A Beginner's Overview to Intelligent Mail® Services

February 2009

Version 5

Introduction

In May 2009, the United States Postal Service® (USPS®) will roll out the next phase of Intelligent Mail® services. In this Overview you will find fundamental information on what Intelligent Mail services offer and require, Intelligent Mail barcodes and their benefits, the two service level options being offered, how to get started with Intelligent Mail services and where to find additional resources to help you.

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What are Intelligent Mail® services?

Intelligent Mail services offer mailers the Postal Service's next-generation mail delivery information processing. Intelligent Mail services are built around a new barcode format that will be used on mailpieces, handling units (trays and sacks) and containers. As explained in detail over the next several pages, these Intelligent Mail barcodes carry more information and enable more services than the barcodes used today.

Figure 1 below outlines the progress dates for the Intelligent Mail service options.

Date	Next Stage Initiatives
February, 2009	Price Changes announced
May 11, 2009	• Intelligent Mail® Basic and Full-Service options implemented • *Postal Wizard and Mail.dat*® will support Full-Service option • Full-Service Flats ***must*** include the 11-digit Delivery Point barcode
Fall, 2009	• Start of proposed price discount for Full-Service option • *PostalOne!*® will support electronic documentation Mail.XML™

Figure 1 – Intelligent Mail® Services Progress Dates

Barcodes: Past, Present and Future

Over the years, the Postal Service™ has continuously worked to develop new technology and drive improvements in service and efficiency. The first major achievement in this effort was the **POSTNET™ barcode**, which was developed in the early 1980s by the Postal Service to encode ZIP Code™, or "routing", information on mailpieces for sorting by automation equipment. The POSTNET barcode uses a series of half- and full-height bars to represent the ZIP Code and a check-digit with two additional framing bars at the beginning and end of the barcode. The length of the POSTNET barcode can vary depending on the length of the ZIP Code present (5, 9 or 11 digits).

In the 1990s, the USPS created the Confirm® program – a subscription-based service to allow mailers to track their mailpieces through the postal system. The Confirm program requires the use of a second, separate barcode to be printed on the mailpiece. This is called the **PLANET Code® barcode** and looks similar to the POSTNET.

Over time, the USPS introduced the **10-digit Legacy Tray Label**, which uses an interleaved 2-of-5 barcode for routing purposes on tray/sack labels.

As the next step in the evolution of the USPS automation program, the Postal Service is introducing a suite of **Intelligent Mail® barcodes**. The Intelligent Mail® barcode consolidates all of the previous barcode formats into one and can be used to uniquely identify:

- Mailpieces – letters and flats
- Handling Units (trays and sacks)
- Containers (Pallets, All-Purpose Containers, etc.).

Intelligent Mail barcodes are information-rich. For example, the POSTNET barcode only includes delivery point routing information. As explained in more detail below the Intelligent Mail barcode for mailpieces holds significantly more data and includes additional fields that can allow mailers to uniquely identify each mailpiece in a mailing. Intelligent Mail barcodes facilitate feedback about the mailpiece, allow for mail-

delivery service measurement, and make it possible to use the mail in a much smarter way.

The Intelligent Mail® Barcode

The Intelligent Mail® Barcode for Mailpieces

The Intelligent Mail barcode for mailpieces includes the same routing information as the POSTNET barcode, but with four new data fields added. These new fields enable a mailer to combine several pieces of text-based information into one barcode line.

In **Figure 2** below you will see how the Intelligent Mail barcode is more compact and has all the necessary information in one line providing for a much cleaner looking mailpiece with more "real estate" available for mail owners to use as they see fit. The mailpiece on the right uses the Intelligent Mail® barcode to combine data from five sources on the left:

- A PLANET barcode*
- An ACS Participant ID
- An ACS Mailer's Keyline
- A POSTNET barcode.*

  * - The PLANET and POSTNET barcodes are represented in character form for easier recognition.

Figure 2

Mailpieces with POSTNET and Intelligent Mail® barcodes.

Data Fields in the Intelligent Mail® Barcode for Mailpieces

The Intelligent Mail barcode for mailpieces is a 31-character data string that converts into 65 bars of 4 different heights. (Unlike the POSTNET barcode the Intelligent Mail barcode is always 65 bars, regardless of ZIP Code length, and does not require a check-digit or framing bars.) The 31-character data string contains a 20-character Tracking Code and an 11-character Routing Code. The Tracking Code consists of 4 separate fields. Descriptions of the individual fields are provided below.

1. The **Barcode Identifier** is a 2-digit field that describes the level of presort qualification for the mailpiece. Currently, this information may be printed on a mailpiece in human-readable form using the optional endorsement line (OEL).

    - Letter-size mail, with or without a printed OEL, must contain "00".
    - Flat-size mail without a printed OEL must contain "00".
    - Flat-size mail with a printed OEL must contain coding corresponding to the correct sortation level of each piece.

2. The **Service Type Identifier** is a 3-digit field that indicates the level of participation in various postal services. Each 3-digit value corresponds to a particular class of mail and/or a particular combination of services. It also represents the Intelligent Mail® service option; Basic or Full-Service.

