisions.

Duration: 2 days

Public Seminar Tuition: \$800 per student

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: A thorough knowledge of graphical interfaces (Windows 95/98/2000/XP)

- Objectives:**
- Integrate your proprietary data into the application
 - Set user rights to mission critical data
 - Create and manage standard and personnel map preferences
 - Customize report and map layout by user or groups of users
 - Export data and maps
 - Run batch processes of site level maps and reports
 - Create hot spots to identify concentrations of your customers
 - Integrate additional mapping layers on-the-fly
 - Link documents, spreadsheets, AVI's and photographs to any location point
 - Create and store trade area consisting of groups of geography units
 - Create cannibalization reports using MultiSite overlap analysis

Aura

Learn how Aura software automates the manual processes of undeliverable mail, change of addresses or incomplete customer information.

Duration:	0.5 days
Public Seminar Tuition:	\$250 per student
Onsite Tuition:	\$1,250 + travel expenses (8 students)
Prerequisites:	Basic understanding of address cleansing and correcting
Objectives:	<ul style="list-style-type: none">• Understand the capabilities and benefits of Aura• Learn the basic features and functions of the Aura Interface• Generate and review Aura reports<ul style="list-style-type: none">• Account Status Report• Aura Summary Report• Address Owner Summary Report

Business Merge/Purge Plus

Learn how Business Merge/Purge Plus saves organizations money and improves the quality of mailings by identifying and eliminating duplicates in business mailing lists.

Duration:	Public Seminar: 1 day Onsite: 1-2 days depending on configuration
Public Seminar Tuition:	\$500 per student
Onsite Tuition:	\$2,500 per day + travel expenses (8 students)
Prerequisites:	Ability to navigate your platform Basic understanding of JCL or scripts
Objectives:	<ul style="list-style-type: none">• Understand Business Merge/Purge Plus features and system components• Describe different types of duplicates• Define “wave” mailings• Define comparison logic• Describe use of automatic field definition• Create and run a job on your platform

Note: For the Mainframe Platform, e-mail us at education@pb.com for course availability. Use “Business Merge/Purge Course” in the e-mail subject line.

Centrus Merge/Purge

Learn how to leverage the power of Centrus Merge/Purge to eliminate duplicates in your data files.

Duration: 2 days

Public Seminar: N/A

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: Ability to navigate your platform
Basic understanding of JCL or scripts

Objectives:

- Understand Centrus Merge/Purge features and system components
- Learn about comparison algorithms
- Create and run a basic job on your platform
- Analyze and review report tables

CODE-1 Plus

Learn how CODE-1 Plus improves the address quality of your files, databases, and mail while saving the time and money it takes to reprocess undeliverable mailpieces.

Duration: 2 days

Public Seminar Tuition: \$1,000 per student

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: Ability to navigate your platform
Basic understanding of JCL or scripts

- Objectives:**
- Understand the capabilities and benefits of CODE-1 Plus
 - Understand the CODE-1 Plus system flow and relationships
 - Understand CASS requirements, including DPV and LACS as well as the generation of the CASS report
 - Define and discuss USPS terminology
 - Search the CODE-1 Plus database using the Interactive System to answer specific queries
 - Learn the basic features and functions of supplemental processing options, including SuiteLink, EWS and RDI
 - Define and discuss the required and optional CODE-1 Plus parameters
 - Create and submit batch jobs that invokes the driver program
 - Generate and review CODE-1 Plus reports

CODE-1 Plus International

Learn how to use CODE-1 Plus International to maximize the opportunity for higher response rates and to reduce waste in international direct marketing. You will also learn concepts and techniques behind CODE-1 Plus International batch coding and interactive systems.

Duration: 1 day

Public Seminar Tuition: \$500 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: Ability to navigate your platform
Basic understanding of JCL or scripts

Objectives:

- Understand the capabilities and benefits of CODE-1 Plus International
- Understand the CODE-1 Plus International system flow
- Define and discuss international address formats, standards, and terminology
- Create and submit a batch job that invokes the driver program
- Produce CODE-1 Plus International reports

Data Flow (Sagent Solutions)

This course introduces you to the design, customization, and creation of business solutions using the Data Flow Platform. You will be guided through the individual components that make up the Data Flow Solution using hands-on labs and exercises.

Duration:	2.5 days (Course ends at 2pm on the third day)
Public Seminar Tuition:	\$2,500 per student
Onsite Tuition:	\$10,000 + travel expenses (8 students)
Prerequisites:	Understanding of relational database concepts Working knowledge of network environments and security concepts Working knowledge of the Internet
Objectives:	<ul style="list-style-type: none">• Create and optimize data load plans to access, analyze, and collaborate on data• Use Analysis and Reports to summarize results by multiple dimensions• Create and optimize graphical, and logical views of databases• Manage DataMart security and administrative environment• Extract data from a source database and load a target data warehouse• Configure and use WebLink to access the data warehouse over the Internet

Data Flow Advanced Transforms (Sagent Advanced Transforms)

This course is designed for the advanced user or developer responsible for the development and implementation of Data Flow plans. Class presentations and exercises provide you with tips and techniques for developing business solutions for your company.

Duration:	3 days
Public Seminar Tuition:	N/A
Onsite Tuition:	\$10,000 + travel expenses (8 students)
Prerequisites:	Data Flow (Sagent Solutions) course In-depth understanding of database concepts Working knowledge of network environments and security concepts Working knowledge of the Internet Structured Query Language (SQL) experience
Objectives:	<ul style="list-style-type: none">• Understand the use and application of Data Flow transforms• Learn the different types of Data Flow Transforms: Source, Sink, Data Flow Control, and Data Manipulation• Understand how the Data Flow client application works in conjunction with the Data Flow Server and the RDBMS server• Explore statistical and other functions available via the Analytical Calculator transform• Apply seasonal considerations in the Forecast transform to predict customer demand• Standardize address data using the Address Cleanser transform• Identify duplicate records or data using the Advanced Matcher transform

Data Flow for DOC1 Users

This course teaches the client how to use the Data Flow product to create input data files specifically for DOC1 Designer. You will be guided through the individual components of the Data Flow/Sagent Solution using hands-on exercises. The DOC1 Designer input data requirement and the Administration features of the system will be thoroughly discussed.

