

Mail Entry & Payment  
Technologies

# Intelligent Mail for Seasoned Users

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Product Services  
IWCO

*Co-Sponsored By:*

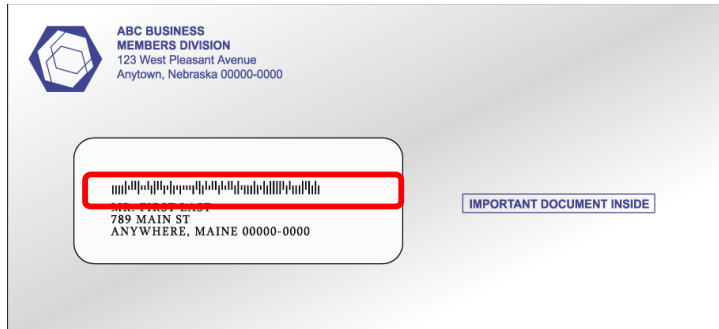


# Agenda

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- Overview of Intelligent Mail
- Value of Full-Service Intelligent Mail
- Streamline, Automate, Seamless Induction

# What is Intelligent Mail & Full-Service?



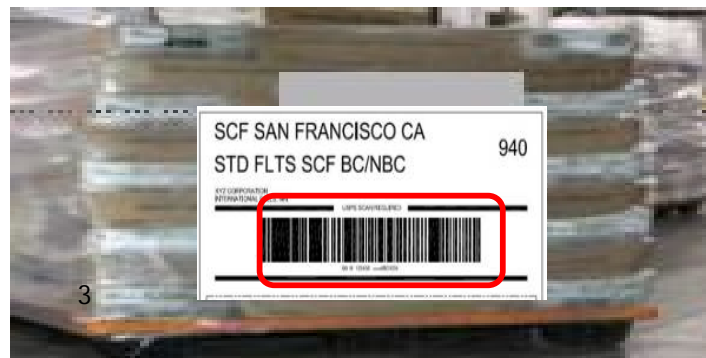
- Suite of Intelligent Mail barcodes
- eDoc using Postal Wizard, Mail.dat or Mail.XML
- Nesting ties the mailing together and provides elements for visibility
- Business capabilities for future



## Nesting of Data Full-Service eDoc

Intelligent Mail barcode	Intelligent Mail tray barcode	Intelligent Mail container barcode
00041000493000780241 37245000100	3724512310000493000000010	99P000116PSI-TEST012050640
00041000493000780242 37245000101		
00041000493000780243 37245000102		
00041000493000780244 37245000103		
00041000493000780245 37245000104		
00041000493000780246 37245000105		
00041000493000780247 37245000106		
00041000493000780248 37245000107		
00041000493000780249 37245000100	3724512310000493000000020	
00041000493000780210 37245000100		

Diagram illustrating the nesting of data for a Full-Service eDoc. The table shows Intelligent Mail barcodes for individual pieces, grouped into trays, and then pallets. Red boxes and arrows highlight the 'Pieces', 'Tray', and 'Pallet' levels of nesting.

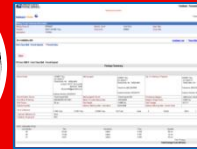


# What is Full-Service

**1. Intelligent Mail Barcode for pieces, handling units and containers**

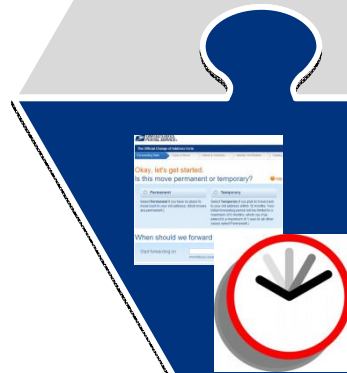


**Postage Statement**



**2. Electronic Mailing Documentation**

**4. Value-added Services – Full-Service discount, Address Correction, Start-the-Clock and Visibility**



**3. Mail Quality Reporting and Service Performance Measurement**

# Agenda

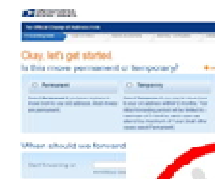
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- Overview of Intelligent Mail
- **Value of Full-Service Intelligent Mail**
- Streamline, Automate, Seamless Induction

# Value-add with Full-Service

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- Lowest automation discount price
- Address Correction Service for Full-Service mailpieces
- Start-the-Clock (STC) Visibility
  - Date/Time USPS took possession of mail
- Visibility
  - Container, Tray Induction and Processing Scans
  - Mail Owner, Mail Preparer and 3rd party provider
  - Future: Bundle Scans
- Reports Via BCG and via Mail.XML
- Third Party Data Delegation
- Piece Scans with IMb Tracing



# Value-add with Full-Service

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- Waiver of presort mailing fee
  - Containing 90% or more Full-Service mailpieces
    - For First-Class Mail® the business entity paying this fee may enter their own mail as well as the mail of their customers
    - For Standard Mail® the permit on the mailpieces must match the paying permit for the waiver of the presort mailing fee