3. The **Mailer Identifier** (Mailer ID or MID) field is a 6-digit or 9-digit number assigned by the USPS that identifies a specific agent in the mailing supply chain. Mail owners and mail preparers will be assigned 6-digit or 9-digit Mailer IDs based upon their annual mail volume as verified by the Postal Service.

> Local Business Mail Entry Units (BMEUs) and Mailpiece Design Analysts (MDAs) are responsible for helping customers acquire their Mailer ID.
> To locate your local BMEU Manager, go to:
> http://www.usps.com/nationalpremieraccounts/findlocators.htm.
> To find a local MDA, go to:
> http://www.usps.com/replymail/mailpiece.htm

4. The **Serial Number** is a 6-digit or 9-digit field depending on the length of the Mailer ID. (See Figure 2 below) In Basic option mailings, the serial number has no requirement for uniqueness. In qualified Full-Service mailings, the Serial Number must be unique and remain so for a period of 45 days from the date the USPS accepts the mail.

5. The **Routing Code** field contains essentially the same ZIP Code™ routing information as the POSTNET barcode.

Figure 3

Example of 6-digit and 9-digit Serial Numbers in relation to Mailer IDs.

Intelligent Mail® Service Options

With the implementation of the next phase of Intelligent Mail® services, the Postal Service™ will be offering two different service options for mailers to choose from: Basic and Full-Service. The requirements and benefits of each are outlined below.

Basic Option

Under the Basic option, a 31-digit Intelligent Mail barcode comprising the Barcode ID, Service Type Identifier, Mailer ID, Serial Number and Routing Code will be required on all letters and flats.

The Basic option does not require unique Serial Numbers be encoded in the barcode. A mailer who chooses the Basic option may encode the Serial Numbers with any number. Following are some examples:

- All zeros
- Variable information
  - Account number
  - Membership number
  - Order number
- Unique data (in conjunction with the Mailer ID)
- A Mailing ID (a static ID number to be used on the entire mailing)
  - Job number
  - Project number
  - Reference number

Choosing the Basic option will ensure compliance with automation requirements effective with the retirement of the POSTNET barcode in May 2011. It can also provide mailers a transition path to the Full-Service option.

Full-Service Option

There are several requirements a mailer must meet in order to comply with the Full-Service option:

1. Unique Mailpiece Barcodes. A 31-digit Intelligent Mail barcode (described in detail above) comprising the Barcode ID, Service Type Identifier, Mailer ID, Serial Number and Routing Code will be required on all letters and flats. The barcode will be required to maintain uniqueness for a period of 45 days from the Postage Statement date of mailing in .CSM record.

2. Unique Tray Barcodes. A 24-digit Intelligent Mail tray barcode will be required on all letter trays, flat trays and sacks. This barcode will consist of the routing information, Mailer ID and a unique serial number. The barcode will be required to maintain uniqueness for a period of 45 days from the Postage Statement date of mailing in .CSM record.

3. Unique Container Barcodes. A 21-digit Intelligent Mail container barcode will be required on all pallets, All-Purpose Containers (APCs), rolling stock, gaylords, etc. This barcode will consist of the Mailer ID and a unique serial number. The barcode will be required to maintain uniqueness for a period of 45 days from the Postage Statement date of mailing in .CSM record.

4. Electronic Documentation (eDoc). Mailers will be required to submit their postage statements and mailing documentation electronically to the USPS *PostalOne!*® system using one of the following three methods: Mail.dat®, Mail.XML™ (in a future release) or the Postal Wizard.

5. FAST® (Facility Access and Shipment Tracking). Mailers will be required to schedule appointments using the FAST system for drop-ship mailings and all mailer-transported, origin-entered mail verified at a detached mail unit (DMU).

Barcode uniqueness is an important aspect of the Full-Service option; however, there are two exceptions to the unique serial number requirement for Full-Service letters and flats mailpieces. Both exceptions exist for mailings under 10,000 pieces that either:

- Have postage affixed to each piece at the correct price - or -
- Contain pieces of identical weight that are separated by price.

With Postal Service™ approval, mailings that qualify for one of these exceptions may be permitted to use the same number on all mailpieces, although that number cannot be reused for a period of 45 days from the Postage Statement date of mailing in .CSM record.

Under the Full-Service option, when mail owners elect to use their own 6-digit or 9-digit Mailer ID and unique serial numbers for mailpieces, mail preparers will be required to honor the 6-digit or 9-digit Mailer ID and unique numbering as architected by the mail owner. We encourage mail owners to use their own Mailer ID's in the Intelligent Mail barcode.

The Intelligent Mail® Tray Barcode

Under the Full-Service option, mailers will be required to apply unique Intelligent Mail tray barcodes on tray and sack labels. Uniquely identifying each tray or sack with this barcode will allow them to be tracked as they are processed through the mailstream.