Duration: 2.5 days (Course ends at 2pm on the third day)

Public Seminar Tuition: \$2,500 per student

Onsite Tuition: \$10,000 + travel expenses (8 students)

Prerequisites: In-depth understanding of database concepts
Working knowledge of network environments and security concepts
Working knowledge of Internet Structured Query Language (SQL)

Objectives:

- Create and optimize DataFlow/Sagent data load plans to access, analyze, and collaborate on data
- Understand the input requirements of DOC1 Designer and learn the best ways to create files from your diverse corporate data sources such as: flat files, xml input, tagged data and data from various databases
- Learn how to create BaseViews and MetaViews by extracting legacy data from a source database and load a target data warehouse
- Learn how to manage the DataFlow environment through the system administrative software

DOC1 Designer Essentials – Version 4x

This course concentrates on the DOC1 Designer suite and introduces the DOC1 Generate Production environment. The course covers data and print stream manipulation, document logic control, and the use of fonts, images, overlays, lines, text, and boxes.

Duration:	2.5 Days (Course ends at 2pm on the third day)
Public Seminar Tuition:	\$2,500 per student
Onsite Tuition:	\$10,000 + travel expenses (8 students)
Prerequisites:	Basic understanding of PCs and the Microsoft Windows environment
Objectives:	<ul style="list-style-type: none">• Understand the DOC1 architecture and related terminology• Define the major components of the DOC1 suite• Investigate data structures and learn how to assign data attributes using the Data Format Editor (DFE)• Create Document Objects using the Document Object Editor within the Document Library Manager• Build an application to bring together data and document elements, and create logic rules to govern the behavior of an application using the Application Layout Editor (ALE)• Explore the DOC1 Generate (Production) environment and create resources for DOC1 Generate• Generate print data streams using the DOC1 Generate (Extract Merge and Format Engine (EMFE))

DOC1 Designer Solutions – Version 4x

This is the second DOC1 Designer course and is to give students a further understanding of DOC1 Designer suite. Through discussion and hands-on exercises, you will learn how to translate document requirements into applications. This will involve using more complex data structures, including non-compulsory records, range iteration, involved logic, testing considerations, the use of journal files, and post-processing requirements.

Duration: 2.5 Days (Course ends at 2pm on the third day)

Public Seminar Tuition: \$2,500 per student

Onsite Tuition: \$10,000 + travel expenses (8 students)

Prerequisites: DOC1 Designer Essentials – Version 4x course

Objectives:

- Use the DOC1 Designer suite and Generate (Production) environments
- Analyze valid data structures and investigate complex data structures such as repeated data and non-compulsory data
- Learn about modularity, reusability, maintainability, and flexibility
- Use sub-documents and logic sharing
- Create column logic
- Explore flexibility of component selection by indirect reference
- Implement logic to switch paper trays and review paper handling requirements
- Learn about barcode types and apply them to an application
- Create charts with the chart wizard
- Discuss different journal types and usage

DOC1 Designer Essentials within Workgroups Environment – Version 4x

This course is intended for students who will be using the DOC1 Designer Suite in the Workgroups environment. It will cover all topics within the DOC1 Designer Essentials – Version 4x course as well as the workgroup’s environment. Students will learn to define data, create document objects and build applications using the DOC suite and Workgroups.

Duration:	2.5 Days (Course ends at 2pm on the third day)
Public Seminar Tuition:	\$2,500 per student
Onsite Tuition:	\$10,000 + travel expenses (8 students)
Prerequisites:	Basic understanding of PCs and the Microsoft Windows environment
Objectives:	<ul style="list-style-type: none">• Understand the DOC1 architecture within the Workgroups environment and related terminology• Define the major components of the DOC1 suite• Set up a DOC1 Designer project under Workgroups• Set up one to many users for that project with appropriate permissions• Investigate data structures and learn how to assign data attributes using the Data Format Editor (DFE)• Create Document Objects using the Document Object Editor within the Document Library Manager• Check in and check out parts of the project• Build an application to bring together data and document elements, and create logic rules to govern the behavior of an application using the Application Layout Editor (ALE)• Generate print data streams using the DOC1 Generate (Extract Merge and Format Engine (EMFE))

DOC1 Message 1 Administration – Version 4x

You will learn how to manage, maintain, and implement marketing messages and strategic business documents outside of the normal DOC1 Designer system using the DOC1 Marketing Message tool. Additionally, you will learn the four roles that make up the Message 1 environment and playing those roles you will create messages, review messages and deploy messages into production.

Duration: 2 Days

Public Seminar Tuition: \$1,500 per student

Onsite Tuition: \$7,500 + travel expenses (8 students)

Prerequisites: DOC1 Designer Essentials – Version 4x course

- Objectives:**
- Differentiate between the functionality of the various user roles
 - Create and maintain product lines and campaigns and review the message status cycle
 - Create and edit message using text, images, and data fields
 - Review and approve or deny message
 - Create and use message conditions
 - Use the reporting capabilities of Message1 to report on objects and messages
 - Extract and deploy messages from Message1
 - Incorporate messages into the DOC1 Designer Application

DOC1 Message 1 Front Office – Version 4x

This course is for the Marketing personnel who will be using Message 1 to create and generate dynamic messages. The student will gain knowledge of the “front office” user roles within Message1 and learn how to create and maintain product lines, campaigns, and messages.

