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A FORM BASED PERSONALIZED  
BULK MAILING SYSTEM

by

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A MASTER'S REPORT

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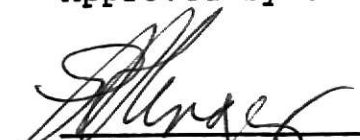
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## CHAPTER 1

### INTRODUCTION

#### 1.1 BACKGROUND

Over the past two decades, office automation activity has focused on the mechanization of the single task. The usual goal was typing, and the job was approached through the creation, refinement, and spread of word processors as another piece of equipment intended to improve office productivity. As stated by Chorafas (1), the basic issues have changed. The objective now is to develop a "single system" by combining word processing, data processing, image handling, and message transmission services. This will supplant the need for typewriters, reproduction centers, mailrooms and office file cabinets; thus, integrating a myriad of office functions in a single computer-based terminal via user-friendly commands.

There are people who feel that the paperless plunge will pay off. This is particularly true for major corporations and government agencies which, snowed under with paper, want to get in step with the paperless pace promised by automation. For instance, forms have been proposed and used in the design of at least three office automation systems (Office Talk, Odyssey, and OFS) (1). Forms help ease the transition from a manual office system based on paper forms to a computer office