In order to meet the requirements for Full-Service mailings, mailers will be required to uniquely number each tray or sack in a mailing by using one of the two Intelligent Mail tray label formats:

1. The 24-digit Intelligent Mail tray label (Figure 4)
    a. Uses the new 24-digit Intelligent Mail tray barcode to identify the mailer and uniquely number each tray or sack
    b. USPS acceptance begins in April 2009
    c. Also for use with the Basic option, but mailers are not required to uniquely number each tray or sack.

2. The Transitional 10/24 Intelligent Mail tray label (Figure 5)
    a. Uses the new 24-digit Intelligent Mail tray barcode to identify the mailer and uniquely number each tray or sack
    b. Also uses the legacy 10-digit barcode
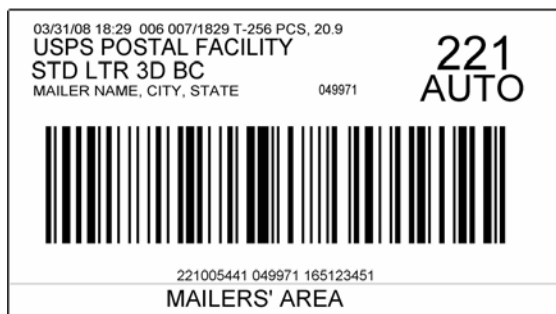   c. Currently accepted by the USPS

Figure 4

24-digit Intelligent Mail® Tray Label
*** Not for use until April 2009 ***

Figure 5

Transitional 10/24 Intelligent Mail® Tray Label

Data Fields in the Intelligent Mail® Tray Barcode

The Intelligent Mail® tray barcode is a 24-digit data string that contains six fields (defined below). This barcode must remain unique for a period of 45 days from the date of induction.

1. The **ZIP Code™** is a 5-digit field that identifies the tray or sack's ZIP Code destination.

2. The **Content Identification Number** (CIN) is a 3-digit field that describes the presort qualification of the mail in the tray or sack. A table of valid CINs can be found in section 708.6.2.4 of the Domestic Mail Manual (DMM®).

3. The **Processing Code** is a 1-digit field. The two acceptable values are:

    - "1" - for automation and machinable mail
    - "7" - for all other mail.

4. The **Mailer ID** is a 6- or 9-digit number assigned by the USPS that identifies a specific agent in the mailing supply chain. Mail owners and mail preparers will be assigned 6-digit or 9-digit Mailer IDs based upon their annual mail volume as verified by the Postal Service™.

5. The **Serial Number** is a 5- or 8-digit number, depending on the length of the Mailer ID.

6. The **Label Type** is a 1-digit field that defines the length of the Mailer ID. This field is used as a qualifier for systems to properly recognize the data within the barcode and has two acceptable values:

    - "1" - for 6-digit Mailer IDs
    - "8" - for 9-digit Mailer IDs.

ZIP Code™ Ex: Memphis, TN "38141"	Content Identification Number (CIN) 3-digits describing the tray	Processing Code Ex: "1" for Automation Compatible	Mailer ID Ex: "123456" USPS Assigned	Serial Number Ex:"20080001" Mailer Assigned	Label Type Ex: "1" for 6-digit MID

Figure 6
Data Fields in the Intelligent Mail® Tray Barcode

The Intelligent Mail® Container Barcode

Under the Full-Service option, mailers will be required to apply unique Intelligent Mail container barcodes on placards affixed to pallets, APCs, pallet boxes, and other rolling stock. Uniquely identifying each tray or sack with this barcode will allow them to be tracked as they are processed through the mailstream.

Mailers will be allowed to use one of two types of Intelligent Mail® container labels for the Full-Service option. These are a 4" by 7" label (Figure 7) or an 8" by 11" label (Figure 8). The difference between these two placards is the 8" by 11" label includes a much larger space for the mailer area.

Regardless of which size you choose, at least two copies of the label must be affixed to adjacent sides on the outside of the shrinkwrap or container. Placards must be affixed by self-adhesive or other adhesive means that will not obscure any required element of the placard and remain secure throughout transportation and USPS processing.

Figure 7

4" x 7"
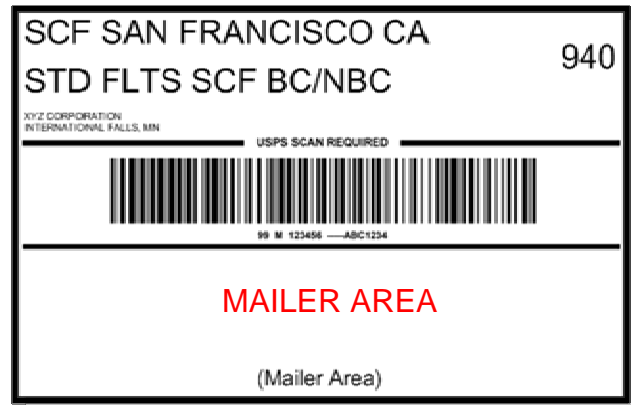**Intelligent® Mail Container Label**

Figure 8

8" x 11"
Intelligent Mail® Container Label

Data Fields in the Intelligent Mail® Container Barcode

The Intelligent Mail container barcode is a 21-digit data string that converts into GS1-128 barcode symbology, and contains four fields (defined below). This barcode must remain unique for a period of 45 days from the date of induction.