Duration:	1 Day
Public Seminar Tuition:	\$750 per student
Onsite Tuition:	\$3,750 + travel expenses (8 students)
Prerequisites:	Basic understanding of PCs and the Microsoft Windows environment
Objectives:	<ul style="list-style-type: none">• Understand the structure and control within Message1• Differentiate between the functionality of the various user roles• Create and maintain product lines and campaigns• Review the message status cycle• Create and edit messages using text, images, and data fields• Create and use message conditions• Review and approve/deny messages

DOC1 Series 5 Basic

This course teaches students how to use the Series 5 Designer tool. The course covers data formatting, document design and logic control making use of all three views found within the Work Center Manager. It will guide the students through the creation of documents from a simple letter to a transactional statement which will allow them to solidify and enforce the information while resolving real business needs.

Duration:	2.5 Days (Course ends at 2pm on the third day)
Public Seminar Tuition:	\$2,500 per student
Onsite Tuition:	\$10,000 + travel expenses (8 students)
Prerequisites:	Basic understanding of PCs and the Microsoft Windows environment
Objectives:	<ul style="list-style-type: none">• Overview of the DOC1 Series 5 environment and terminology• Use the Work Center and the multiple editors it contains• Learn and use the three Logic Views: Document, Page Setup, and Publication• Create dynamic correspondences• Take applications through the production process• Run DOC1 Generate and produce multiple print streams

DOC1 Series 5 Advanced

This course is the second in the DOC1 Series 5 Designer courses. This course guides students through complex logic and explores techniques to build applications that resolve business requirements.

Duration:	2.5 Days (Course ends at 2pm on the third day)
Public Seminar Tuition:	\$2,500 per student
Onsite Tuition:	\$10,000 + travel expenses (8 students)
Prerequisites:	DOC1 Series 5 Basic course
Objectives:	<ul style="list-style-type: none">• Learn about debugging methods• Review how data works in Series 5 and understand the various repeated data structures• Create transactional tables that will solve challenging business requirements• Learn how to integrate multiple documents into one publication• Learn all the particulars of Active Content Objects• Learn how to use Keyed Images and Keyed Active Content Objects• Review the production environment• Extensive personal hands-on work

DOC1 Series 5 Charts *Instructor-led Online*

This is an instructor-led online class. The student will be shown and work with all aspects of creating charts in DOC1 Series 5.

Duration: 4 Hours

Instructor-led Online Tuition: \$500 per student

Onsite Tuition: N/A

Prerequisites: DOC1 Series 5 Basic course

- Objectives:**
- Understand the use of the Chart Wizard for simple charts
 - Understand all basic sections of charts:
 - Data Axis
 - Bar Axis
 - Bar Group
 - Data Points
 - Extensive hands-on labs to reinforce the skills taught

DOC1 Series 5 Data for Data Pros *Instructor-led Online*

This is an instructor-led online class. The student will be instructed on all aspects of loading and defining data in DOC1 Series 5. This class is designed for data professionals that have a need to understand how to work with data in DOC1.

Duration:	4 Hours
Instructor-led Online Tuition:	\$500 per student
Onsite Tuition:	N/A
Prerequisites:	Basic understanding of PCs and the Microsoft Windows environment
Objectives:	<ul style="list-style-type: none">• Understand the different types of DOC1 input data• Understand how to load and format DOC1 data• Extensive hands-on labs to reinforce the skills taught

DOC1 Series 5 Content Author - Administrator

In this course, the student will learn how to manage, maintain, and implement marketing messages on current Designer applications as well as creating strategic business documents using Content Author. Additionally, the student will learn the four roles that makeup the Content Author environment. In the hands-on exercises, the student will create an SQL instance of Content Author and fill the database using the Administration tool. This Microsoft Windows-based Administration tool is used by Administrators and Project Managers. Authors and Reviewers use the Web-based interface to create messages; set message attributes, and review messages. The student will gain hands-on experience in all four roles which exhibit the complete message cycle.

Duration: 2 Days

Public Seminar Tuition: \$1,500 per student

Onsite Tuition: \$7,500 + travel expenses (8 students)

Prerequisites: DOC1 Series 5 Basic course

- Objectives:**
- Differentiate between the functionality of the various user roles
 - Create and maintain product lines and their folders
 - Create and edit messages using text, images, data fields, and URL links
 - Review messages, then approve or deny them
 - Create and use message conditions
 - Use the reporting capabilities of Content Author to report on objects and messages
 - Go into Product with messages created to produce the *.HIM file
 - Incorporate the messages into the Designer application

DOC1 Series 5 Journals *Instructor-led Online*

This is an instructor-led online class. The student will be shown and work with all aspects of creating journals in DOC1 Series 5. Journals are text files that are created simultaneously with your normal DOC1 output. They can be used in a variety of ways, limited only by your imagination!

Duration: 4 Hours

Instructor-led Online Tuition: \$500 per student

Onsite Tuition: N/A

Prerequisites: DOC1 Series 5 Basic course

- Objectives:**
- Use of Chart Wizard for simple charts
 - Discussion of all basic sections of charts:
 - Data Axis
 - Bar Axis
 - Bar Group
 - Data Points
 - Extensive hands-on labs to reinforce the skills taught

DOC1 Series 5 Message 1 Administration

You will learn how to manage, maintain, and implement marketing messages and strategic business documents outside of the normal DOC1 Designer system using the DOC1 Marketing Message tool. Additionally, you will learn the four roles that make up the Message 1 environment and playing those roles you will create messages, review messages and deploy messages into production.

