

August 2019

To Whom It May Concern:

Assurety Consulting International Corp was appointed as a subject matter expert organization to assess and provide recommendations to Canada Post Corporation regarding framework for Mail Visibility leading to future development of the program.

The objective of the engagement was to collect essential requirements, identify existing gaps and develop a strategy and roadmap for implementing a Mail Visibility platform. The evaluation and assessment entailed capturing core existing functions and enhancing capabilities for improving consumer experience and retaining mail volumes with opportunities for possible mail growth by providing customers the ability to target consumers with digital advertisements. This included in-depth study of several domains such as technical capabilities and limitations, data governance, architecture and technical solutions that support future development of a Mail Visibility platform.

Assurety Consulting engaged consultants with extensive experience of mail industry and postal services with technical knowledge and on-going implementation level expertise of Mail Visibility and Informed Delivery programs at United States Postal Services (USPS). Due to this extensive command on the subject, the consultants were able to develop rapport with our team, identify and analyse gaps in a short span of time.

An extensive study was carried out by Assurety in a very short time, as more than Sixty (60) staff members of Canada Post and third party vendors were interviewed to assess gaps and more than two-hundred & thirty (230) documents were consumed to develop the roadmap and a recommendation report for future development of a Mail Visibility program. Throughout the engagement their communication with us was excellent and we are satisfied by the work performed by Assurety Consulting; the delivered actionable Mail Visibility roadmap and comprehensive recommendation report.

I would recommend them to organizations looking for a team with technically sound, talented and diligent consultants. If you have any questions regarding this engagement or this reference letter, please do not hesitate to contact me.

Sincerely,



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