

# CASE STUDY

**SITUATION:** An independent federal agency, the U.S. Postal Service is the only delivery service that visits every address in the nation, over 147 million homes and businesses, six days a week. It has over 36,000 retail locations and relies on the sale of postage, products, and services to pay for operating expenses, not tax dollars. The Postal Service has annual revenues of over \$74 billion and delivers nearly half the world's mail.

The United States Postal Service needed to provide their employees and project teams a tool to manage communication and production of all postal material.

# USPS

**STRATEGY:** Create a simple, web based project management and collaboration tool which could be used as the central location to manage dozens of large program initiatives. Information, data, documents, tasks and issues needed to be shared between multiple groups within the Postal Service as well as between the Postal Service and outside vendors and partners.

**SOLUTION:** The MessageMaker.biz site was the solution to solve both their project management, communication, and collaboration issues as well as the problem of monitoring and maintaining variable print on demand work-flow.

**RESULTS:** It has allowed people to work more efficiently and better manage initiatives through the entire system, including planning and design through development, quality assurance and implementation of communications.

The system administrators have the ability to monitor their projects in real-time, receive automatic notifications of any errors, as well as the ability to coordinate and collaborate. To date, the site has driven the production of over 719 million pieces.