1. The **Application Identifier** is a 2-digit field that must contain "99".

2. The **Type Indicator** is a 1-byte field that must contain the letter "M".

3. The **Mailer ID** is a 6- or 9-digit number assigned by the USPS that identifies a specific agent in the mailing supply chain. Mail owners and mail preparers will be assigned 6-digit or 9-digit Mailer IDs based upon their annual mail volume as verified by the Postal Service.

4. The **Serial Number** is a 9- or 12-digit number, depending on the length of the Mailer ID.

Application Identifier "99"	Type Indicator "M"	Mailer ID USPS Assigned, Ex: "123456"	Serial Number Mailer Assigned, Ex: "200800000001"

Figure 9
Data Fields in the Intelligent Mail® Container Barcode

Electronic Documentation – (eDoc)

General Information

Under the Full-Service option, electronic documentation must be used to transmit data files for generating postage statements and mailing documentation to the Postal Service's *PostalOne!®* System. These files describe how mailpieces are linked to trays or sacks, and to containers (if applicable), and are required to match the preparation of the mail to qualify for the Full-Service option. The electronic documentation must provide the data that identifies:

- the Mail Owner and the Mail Preparer (service provider)
- the unique Intelligent Mail® barcode applied to each mailpiece in a mailing

- the Intelligent Mail tray barcode applied to each tray or sack, as well as the pieces contained within the tray or sack.
- the unique Intelligent Mail container barcode applied to each container in a mailing and show the trays or sacks, or mailpieces in/on the container.

This electronic mailing information is used for:

- Business mail verification and acceptance
- Start-the-Clock (when the USPS takes ownership of the mail)
- Automation address correction (OneCode ACS®)
- Confirm (OneCode Confirm®) programs.

The Postal Service™ will use the electronically generated Postage Statements and supporting documentation to simplify mail verification, acceptance, and induction. By submitting documents electronically, mailers will not have to create paper-based forms and will use technology to manage their mailing data.

> *Mailers will no longer have a round-stamped and signed paper Postage Statement (3600/3602, etc.); however, an electronic replacement can be retrieved from the PostalOne! system.*

PostalOne! Requirements

In order to submit eDoc, mailers must participate in the USPS *PostalOne!®* system. Getting set up with a *PostalOne!* system login, and completing all the test files and processes must be done prior to submitting a Full-Service mailing. Mailers must allow sufficient time for this process. Those unfamiliar with electronic documentation today should begin their study with the **PostalOne! Getting Started Guide**.

Today, the three options to submit electronic mailing data are:
- Postal Wizard (formerly called "Postage Statement Wizard")
- Mail.dat®
- Wizard Web Services (will not support Full-Service mailings)

With the Full-Service Option, the following three programs will be available:
- Postal Wizard
- Mail.dat®
- Mail.XML™ (The *PostalOne!* system will begin accepting this format in fall 2009)

Postal Wizard

Postal Wizard enables electronic submission of postage statements, which would meet the requirement for Full-Service mailings of less than 10,000 letters and flats pieces that do not require accompanying documentation, such as permit imprint mailings of identical-weight pieces separated by price category, or mailings with the exact postage affixed to each piece. Mailers can not submit Postal Wizard electronic postage statement to the Detached Mail Unit.

For mailings that do not require presort documentation, you will only need to report the serial number used in the Intelligent Mail® barcode for mailpieces listed in your electronic postage statement.

Mail.dat® and Mail.XML™

Mail.dat and Mail.XML are specifications owned by the International Digital Enterprise Alliance (IDEAlliance®). This mailer organization facilitates data communication for appointments, qualification reports, postage, piece information, data distribution, and other supporting business functions between members of the mailing industry and then from the industry to the Postal Service™. **Contact them directly at www.idealliance.org for more detailed information on these specifications and licensing requirements.**

Mailers who are beginning to use Mail.dat or Mail.XML must plan for the education, installation and implementation of software needed to generate, edit and update these files. This is an important part of a timeline and needs to be one of the first items completed. Check with your presort software provider for information on generating, editing and updating the Mail.dat or Mail.XML files.

Mailers may use Mail.dat with the *PostalOne!*® system now, and should become proficient in generating, editing, and submitting these files before they transition to the Full-Service option.

Mail.dat®

Mail.dat is presented as a database consisting of files linked by Key Fields. There are 21 files, each with its own record type, from which recipients can extract any set of data serving their purpose. Mail.dat's potential: serving recipient's information needs efficiently and effectively while providing for all possible requests.

Mail.dat is a relational database of 21 "connected" files describing each characteristic that can exist within a mailing. As a relational database, not all 21 files are required. There is a core set of 9 required files, with another file specifically created for the Intelligent Mail program. The focus of Mail.dat has, and will continue to be, the full description of a mailing job and related data.

> *In order to submit Mail.dat® files to the USPS, you will need to obtain a User License Code from IDEAlliance.*

Mail.XML™

Mail.XML™ is an XML-based (www.mailxml.org) specification for Web services, supporting the (SOA) Services Oriented Architecture that is conversational in nature and platform independent, and its core focus is the communication between industry members and from the industry to the USPS.

