



1600 Duke Street. Suite 420 ▪ Alexandria, VA 22314-3421 ▪ www.idealliance.org

Letter of Recommendation

March 17, 2014

To whom it may concern:

As the President and CEO of IDEAlliance, a non-profit industry organization, I have worked with Assurety Consulting Inc for over nine years. IDEAlliance is a global community of integrated media creators, producers, publishers, distributors, and their service providers, material suppliers, and technology partners. The not-for-profit association creates specification, best practices, and training for efficient end-to-end digital media workflows — from content creation through distribution.

Since 2006 Assurety Consulting Inc. has been providing technical direction, strategy, and leadership for the B2B Mail.dat® and Mail.XML™ data specifications which are used by the US Postal Service and Industry partners. The specifications provide the platform to enable the digital supply chain workflows for all mail.

In 2004 Assurety played a lead role in enabling XML and Web Services for the mailing and shipping industry to present with a focus on bringing future technology solutions, increasing workflow efficiencies through automation bi-directional communications solutions, and decreasing costs of doing business through business process engineering in the B2B environment. They provided thought leadership with mail and parcel verification, payment, entry, induction, and processing and delivery solutions.

Assurety has been directing and leading collaboration and changes to the data specifications, in conjunction with the IDEAlliance Mail.dat® and Mail.XML™ Working Groups with representation across the mailing industry and the US Postal Service. They played a lead role in defining the two data specifications for the new US Postal Service full-service Intelligent Mail IMb program which is the BIG DATA initiative to enable efficiencies through data within the US Postal Service supply chain and in defining solutions for the parcels payment and tracking visibility solutions.

Assurety's knowledge of the Postal mailing and shipping industry and their expertise with the US Postal Service, logistics, and supply chain work flows enabled them to bring leverage to all strategy discussions to help collaborate on common goals of the US Postal Service and the IDEAlliance and its member industry.

I offer a high recommendation for Assurety Consulting – without reservation. If you have any questions regarding this recommendation, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "David Steinhardt".

David Steinhardt
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