

ROC Business

Local news coming out of the business world.

SMALL BUSINESS SPOTLIGHT

Mail Technologies Inc. streamlines paperwork

ALAN MORRELL

A local company has developed a web-based system designed to eliminate some of the headaches of paperwork for small businesses.

Mail Technologies Inc. launched the service, called DocuSend, in July. DocuSend helps speed up the cumbersome process of, for instance, mailing bills, said Mail Technologies CEO Jim Stewart.

"Companies will typically spend two-and-a-half to three hours to print and send invoices," Stewart said. "That same file can be downloaded to our website and the invoice is in the mail the next day. One of our slogans is, 'It's faster than buying a stamp.'"

DocuSend is just one of the services offered by Mail Technologies. Stewart founded the company in 1991 with software-driven print-to-mail and electronic document services. That worked well for Mail Technologies' larger customers, like energy companies, healthcare services and telecommunications companies, but was not cost-effective for smaller clients, Stewart said.

That quandary led to the development of DocuSend, he said.

"We always wanted to address small businesses could benefit by automating their invoices," Stewart said. "The only way you could make it affordable was to develop a web-based system."

Mail Technologies manages and tributes all kinds of documents, not just invoices. The technology can be used, for instance, to inform customers of product recalls or utility shutoffs or other matters when speed and accuracy are crucial. Mail Technologies helps businesses promote products within their bills — think of a customer who has cable but doesn't have broadband, Stewart said.

The systems also provide an indexing system that makes it quicker for customers of Mail Technologies to recover and if necessary re-send documents.

While much of the work is done

"I had ideas on how to automate mail."

JIM STEWART
CEO, MAIL TECHNOLOGIES INC.



Machine operator Marisol Negron, of Irondequoit, checks the quality of the envelopes before placing them in the postal bins at Mail Technologies Inc. in Ogden.

KATE MELTON

through email, Mail Technologies also sends out documents via the United States Postal Service. "Most 'sensitive' documents are still sent by mail," Stewart said. Mail Technologies customers also include lawyers and accountants with access to those kinds of 'sensitive' documents. (Hillary Clinton's email issues may come to mind here.)

Stewart worked at Eastman Kodak Co. before founding Mail Technologies. At Kodak, he worked in automating the company's internal billing system and realized the applications that could be used by others. He started Mail Technologies as the only employee.

"I had ideas on how to automate mail," he said. "Postal regulations were all dif-

ferent then."

Stewart approached credit unions with his ideas, trying to persuade them that his company could handle their accounts-receivable work. Once he got the Summit Federal Credit Union on board, others followed and Mail Technologies grew.

The business now has 14 employees and a presence in 20 states. Stewart talked about offering full-color printing of documents and, more importantly, launching the company globally. One of the next steps involves working out some of the snags associated with the Patriot Act, such as postage issues, Stewart said. Companies in South America and Europe have shown interest in Mail

MAIL TECHNOLOGIES INC.

Founded: 1991
Location: 10 Vantage Point Drive, Ogden
Executives: Jim Stewart, CEO; David Drum, president
Employees: 14
Website: www.go2mti.com

Technologies, he added.

"All they'll need is an approved credit card," he said. "Companies will not have to put foreign postage on their mail. And it will cost about a quarter of what it is now."

Alan Morrell is a Rochester-based freelance writer.