Mail.XML™ currently supports container-based scheduling, pick up and drop-off business processes, as well as identifying different business entities responsible for performing different services such as quality of mailing, address correction, and delivery confirmation on a mailing. Future versions of Mail.XML will include advanced functions such as payment; automated verification; enabling first, second, and third party communication and incorporating presort planning, printing, and distribution processes.

FAST® Appointment Scheduling

As required today, most mailers will use the Facility Access and Shipment Tracking (FAST) system to schedule appointments for drop-ship mailings, except for mailings entered at the Destination Delivery Unit (DDU). Additionally, FAST will be used to create an appointment for origin-entered mail, regardless of

class, that is verified at the Detached Mail Unit (DMU) and is transported by the mailer, or as defined in a Customer/Supplier Agreement (CSA).

Mailers may schedule appointments online using the FAST website at fast.usps.com or they may submit appointment requests through *PostalOne!*® FAST Web Services at www.uspspostalone.com using the Transaction Messaging specifications.

FAST appointments will continue to be required for drop-shipments to applicable Destination Bulk Mail Center (DBMC), Destination Area Distribution Center (DADC), or Destination Sectional Center Facility (DSCF) locations for Periodicals, Standard Mail®, and Package Services mailpieces. Use of FAST enables the USPS to validate appointments and provide information to mailers regarding receipt of mailings.

Summary of Intelligent Mail® Service Benefits

The Intelligent Mail barcode offers much more than a POSTNET™ barcode. When using the Intelligent Mail barcode on your mailpieces, you can consolidate a lot of the information that is currently printed on the pieces thereby creating a much "cleaner" look with more space available for you to use for other messages and graphics. When taking advantage of the full suite of Intelligent Mail barcodes, you can increase the amount of information that can be stored and associated with individual mailpieces, handling units (trays and sacks), and containers. This information can be used to request services and add visibility (tracking information) to your mailpiece to enhance the value of your mail. The Postal Service™ will also be able to provide you more streamlined feedback on the quality of your addresses to help you reduce undeliverable-as-addressed mail and its associated costs.

Additionally, there will be monetary benefits to employing the Intelligent Mail barcode on your mail. Along with lower postage prices than either a POSTNET or Basic option mailing in the fall of 2009, the Postal Service will offer customers who qualify for the Full-Service option the following benefits beginning with the implementation of the the next phase of Intelligent Mail services in May 2009:

- Start-the-clock information at no additional charge to notify mailers when the Postal Service takes possession of mailings, and
- Address correction information at no charge for qualified letters and flats that do not have the most current address or that are undeliverable for other reasons, when those pieces are endorsed as specified for OneCode ACS®.

Getting Started With Intelligent Mail® Services

Now that you have a basic understanding of what Intelligent Mail services are and some of the options, requirements and benefits, it's time to get started on your own Intelligent Mail service plans. While the following is not necessarily the exact sequence you should follow, nor is it an exhaustive list of questions that need to be answered or decisions that need to be made, it will give you the information you need to get started.

- **Talk to your business partners** – Find out from your software vendors and/or service providers what *their* Intelligent Mail program plans are.

  Just a few of the questions you may want to ask are:

  - What are your Mailer ID plans? Will I need my own or will I be using yours?
  - What additional features/services are available?
  - Do you support Mail.dat®, Mail.XML™ or both?
  - Can you create and track unique serial numbers?
  - Can you support the Basic and Full-Service options?

- **Build a Team** – Work to put together a team that will help you implement Intelligent Mail services. Include, consider and start to plan the following:

  - Include Key Stakeholders: IT, Finance, Business, Business Partners
  - Define the Value/ ROI
  - Re-engineer your mail supply chain
  - Develop Budget
  - Develop Implementation Plan
  - Review Materials and seek support from Resources

- **Review Guides and Specifications** – Get the information you need from the following resources. These resources are discussed more in depth in the resource section.

  - Federal Register Notice: Implementation of New Standards for Intelligent Mail® Barcodes
  - A Beginners Overview to Intelligent Mail Services
  - A Guide to Intelligent Mail for Letters and Flats
  - Electronic Documentation and Intelligent Mail: Ready, Set, Go!
  - *PostalOne!* Mail.dat Technical Guide
  - *PostalOne!* Mail.XML Technical Guide

- **Acquire a Mailer ID** – This step actually begins with contacting your local Business Mail Entry (BME) Manager or Mailpiece Design Analyst (MDA) to discuss the type of ID you will need (6- or 9-digit) and if you will need more than one (i.e., a service provider with multiple locations may want one Mailer ID per site).

- **Plan your Barcode** – To generate the Intelligent Mail® mailpiece barcode, Tray Label barcode, and Container Label barcode you will need to do the following.
  - Plan for barcode data management
  - Services (Service Type Code)
  - USPS provided Mailer ID (MID)
  - IM™ barcode encoder
  - USPS-developed font for the IM™ Barcode
  - Content Identification Number (CIN) List
  - Code 128 subset C font for the IM™ tray and container barcodes
  - Endorsements for Address Correction
  - Validate and Test Barcode

Further information regarding these elements can be found in the materials listed in the Resource section.