# Value-add with Full-Service

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- Co-mail
  - Combining Different Titles/Versions/Publications in bundles within a class (Periodicals & Standard Mail Flats)
- Combined mailings
  - Combining Different Titles/Versions/Publications in Trays within a class (First-Class Mail Letters/Flats, Standard Mail Letters)
  - Bill Multiple Clients
- Mixed Class Co-Mail
  - Combining Different Titles/Versions/Publications in Bundles across classes (Periodicals & Standard Mail Flats)
- Allows mailer to qualify for deeper presort discounts



# Value-add with Full-Service

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- Co-palletized
  - Combining Mailings onto Pallets within Class: First-Class Mail (Letters), Standard Mail (Letters and Flats), Periodicals (Flats)
  - Original Container Information Data with Copal eDocs
  - Allows mailers to maximize destination discounts by combining multiple mailings to single destinations

# Copal Process Flow

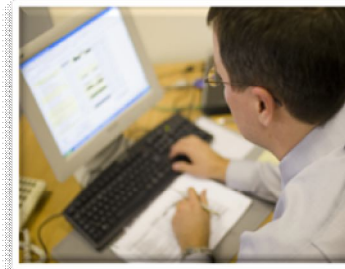
## Digital Workflow



Mailer prepares letter mail and marks for Copal



1. Mailer Uploads eDocs to USPS & Pays for mail
2. Mailer ends eDoc to Consolidator



Consolidator prepares Copal eDoc and uploads eDocs to USPS linking trays back to Origin jobs



Consolidator makes appointments in FAST

## Physical Workflow



Mailer sends physical mail to Consolidator



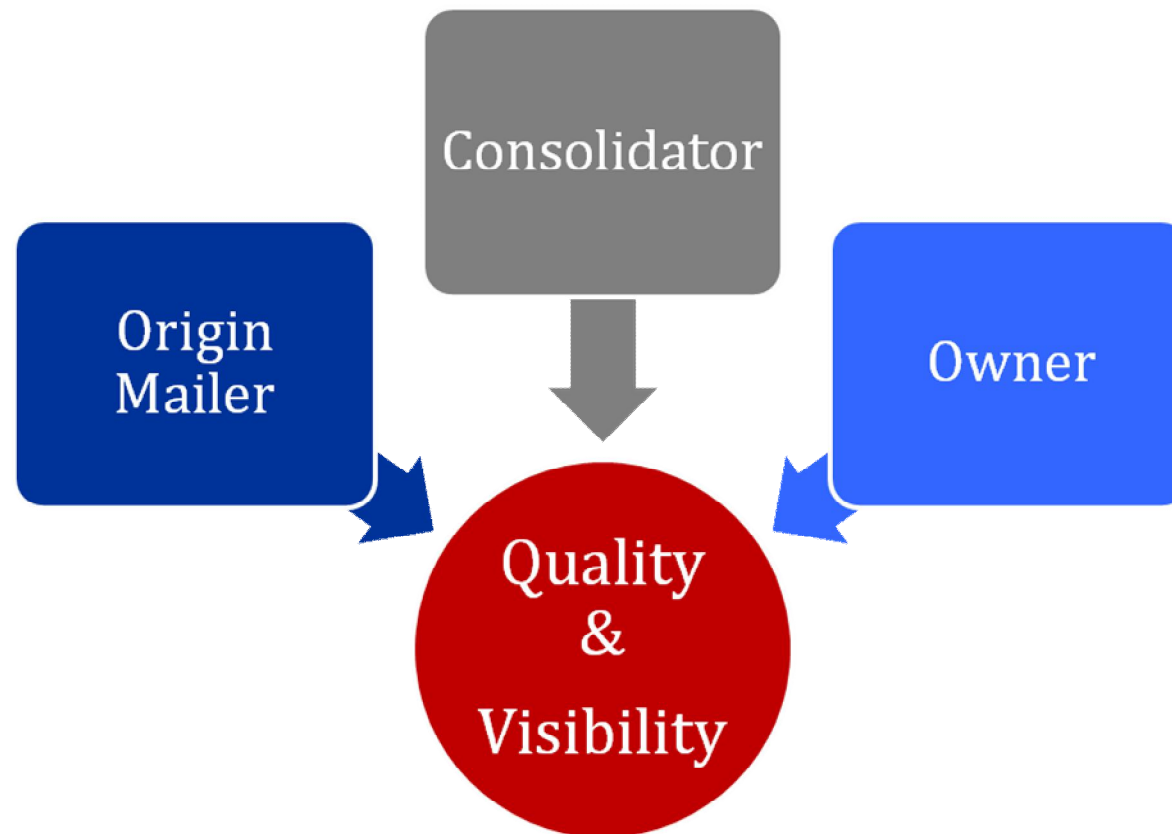
Consolidator plans Entry and Induction



Consolidator Inducts Mail

# Copal Process Flow – Induction and Processing Visibility

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## Value-Add with Full-Service “Mail Anywhere”