Duration: 2 Days

Public Seminar Tuition: \$1,500 per student

Onsite Tuition: \$7,500 + travel expenses (8 students)

Prerequisites: DOC1 Series 5 Basic course

Objectives:

- Differentiate between the functionality of the various user roles
- Create and maintain product lines and campaigns and review the message status cycle
- Create and edit message using text, images, and data fields
- Review and approve or deny message
- Create and use message conditions
- Use the reporting capabilities of Message1 to report on objects and messages
- Extract and deploy messages from Message1
- Incorporate messages into the DOC1 Designer Application

DOC1 Series 5 Post Composition Engine (PCE)

This course concentrates solely on handling the requirement of post-processing. You will receive comprehensive training in the use of DOC1 Generate Post Composition Engine (PCE) a programming language. You will write a number of PCE scripts that perform common operations such as adding Optical Mark Recognition (OMR) marks to documents, re-sequencing a printstream, and printing multiple-up documents.

Duration: 2.5 Days (Course ends at 2pm on the third day)

Public Seminar Tuition: \$2,500 per student

Onsite Tuition: \$10,000 + travel expenses (8 students)

Prerequisites: DOC1 Series 5 Basic course

Objectives:

- Create and use the Control Files file necessary for PCE
- Write and run a PCE script to handle the requirements of post-processing
- Reformat printer data streams and merge data streams
- Add OMR marks and barcodes to composed pages
- Replace the text in an existing document
- Create multiple data streams from a single data stream
- Reprint specific documents

DOC1 Series 5 Post Composition Engine (PCE) *Instructor-led Online*

This is an instructor-led online class. This course concentrates solely on handling the requirement of post-processing. You will receive comprehensive training in the use of DOC1 Generate Post Composition Engine (PCE) a programming language. You will write a number of PCE scripts that perform common operations such as adding Optical Mark Recognition (OMR) marks to documents, re-sequencing a printstream, and printing multiple-up documents.

Duration: 16 Hours over the course of 4 consecutive days (4 hours per day)

Public Seminar Tuition: \$2,000 per student

Onsite Tuition: N/A

Prerequisites: DOC1 Series 5 Basic course

Objectives:

- Create and use the Control Files file necessary for PCE
- Write and run a PCE script to handle the requirements of post-processing
- Reformat printer data streams and merge data streams
- Add OMR marks and barcodes to composed pages
- Replace the text in an existing document
- Create multiple data streams from a single data stream
- Reprint specific documents

e2 Present and Pay

This three-day course teaches an overview of DOC1's Electronic Document Management (EDM) system and gives hands on experience on e2 Present and Pay modules. The students will learn how to customize the production Web Application by playing the various roles found in the system (Administrator, Operator, Customer Service and Consumer).

Duration: 3 Days

Public Seminar Tuition: \$2,500 per student

Onsite Tuition: \$10,000 + travel expenses (8 students)

Prerequisites: Familiarity with the DOC1 Series 5 environment
Experience with the Microsoft Windows environment

Objectives:

- Overview of the EDM environment
- Use the system Site Manager and Site Designer to setup the Web Site environment
- Play the Administrator role and create users, setup providers and publishers, and all other administrative activities
- Login as the Operator to setup the system operations
- Use the Customer Service role to learn how to represent a consumer
- Register as a user within the system to view and pay documents

e2 Render API

This course is intended for anyone who wishes to call e2 Render API commands. It will cover all commands that can be utilized to access, query and request documents from an e2 Vault installation through the Render API.

Duration: 1 Day

Public Seminar Tuition: \$750 per student

Onsite Tuition: \$3,750+ travel expenses (8 students)

Prerequisites: DOC1 Series 5 Basic course
1 - 2 years of Java programming experience

Objectives:

- Create a document in DOC1 Series 5 and ingest it into e2 Vault
- Create a .jsp page for input
- Create Java code to attach to an instance of e2 Vault
- Create Java code to query e2 Vault for its contents
- Create Java code to request an output document from e2 Vault
- Create servlets to attach to an instance of e2 Vault, query the e2 Vault, and request an output document
- Learn how to create user pools of e2 Vault connections
- Learn error reporting techniques for the e2 Vault

e2 Vault Administrator

This course provides information on the e2 Vault environment, its place in the DOC1 Solution, and the role of the system administrator.

Duration: 2 Days

Public Seminar Tuition: \$1,500 per student

Onsite Tuition: \$7,500 + travel expenses (8 students)

Prerequisites: Familiarity with the DOC1 Series 5 environment
Experience with the Microsoft Windows environment

- Objectives:**
- Understand the DOC1 e2 Vault environment
 - Learn how to provide an Index to the print stream by creating journal files
 - Discuss the initialization files that make up the system
 - Learn what the Automatic Data Manager does to the print stream
 - Learn how to download, index, and archive the print stream
 - Understand how to maintain and troubleshoot the system
 - Discuss and use the different methods to access the documents within e2 Vault
 - Create a Mobile Archive CD using the Media Builder
 - Learn how to use e2 Query Designer and Client

EngageOne Administrator

In this course, the students will learn how to create, manage, and maintain a basic EngageOne environment. It will guide the students through best practices when setting up the environment, configuring workflows, importing and testing templates, system integration, system administration and delivery options.

Duration:	3 Days
Public Seminar Tuition:	\$2,500 per student
Onsite Tuition:	\$10,000 + travel expenses (8 students)
Prerequisites:	Working knowledge of Windows 2000 or XP environment Insight of interactive documents within their business Understanding of J2EE concepts and technologies
Objectives:	<ul style="list-style-type: none">• Setup a basic EngageOne environment• Build simple workflow• Publish templates and resources• Understand system data and interactive data• Configure event monitor• Create document instances• Manage EngageOne• Setup delivery options for immediate and batch• Start DCS and run batch

EngageOne Designer

This course teaches student how to use the EngageOne Designer tool. The course covers interactive data creation, template design and logic control using all three views found within the Work Center Manager. It will guide the students through the creation of templates their deployment and the output resource file creation.

