

MOVEMENT

BRYNKA NEWSLETTER

WELCOME TO MOVEMENT!

Welcome to the latest edition of Movement!

The purpose of this quarterly newsletter is to keep you up to date with the latest Brynka news and to provide articles and information that will INSPIRE, INFORM and EDUCATE.

We all need to keep moving forward to reach our full potential.

Our aim is to bring you forward-thinking topics covering all aspects of the mailing industry, help you get to know our incredible Brynka Team, and also to provide you with some inside tips to improve your business.

We hope you enjoy Movement!

brynka
Endless Options, One Solution

SMART LOCKERS

by Melissa McMullen

At the beginning of the school year, students in Colleges and Universities are ordering their textbooks online, resulting in many packages at campus mail centers. With limited space, it is important to find a way to get items to recipients as fast as possible; this is where a package locker system can assist you.

Let's imagine two scenarios for a student, Tim, who ordered textbooks online which were delivered to the campus mail center today. Due to Tim's schedule, he won't be available to pick up any packages until 6:00 pm, after the mail center is closed for the day.

In the first scenario where the school does not have a package locker system, Tim will not be able to get his books today to complete his assignments by tomorrow. This is not an ideal situation for Tim because it could already put him behind in the class.

In an alternate scenario, if the school had a package locker system, then at closing time the mail center can put Tim's item into a smart locker. Tim will get an email and text to notify him of this event, and he will be able to get his books at 6:00 pm to complete his assignment that night. This scenario gets the package to Tim in a timely manner and it removes the item from the mail center, where it would otherwise be taking up very precious space.

Brynka has had exciting opportunities to work with several different locker companies based all around the world. These smart locker systems are very technologically advanced and they have many great features, such as pickup code generation, built-in touch screens, set expiration times, and multiple platform notifications.

With this fast-paced delivery system, you can be more efficient, and your recipients will be happy to receive their items at a time convenient for them.

BRYNKA PROFILE: DWAYNE DUNLAP, TECHNICAL ENGINEER



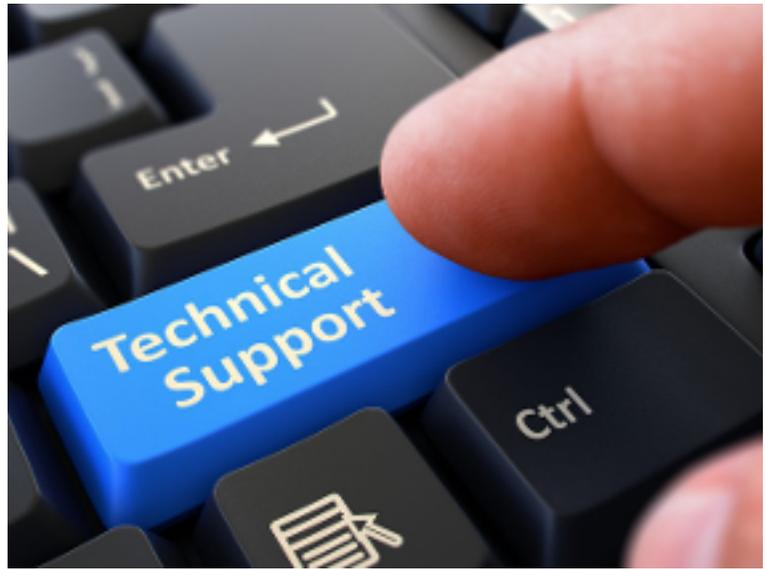
Dwayne has been in the service industry for many years. He started out as a copier service technician before joining the Brynka Team back in 2001. Dwayne has a degree in Computer Engineer Technology and Web Development.

As Technical Engineer, Dwayne provides support to our diverse clients for a wide range of hardware and Brynka software products. His years of service and attention to customer needs allows him to provide superior support to our clients.

"It gives me great pleasure knowing that I was able to provide the best service possible to our devoted clients."

Dwayne resides in lower Delaware with his wife and two daughters. He loves traveling, photography, and most of all surfing.

CLOUD-BASED MAIL CENTER SYSTEMS: WE WERE THE FIRST!



by Kirk Williams

Remember the days when you had to install software locally on your computer? It is a by-gone era we are happy to leave in the past. While most Mail center solution companies use cloud-based systems, Brynka pioneered this technology long before anyone knew what cloud-based software was.

Just in case you do not know what Cloud-based computing is, it allows users access to software applications that run on shared computing resources (for example, processing power, memory, and disk storage) via the Internet. These computing resources are maintained in remote data centers dedicated to hosting various applications on multiple platforms. It generally has much lower upfront costs, because computing resources are leased by the month rather than purchased outright and maintained on premises. But beside the savings benefits, below are other benefits that make Cloud-based software superior to anything else.

1. Reduces IT support services because IT support is provided by Brynka
2. Eliminates paying upfront for application software licenses in favor of a monthly fee
3. Shrinks the cost of maintaining and supporting those applications since we handle updates and upgrades
4. Brynka's Cloud-based application is faster to install and can be done remotely
5. Enjoying the confidence that the data has been backed up and there is a disaster recovery plan
6. Accessing the system from anywhere makes it easy for a company to expand geographically since the Internet is everywhere