- **Design and Test Electronic Documentation** – Electronic documentation is a crucial step in the process. There are different requirements and uses for Basic and Full-Service options.

  - Basic: Electronic Documentation is Optional
    - Electronic Documentation includes Postage Statement
    - Aggregate Mailing Data such as a Qualification Report
  - Full-Service: Electronic Documentation is Required
    - Electronic Documentation includes Postage Statement
    - Aggregate Mailing Data and Detail Mailing Data
    - Mail Owner, Mail Preparers
    - Intelligent Mail barcodes on mailpieces, trays and containers
    - Nesting relationships
  - Options:
    - Mail.dat
    - Postage Statement Wizard (< 10,000 pieces)
    - Mail.XML (coming in November)

- **Plan for Feedback**
  - How will you use the Start-the-Clock and Address Correction information?
  - Who will receive the data?
  - How will you receive the data?
  - How will you update your address lists?

- **Migrate to the Production Environment after May 18**
  - Test Barcodes
  - Test Electronic Submissions in the Test Environment for Mailers
  - Receive Validation for Full Service prior to migrating to the Production Environment

- **OneCode ACS® and OneCode Confirm®** – Are either or both of these services something you wish to participate in and take advantage of? If you are a service provider, do you want to participate in these and make them available to your customers as value-added services?

- **Determine Which Service Type Identifier** – You will need to identify the Service Type Identifier that matches the services you are requesting. You can find the list of Service Type Identifiers you can choose from in A Guide To Intelligent Mail for Letters and Flats which is posted at http://ribbs.usps.gov.

	Today	After May 18, 2009		
No-Service / Mail Class Service Type ID	**Current Code**	**Nonauto/ Presort/ Other**	**Basic Option**	**Full-Service**
FIRST-CLASS MAIL	700	700	300	260
PERIODICALS	704	704	704	264
STANDARD MAIL	702	702	301	261
BOUND PRINTED MATTER	706	706	401	265
FIRST-CLASS REPLY MAIL (CRM, MRM, PRM)	708	700	700	700
BUSINESS REPLY MAIL (incl. QBRM)	N/A	708	708	708
PRIORITY MAIL	710	710	N/A	N/A
PRIORITY MAIL FLAT-RATE	712	712	N/A	N/A
Ancillary Service Endorsement Service Type ID	**Current Code**	**Nonauto/ Presort/ Other**	**Basic Option**	**Full-Service**
FIRST-CLASS MAIL w/Manual Corrections	700	700	700	036
FIRST-CLASS MAIL Destination Confirm w/Manual Corrections	040	040	040	041
PERIODICALS w/Manual Corrections	704	704	704	264
PERIODICALS Destination Confirm w/Manual Corrections	044	044	044	274
STANDARD MAIL w/Manual Corrections	702	702	702	037
STANDARD MAIL Destination Confirm w/Manual Corrections	042	042	042	043
BOUND PRINTED MATTER w/Manual Corrections	N/A	706	706	466
OneCode Confirm Service Type ID *	**Current Code**	**Nonauto/ Presort/ Other**	**Basic Option**	**Full-Service**
FIRST-CLASS MAIL Destination Confirm	040	310	310	270
PERIODICALS Destination Confirm	044	044	044	045
STANDARD MAIL Destination Confirm	042	311	311	271
FIRST-CLASS REPLY MAIL (CRM, MRM, PRM) Origin Confirm	050	050	050	050

BUSINESS REPLY MAIL (incl. QBRM) Origin Confirm	052	052	052	052
OneCode ACS Service Type ID	**Current Code**	**Nonauto/ Presort/ Other**	**Basic Option**	**Full-Service**
FIRST-CLASS MAIL w/Traditional ASR	700	080	080	081
FIRST-CLASS MAIL w/Traditional CSR	700	082	082	083
FIRST-CLASS MAIL ASR Option 1	080	080	080	081
FIRST-CLASS MAIL ASR Option 2	N/A	080	080	081
FIRST-CLASS MAIL CSR Option 1	082	082	082	083
FIRST-CLASS MAIL CSR Option 2	N/A	082	082	083
PERIODICALS w/Traditional ACS w/o ASE	704	784	784	038
PERIODICALS w/Traditional ACS w/ ASE	704	782	782	783
PERIODICALS ASR w/o ASE	782	784	784	038
PERIODICALS ASR w/ ASE	N/A	782	782	783
STANDARD MAIL w/Traditional ASR	702	090	090	091
STANDARD MAIL w/Traditional CSR	702	092	092	093
STANDARD MAIL ASR	090	090	090	091
STANDARD MAIL CSR	092	092	092	093
BOUND PRINTED MATTER w/Traditional ASR	N/A	424	424	423
BOUND PRINTED MATTER w/Traditional CSR	N/A	431	431	430
BOUND PRINTED MATTER ASR	N/A	424	424	423
BOUND PRINTED MATTER CSR	N/A	431	431	430
OneCode Confirm + OneCode ACS Service Type ID	**Current Code**	**Nonauto/ Presort/ Other**	**Basic Option**	**Full-Service**
FIRST-CLASS MAIL Destination Confirm w/Traditional ASR	040	140	140	141
FIRST-CLASS MAIL Destination Confirm w/Traditional CSR	040	240	240	241
FIRST-CLASS MAIL Destination Confirm ASR Option 1	140	140	140	141
FIRST-CLASS MAIL Destination Confirm ASR Option 2	N/A	140	140	141
FIRST-CLASS MAIL Destination Confirm CSR Option 1	240	240	240	241
FIRST-CLASS MAIL Destination Confirm CSR Option 2	N/A	240	240	241
PERIODICALS Destination Confirm w/Traditional ACS w/o ASE	044	244	244	045
PERIODICALS Destination Confirm w/Traditional ACS w/ ASE	044	144	144	145
PERIODICALS Destination Confirm ASR w/o ASE	144	244	244	045
PERIODICALS Destination Confirm ASR w/ ASE	N/A	144	144	145
STANDARD MAIL Destination Confirm w/Traditional ASR	042	142	142	143
STANDARD MAIL Destination Confirm w/Traditional CSR	042	242	242	243
STANDARD MAIL Destination Confirm ASR	142	142	142	143
STANDARD MAIL Destination Confirm CSR	242	242	242	243