Duration: 3 Days

Public Seminar Tuition: \$2,500 per student

Onsite Tuition: \$10,000 + travel expenses (8 students)

Prerequisites: A working knowledge of Windows 2000 or XP environment
An understanding of interactive documents

Objectives:

- Define Interactive data
- Build simple template
- Manage active content
- Test Templates
- Publish for EngageOne
- Extract Resources for EngageOne

EngageOne Designer for DOC1 Users

This course teaches student who currently use the Series 5 Designer tool how to use the EngageOne portion of the Designer tool. The course covers interactive data creation, template design and logic control using all three views found within the Work Center Manager. It will guide the students through the creation of templates their deployment and the output resource file creation.

Duration: 2 Days

Public Seminar Tuition: \$1,500 per student

Onsite Tuition: \$7,500 + travel expenses (8 students)

Prerequisites: DOC1 Series 5 Basic Course
A working knowledge of Windows 2000 or XP environment
An understanding of interactive documents

Objectives:

- Define Interactive data
- Build simple template
- Manage active content
- Test Templates
- Publish for EngageOne
- Extract Resources for EngageOne

Finalist

Learn how Finalist improves the address quality of your files, databases, and mail while saving the time and money it takes to reprocess undeliverable mailpieces.

Duration: 1.5 days (Course ends at 2pm on the second day)

Public Seminar Tuition: \$750 per student

Onsite Tuition: \$3,750 + travel expenses (8 students)

Prerequisites: Ability to navigate your platform
Basic understanding of JCL or scripts

Objectives:

- Understand the capabilities and benefits of Finalist
- Understand the Finalist system flow and relationships
- Understand CASS requirements, including DPV and LACS as well as the generation of the CASS report
- Define and discuss USPS terminology
- Search the Finalist database using the Interactive Systems to answer specific queries
- Learn the basic features and functions of supplemental processing options, including SuiteLink, EWS, and RDI
- Define and discuss the required and optional Finalist parameters
- Create and submit a batch job that invokes the driver program
- Generate and review Finalist reports
- Understand the differences between the calls and routines of the Native and Compatibility Interfaces

Fundamentals of Mail - Preparing Mail for U.S. Mail Discounts

Learn the basics of preparing mail for delivery by the USPS at the most favorable rate. Discuss postal regulations and rates, industry terminology and publications, and the USPS delivery system. Review the PBBI suite of products and solutions that facilitates mailing efficiency.

Duration: 1 day

**Public Seminar
Tuition:** \$500 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: None

Objectives:

- Learn about direct mail, postal terms, as well as requirements of the USPS delivery system
- Understand postage rates, calculations, and discounts
- Review automation mail requirements
- Understand trayng, bagging, and palletization

Generalized Selection Plus

Learn how to increase the efficiency of your target marketing and mailing list effectiveness.
Learn how to perform selections with relative ease and with minimal programmer assistance.

Duration: 1 day

**Public Seminar
Tuition:** \$500 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: Ability to navigate your platform
Basic understanding of JCL or scripts
Programming background is helpful, but not required

Objectives:

- Understand the capabilities and functions of Generalized Selection Plus
- Create and submit a batch job that invokes the driver program
- Learn the Generalized Selection Plus work areas

Note: For the Mainframe Platform, e-mail us at education@pb.com for course availability. Use "Generalized Selection Course" in the e-mail subject line.

Advanced Generalized Selection Plus

The onsite course focuses on advanced product functions, features, and techniques.

Duration:	1 day
Public Seminar Tuition:	N/A
Onsite Tuition:	\$2,500 + travel expenses (8 students)
Prerequisites:	Generalized Selection Plus Course Minimum of six months experience with Generalized Selection Plus
Objectives:	<ul style="list-style-type: none">• Learn about the Generalized Selection Plus statistics file• Learn about the Generalized Selection Plus Report Writer• Learn about the Generalized Selection Plus advanced capabilities

Note: For the Mainframe Platform, e-mail us at education@pb.com for course availability. Use "Advanced Generalized Selection Course" in the e-mail subject line.

Geocoding with MapMarker

In this course, you will learn how to make the most of MapMarker.

Duration:	1/2 day
Public Seminar Tuition:	\$275 per student
Onsite Tuition:	Contact PBBI Education Department for Onsite Scheduling
Prerequisites:	A thorough knowledge of graphical interfaces (Windows 95/98/2000/XP)
Objectives:	<ul style="list-style-type: none">• Learn about Geocoding• Learn different methods of Geocoding• Geocode a table• Interpret results

Geographic Coding Plus

Learn how to turn address data into practical, powerful, and usable information. This class covers the implementation of the Geographic Coding Plus driver program and callable functions.

Duration: 1 day

Public Seminar Tuition: \$500 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: Ability to navigate your platform
Basic understanding of JCL or scripts

Objectives:

- Understand the driver program
- Understand the callable routines and their purpose
- Understand implementation techniques
- Derive geographic data such as block group and latitude/longitude coordinates
- Perform point-to-point distance calculations

Note: For the Mainframe Platform, e-mail us at education@pb.com for course availability. Use "Geographic Coding Course" in the e-mail subject line.

GeoStan

Learn how to turn address data into practical, powerful, and usable information. This class covers the implementation of the GeoStan callable functions.

Duration: 1.5 days (Course ends at 2pm on the second day)

Public Seminar Tuition: N/A

Onsite Tuition: \$3,750 + travel expenses (8 students)

Prerequisites: Ability to navigate your platform
Basic understanding of scripts, APIs, and COM areas

Objectives:

- Understand the functionality of GeoStan
- Understand the initialization files
- Understand the basic steps to create an application
- Introduction to GeoStan APIs and functions

GeoTAX

This course focuses on the GeoTAX methods and requirements used to attain the most accurate state, county, and municipality place codes.

Duration: 3 days

**Public Seminar
Tuition:** N/A

Onsite Tuition: \$7,500 + travel expenses (8 students)

Prerequisites: Ability to navigate your platform
Basic understanding of JCL or scripts

Objectives:

- Understand the concepts of Census Geography related to physical street geography and postal geography
- Understand the relevance of “place codes” and tax jurisdiction assignments
- Understand the GeoTAX system flow
- Understand the usage and benefits of the GeoTAX return codes

Getting Started with MapInfo Professional

This course is designed to introduce the fundamentals of MapInfo Professional in an instructor-led, hands-on environment.

Duration: 1 day

**Public Seminar
Tuition:** \$500 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: A thorough knowledge of graphical interfaces
(Windows 95/98/2000/XP)

Objectives:

- Understand the MapInfo Professional environment
- Import data into MapInfo Professional
- Navigate within the map window
- Learn how to work with the MapInfo Professional tools
- Learn about layer control
- Analyze data with queries and thematic maps
- Create a layout window for printing

Getting Started with MapInfo Professional *Instructor-led Online*

This is an instructor-led online class. This course is designed to introduce the fundamentals of MapInfo Professional in an instructor-led, hands-on environment.

Duration: 6 Hours over the course of 2 consecutive days (3 hours per day)

Public Seminar Tuition: \$500 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: A thorough knowledge of graphical interfaces (Windows 95/98/2000/XP)

Objectives:

- Understand the MapInfo Professional environment
- Import data into MapInfo Professional
- Navigate within the map window
- Learn how to work with the MapInfo Professional tools
- Learn about layer control
- Analyze data with queries and thematic maps
- Create a layout window for printing

List Conversion Plus

Learn how to convert files to a standard in-house format using List Conversion Plus.

Duration: 1 day

Public Seminar Tuition: \$500 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: Ability to navigate your platform
Basic understanding of JCL or scripts

Objectives:

- Learn about the List Conversion system and its components
- Identify and use List Conversion work areas
- Describe the name and address parsing functions
- Create and run a batch job to convert an input file into a standard format

Note: For the Mainframe Platform, e-mail us at education@pb.com for course availability. Use "List Conversion Course" in the e-mail subject line.

Advanced List Conversion Plus

The onsite course focuses on advanced product functions, features, and techniques. Using our specially designed workshop examples, you will learn how to convert complex file formats. You will be asked to provide samples of different data formats that you want to use during the class.

Duration: 1 day

Public Seminar Tuition: N/A

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: List Conversion Plus course

Objectives:

- Focus on name and address parsers
- Handle bogus/foul names, mixed names, dual names, and other special name conditions
- Handle blank address fields, multiple address fields, dual address fields, and other special address conditions

Note: For the **Mainframe Platform**, e-mail us at education@pb.com for course availability. Use "Advanced List Conversion Course" in the e-mail subject line.

Mail360 Data Manager

Learn how MAIL360 Data Manager handles Outbound and Inbound tracking of mail pieces.

Duration: 2 days

Public Seminar Tuition: \$1,000 per student

Onsite Tuition: N/A

Prerequisites: Fundamentals of Mail Course or general understanding of mail regulations

Basic understanding of JCL and scripts

Ability to navigate your platform

Objectives:

- Discuss the MAIL360 Data Manager system components and functions
- Understand the USPS regulations and requirements
- Understand the Process Flows for MAIL360 Data Manager
- Understand the mail piece query with MAIL360 Data Manager
 - USPS Confirm
 - USPS Address Correction Service (ACS)
 - Mail piece Spoilage
- Generate and review MAIL360 Data Manager reports:
 - Job Summary Report
 - Delivery Report
 - Address Quality Scorecard
 - Mail piece Spoilage Report

Mail360 Manager

Learn how MAIL360 Manager handles USPS Intelligent Mail Barcodes and Sequence Numbering.

Duration: 2 days

Public Seminar Tuition: \$1,000 per student

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: Fundamentals of Mail Course or general understanding of mail regulations

Basic understanding of JCL and scripts

Ability to navigate your platform

Objectives:

- Discuss the MAIL360 Manager system components and functions
- Understand the USPS regulations and requirements
- Understand the USPS Intelligent Mail• initiative for both basic and full-service programs
- Understand the Delivery Point Barcode
- Understand the USPS Intelligent Mail• Barcode components
- Understand how MAIL360 Manager manages sequence numbers
- Understand the MAIL360 Manager API
- Define and discuss the required and optional MAIL360 Manager parameters
- Create and run MAIL360 Manager batch jobs
- Generate and review MAIL360 Manager processing messages

MailStream Plus

Learn how MailStream Plus presorts your input mailing file to USPS specifications. This course touches on basic USPS regulations and possible postal discounts for selected classes of mail.

Duration: 2 days

Public Seminar Tuition: \$1,000 per student

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: Fundamentals of Mail Course or general understanding of mail regulations

Basic understanding of JCL and scripts

Ability to navigate your platform

Objectives:

- Discuss the MailStream Plus system components and functions
- Understand the USPS system of pricing tiers and relationship to work sharing
- Understand the USPS Intelligent Mail• initiative and generate barcode information for the mail piece, trays/sacks and pallet
- Understand how to generate the Mail.dat• files for electronic reporting
- Identify options appropriate for specific mailings
- Define and discuss the required and optional MailStream Plus parameters
- Create and run batch jobs for different mail classes and mail types
- Generate and review MailStream Plus reports

Advanced MailStream Plus

Learn advanced MailStream Plus features and develop a greater understanding of USPS regulations.