Today, participants in Confirm use Service Type Identifiers to participate in Confirm. Upon implementation of the Intelligent Mail program, you may to change Service Type Identifiers to correctly identify the Intelligent Mail services you are requesting. To facilitate a smooth transition, existing Confirm Service Type Identifiers will be supported until November 2009. However, during the transition period Confirm participants may use the old or new Service Type Identifiers. The table below outlines the transition Service Type identifiers for mailers using Confirm and no address correction.

Current Code	Class	Impact in May	New Code
040	First-Class	If using Service Type ID '040', do not apply an Ancillary Service Endorsement to the mailpiece.	310
042	Standard	If using Service Type ID '042', do not apply an Ancillary Service Endorsement to the mailpiece.	311

- **Basic and Full-Service options** – Service providers may want to be prepared to support both of these options for their customers; however, mail owners have a choice that needs to be made after careful consideration of their internal cost/benefits calculations. Does it make good economic sense to switch from POSTNET barcodes now or plan a longer implementation strategy? USPS will not require the use of an Intelligent Mail barcode until May 2011, so there is time to plan a smooth transition.

- **Lessons from Early Adopters** –
    o Ability to induct Full-Service Mail does not happen overnight!
    o Consider whether to "build or buy" capabilities
    o Pay special attention to managing uniqueness and the Mailer ID

Resources Available to Implement Intelligent Mail® Services

Detailed Information on the Basic and Full-Service Options

There are several resources available to help you get started using Intelligent Mail services, many of which can be reviewed by visiting our website at http://ribbs.usps.gov/.

The RIBBS™ Website

The USPS® provides a number of technical and non-technical guides, informative documents and presentations, and other helpful tools to make it easier for you to take full advantage of the suite of Intelligent Mail® barcodes. These valuable resources can be found on the USPS RIBBS™ website **http://ribbs.usps.gov/.**

Guides, Specifications and Manuals

For those new to Intelligent Mail services, there several guides, specifications and manuals that will get you started and give a broad overview of the fundamentals of the program. Following is a list of primary sources of information.

Domestic Mail Manual (DMM)

> The Domestic Mail Manual is the USPS manual that contains the basic standards governing U.S. domestic mail services, descriptions of the mail classes and special services and conditions governing their uses, and standards for rate eligibility and mail preparation. Domestic mail is classified by size, weight, content, service, and other factors.

Federal Register Notice/ Vol. 73, No. 163/, August 21, 2008: *Implementation of New Standards for Intelligent Mail Barcodes*

> The Federal Register Notice outlines the key elements of the Basic and Full-Service Intelligent Mail barcode options. It also provides a timeline and the requirements for using Intelligent Mail services. The Federal Register Notice can be found at http://ribbs.usps.gov/.

A Beginners Overview to Intelligent Mail Services

> In this Guide, A Beginners Overview to Intelligent Mail Services, you will find fundamental information on what Intelligent Mail services offer and require, Intelligent Mail barcodes and their benefits, the two service level options being offered, how to get started with Intelligent Mail services and where to find additional resources to help you. A Beginners Overview to Intelligent Mail Services can be found at http://ribbs.usps.gov/.

A Guide to Intelligent Mail® for Letters and Flats

> A Guide to Intelligent Mail for Letters and Flats provides guidance on how to prepare your mail and electronic documentation and identifies the data that will be provided at no additional charge for Full-Service option compliance. In addition, the Guide also describes what will be available in the first release of Intelligent Mail® services. A Guide to Intelligent Mail for Letters and Flats can be found at http://ribbs.usps.gov/.

Electronic Documentation and Intelligent Mail; Ready, Set, Go!