Duration: 1 day

Public Seminar Tuition: \$500 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: MailStream Plus course

- Objectives:**
- Learn the benefits of drop shipping and understand the USPS requirement for drop shipment discounts
 - Understand the benefits of palletizing and how to implement this option
 - Understand when manifest reporting is required and how to implement this option
 - Learn the benefits of Mail.dat® and how to implement this option
 - Learn the benefits of R-Types and how to implement this option
 - Learn the benefits of MAIL360 Manager and how to implement this option
 - Create and submit batch jobs using the described options

Introduction to MapInfo Professional

Learn the basics of the current version of MapInfo Professional. Using hands-on exercises you will learn to use MapInfo Professional to build maps and visualize data on them.

Duration: 2 days

Public Seminar Tuition: \$800 per student

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: A thorough knowledge of graphical interfaces (Windows 95/98/2000/XP)

Objectives:

- Use MapInfo Professional's different views of data and its user interface
- Understand and use the layering system
- Perform querying and geographic searching of maps and data
- Bring Excel files, delimited ASCII files, dbf files and Microsoft Access databases into MapInfo Professional
- Geocode and create points for your data
- Use MapInfo Professional's labeling features to annotate your map
- Create thematic maps using various tables
- Use the layout window to create effective hardcopy output
- Place your maps into other applications such as word processors, spreadsheets or presentation programs

MapInfo Professional Level II: Geographic Analysis and Presentation (GAAP)

This course builds on the “Introduction to MapInfo Professional” training course. The focus of this course is to explore MapInfo Professional’s visualization, analysis and presentation capabilities in detail. This involves extensive use of Thematic Mapping, SQL and Update Column as well as other forms of visualization and analysis. Some of the topics in this course extend your knowledge of topics covered in the Introduction course and some of the topics explore new features and capabilities. The emphasis of the course is on exploring a variety of different analytical possibilities. Those who desire flexibility in visualizing, analyzing and presenting their data will find this course to be of great benefit.

Duration: 2 days

Public Seminar Tuition: \$800 per student

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: Introduction to MapInfo Professional and a thorough knowledge of graphical interfaces (Windows 95/98/2000/XP)

Objectives:

- Update an entire column of data
- Use the MapBasic window to automate tasks and modify Workspaces
- Use the SQL Select command to create complex queries
- Create different types of automated polygon objects (e.g., buffers)
- Use advanced techniques to create different types of thematic maps
- Create custom geographies using the Redistricting tool
- Learn new tips and tricks to build better layouts

MapInfo Professional Level II: Map Creation and Data Management (MCaDaM)

This course builds on the “Introduction to MapInfo Professional” course. The main focus areas of this course are: (1) Drawing and editing your own maps; (2) Accessing more sources and types of data, including data stored in remote database systems, and importing data from other spatial formats; and (3) Strategies and techniques for managing data and working with a large number of MapInfo Professional users. This course is ideal for individuals who need to create and maintain their own base maps and data to use in MapInfo Professional and/or other MapInfo software products.

Duration: 2 days

Public Seminar Tuition: \$800 per student

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: Introduction to MapInfo Professional and a thorough knowledge of graphical interfaces (Windows 95/98/2000/XP)

Objectives:

- Use functionality within MapInfo Professional to import and export spatial data
- Use and manage metadata
- Access data stored in a Database Management System (DBMS) table
- Share data and settings efficiently between multiple users
- Download and use data from Web Map Services (WMS) and Web Feature Services (WFS) providers
- Provide real geographic coordinates for aerial imagery
- Combine multiple tables together into one layer using the Seamless Table Manager
- Automate data processing using the MapBasic window
- Geocode using an Envinsa Online Services (EOLS) server
- Create map objects by drawing
- Edit and modify existing map objects
- Find and fix common problems in map objects

MapXtreme 2008

Our MapXtreme 2008 class will get you quickly started toward developing your MapXtreme desktop or web applications. Class examples will be presented in VB .NET or C#.

Duration: 2 days

Public Seminar Tuition: \$1200 per student

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: Experience with .NET programming and familiarity with Microsoft Visual Studio.

Objectives:

- Learn the Architecture of MapXtreme 2008
- Create a Desktop Map Application
- Create a Web-based Map Application
- Add Different Formats of Data to the Map
- Analyze Data with Thematic Maps
- Analyze Data with Queries
- Work with Selections

Introduction to MapXtreme Java

In this course you will learn how to program applications using MapXtreme Java, MapXtreme tools, JSP pages, and servlets.

Duration: 2 days

Public Seminar Tuition: \$1200 per student

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: Developer experience, a thorough knowledge of Java, and familiarity with mapping concepts

Objectives:

- Learn to architect a MapXtreme Java solution
- Utilize the MapXtreme Java Manager
- Create an application using the Web Application Builder tool
- Create a basic mapping application
- Create tools that allow the user to interact with the map
- Create objects and add them to a layer
- Obtain information from tables and databases via the map
- Create several types of thematic maps

Merge/Purge Plus

Learn how to merge multiple name/address files and delete duplicate records using Merge/Purge Plus.

Duration: 1 day

Public Seminar Tuition: \$500 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: Basic understanding of JCL and scripts
Ability to navigate your platform

Objectives:

- Learn about the Merge/Purge Plus features and system components
- Define a duplicate and list the kinds of duplicates that Merge/Purge Plus can identify
- Create and run a batch job
- Analyze and review reports generated by Merge/Purge Plus

Note: For the **Mainframe Platform**, e-mail us at education@pb.com for course availability. Use "Merge/Purge Course" in the e-mail subject line.

Products & Solutions Overview

This is a non-technical course about the features, functions, and benefits of your licensed PBBI software products and solutions.

Duration:	1 day
Public Seminar Tuition:	N/A
Onsite Tuition:	\$2,500 + travel expenses (8 students)
Prerequisites:	None
Objectives:	Work with PBBI University to customize the topics covered in this class

Programming with MapBasic

In this course, you will learn to utilize the MapBasic programming language to customize MapInfo Professional. The course is instructed using MapInfo Professional and MapBasic.

Duration: 2 days

Public Seminar Tuition: \$800 per student

Onsite Tuition: \$5,000 + travel expenses (8 students)

Prerequisites: A through knowledge of MapInfo Professional is required. Previous programming experience is helpful.

Objectives:

- Learn the syntax and structure of MapBasic
- Automate repetitive tasks and extending MapInfo Professional's capabilities
- Debug, examine and code MapBasic programs
- Create and manipulate the MapInfo Professional user interface, including menus, pads and dialogs
- Perform analysis using Thematic Mapping and SQL select in MapBasic
- Learn how to handle systems events and obtain system information

Sagent Solutions

See: Data Flow

Sagent Advanced Transforms

See: Data Flow Advanced Transforms

StreamWeaver

Learn how StreamWeaver allows you to enhance your print streams.

NOTE: We teach this class utilizing Visual Engineer Plus. This course is suitable for anyone responsible for developing StreamWeaver control and rule files.

Duration: 3.5 days (Course ends at 2pm on the fourth day)

Public Seminar Tuition: \$2,500 per student

Onsite Tuition: \$15,000 + travel expenses (8 students)

Prerequisites: Basic understanding of print stream data and formats

Basic programming experience:
C, C++, COBOL, FORTRAN, HTML, or PL/1

Basic understanding of printing and finishing
(inserting and/or sorting) environment

- Objectives:**
- Understand the capabilities and benefits of StreamWeaver
 - Understand the StreamWeaver system flow and relationships
 - Understand the StreamWeaver tags, tag groups, functions, system variables, and commands
 - Understand the StreamWeaver Control File and Rule File
 - Learn how StreamWeaver interfaces with CODE-1 Plus, Finalist, MailStream Plus and MAIL360
 - Learn to use Visual Engineer Plus to code and run StreamWeaver jobs that will:
 - Add, delete, and/or modify barcodes
 - Create multiple output files
 - Consolidate documents
 - Insert pages into a document based on rules
 - Create extract files
 - Reorder pages within documents

Advanced StreamWeaver

Learn advanced topics in the StreamWeaver environment.

NOTE: We teach this class utilizing Visual Engineer Plus. This course is suitable for anyone responsible for developing StreamWeaver control and rule files.

Duration: 1.5 days (Course ends at 2pm on the second day)

Public Seminar Tuition: \$1,150 per student

Onsite Tuition: \$7,500 + travel expenses (8 students)

Prerequisites: Six months active experience working with StreamWeaver

- Objectives:**
- Learn to code StreamWeaver Control and Rule files to:
 - Make calls to external libraries
 - Cleanse addresses and presort documents in accordance with USPS CASS and PAVE regulations
 - Create indexes that can be used by the StreamWeaver Reprint module as well as creating control files for runs of that module
 - Parse data on a record basis, thereby allowing StreamWeaver to handle non-printstream files or non-standard data
 - Use the Variables Tag group to populate data on page layouts

Introduction to TargetPro

This course will introduce you to the basics of TargetPro and spatial analysis.

Duration:	1 day
Public Seminar Tuition:	\$700 per student
Onsite Tuition:	\$2,500 + travel expenses (8 students)
Prerequisites:	A thorough knowledge of graphical interfaces (Windows 95/98/2000/XP)
Objectives:	<ul style="list-style-type: none">• Learn the TargetPro interface• Run demographic reports• Create custom geographies for analysis• Create report output• Incorporate your data in the analysis

TargetPro PSYTE Segmentation

This course will teach you how to better understand your customers by using MapInfo's PSYTE Segmentation system within TargetPro.

Duration: 1 day

**Public Seminar
Tuition:** \$700 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: Introduction to MapInfo TargetPro

Objectives:

- Learn the basics of PSYTE segmentation
- Create PSYTE profiles of geographies and surveys
- Create PSYTE profile reports on a customer file

VeriMove

Learn how VeriMove reduces expensive returned mail costs and helps with qualification for postal discounts through Move Update compliance.

Duration: 1 day

Public Seminar Tuition: \$500 per student

Onsite Tuition: N/A

Prerequisites: Familiarity with USPS terminology

Objectives:

- Understand the USPS Move/Update requirements
- Understand installation and certification requirements for VeriMove and NCOA^{Link} (National Change of Address)
- Understand the capabilities and benefits of VeriMove
- Learn the features and functions of the VeriMove Interface
- Set up and run VeriMove batch jobs
- Generate and review VeriMove reports

Introduction to Vertical Mapper

In this course you will learn the basics and background to using Vertical Mapper, create and manipulate grids, and visualize and analyze your grid data, including using various three dimensional functions and grid querying.

Duration: 1 day

Public Seminar Tuition: \$800 per student

Onsite Tuition: \$2,500 + travel expenses (8 students)

Prerequisites: Introduction to MapInfo Professional

Objectives:

- Use Vertical Mapper to create numeric and classified grids from various sources of data
- Understand and use different interpolation methods
- Manipulate the size, resolution, colors, and styles associated with a grid table
- Perform various three dimensional visualization and analyses of your data, including cross sections, view sheds, point-to-point intervisibility and the 3D View function
- Perform grid querying