> Electronic Documentation and Intelligent Mail; Ready, Set, Go! Guide provides clear guidance on how to transition to Intelligent Mail services using either the Basic of Full-Service options. It also describes how to migrate from existing electronic documentation options to the new Full-Service option capabilities. Electronic Documentation and Intelligent Mail; Ready, Set, Go! Guide can be found at http://ribbs.usps.gov/.

PostalOne! Mail.dat Technical Specification

> The *PostalOne!* Mail.dat Technical Specification provides detailed specifications for how to populate your Mail.dat 09.1 files to comply with the requirements for the Full-Service option. This technical specification explains the eDoc, postage, and induction requirements on how to use Mail.dat with the *PostalOne!* system The *PostalOne!* Mail.dat Technical Specification can be found at http://ribbs.usps.gov/.

PostalOne! Mail.XML Technical Specification

> The *PostalOne!* Mail.XML Technical Specification outlines the specifications for the messages used to send and receive data from *PostalOne!.* This technical specification explains FAST appointment scheduling, Full Service Data Distribution (Change of Address (COA), Nixie, Start-The-Clock, and Container Visibility), eDoc postage and electronic induction status management through Mail.XML messaging. The *PostalOne!* Mail.XML Technical Specification can be found at http://ribbs.usps.gov/.

Technical Help for Intelligent Mail® Barcodes

There are several technical documents that will help you create the Intelligent Mail barcodes for mailpieces, trays and sacks and containers. .

Intelligent Mail Barcodes

To create and print Intelligent Mail® barcodes, obtain and use:
> Intelligent Mail Barcode Specification, USPS-B-3200 available at https://ribbs.usps.gov/intelligentmail_mailpieces/documents/tech_guides/SPUSPS-B-3200E001.pdf.

> Service Type Identifiers, found in the Intelligent Mail® Barcode Technical Resource Guide available at: https://ribbs.usps.gov/intelligentmail_mailpieces/documents/tech_guides/USPSIMB_Tech_Resource_Guide.pdf

USPS has developed, and has made available at no charge, an extensive library of encoding software and fonts suitable for encoding and printing the Intelligent Mail barcode in mail production environments using numerous operating systems and printing architectures. These resources are available at http://ribbs.usps.gov/.

To help you with encoding and decoding Intelligent Mail barcodes, the USPS offers an on-line Intelligent Mail® barcode encoder and decoder. You can access these tools at http://ribbs.usps.gov/onecodesolution/Default.aspx.

Intelligent Mail Tray Label

Mailers planning to take advantage of the Full Service option are encouraged to contact the NCSC, Barcode Certification Department to certify their Intelligent Mail tray labels . Participants may contact the NCSC, Barcode Certification Department by calling 1-877-640-0724, option 2 for application information or to locate the IMTL information on the RIBBS web site. Participants will then complete and submit PS Form 5113, Barcode Certification Customer Application. Mailers are encouraged to work with their Mailpiece Design Analyst (MDA).

To create and print the pure 24-digit Intelligent Mail Tray Label, use specification USPS-L-3216 , available at: https://ribbs.usps.gov/intelligentmail_tray_label/documents/tech_guides/IMTL_24-Digit_SPECIFICATIONS_FOR_MAILERS_(SPUSPS-L-3216-001).PDF. Mail cannot be tendered with the pure 24-digit barcode until April 6, 2009.
To create and print the 10/24-digit Intelligent Mail Tray Label, use specification USPS-L-3191, available at:
http://ribbs.usps.gov/intelligentmail_tray_label/documents/tech_guides/IMTL_10_1024_SPECIFICATIONS_FOR_MAILERS_(SPUSPS-L-3191).pdf

Intelligent Mail Container Barcode

To create and print the Intelligent Mail Container Label, obtain the specifications USPS-B-3215 available on http://ribbs.usps.gov/.
To create and print container labels, obtain and use specifications available at http://ribbs.usps.gov/. Unlike tray labels, there is no ordering system – so for now, mailers must print their own or work with a third-party vendor.

Personal Support Resources

In addition to the guides and specifications listed above, you can also get help from USPS Intelligent Mail® service experts.

To find your local Business Mail Entry (BME) Manager, go to:

> http://www.usps.com/ncsc/locators/find-bme.html

To find your local Mailpiece Design Analyst (MDA), go to:

> http://pe.usps.com/mpdesign/mpdfr_mda_lookup.asp

OneCode Confirm®
Learn about the Intelligent Mail barcode format for OneCode Confirm by reviewing the Confirm Service Featuring OneCode Confirm User Guide (Pub. 197). For more information on the Confirm service, please call the Confirm Customer Help Desk at 800-238-3150, option 1 or visit https://mailtracking.usps.com.

OneCode ACS®
Learn how the process works, the features available, and mailer requirements to receive electronic address corrections using the Intelligent Mail barcode.
Downloadable OneCode ACS application and fulfillment access forms.

For more information on the OneCode ACS, please contact the ACS Department via email at acs@usps.gov or by phone at 877-640-0724.

To contact the *PostalOne!* Help Desk call **1-800-522-9085**.

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