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- Mailers presenting automation mailings with 90% or more Full-Service mailpieces can choose to use a single permit at any *PostalOne!*® site
- **“Mail Anywhere”** can be used for:
  - First-Class Mail –Letters, Cards and Flats
  - Standard Mail - Letters, Cards and Flats
  - Bound Printed Matter – Flats only
- Simplifies mailing process for customers
- One permit versus multiple permits to manage
- Fees on one permit rather than multiple
- Greater flexibility in production of mailings
- 12 ■ Reduces stock management

# Value-Add with "Mail Anywhere"

PRESORTED  
STANDARD MAIL  
U.S. POSTAGE PAID  
**NEW YORK NY 10001**  
**PERMIT No. 10**  
STANDARD



New York City, NY



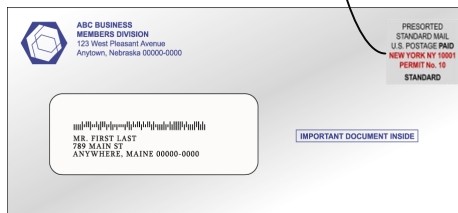
Brooklyn, NY



Hicksville, NY

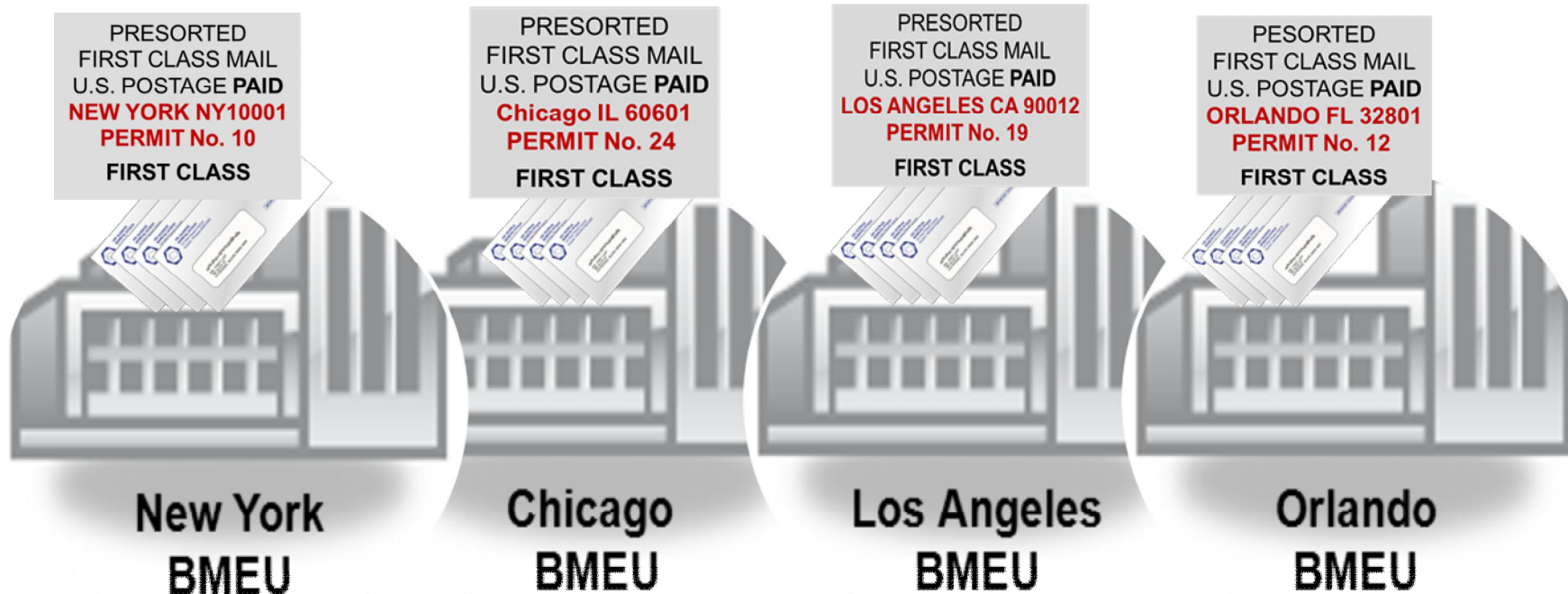


Newark, NJ



# Value-Add with “Mail Anywhere”

ABC Company Mailing Multiple Locations with Co-Mail and Multiple Permit Indicia



## Solution Requirements for Mail Anywhere

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- Issuing office Permit Number and City / State or Company Imprint indicia may be printed in the indicia on the piece and entered at any location
- Applies to mailings that have 90% or more Full-Service pieces
- Eligible Full-Service Mail Classes:
  - First-Class Mail – Cards, Letters, and Flats only
  - Standard Mail – Cards, Letters, and Flats only
  - Bound Printed Matter – Flats only

# Solution Requirements for Mail Anywhere

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- Eligible Permit Types:
  - Permit Imprint
  - OMAS Imprint
  - Precanceled Stamps
  - Metered w/ Add Pos Accounts for additional postage
- Statement Types:
  - Single Permit
  - Comail
  - Combined
- Submission Method:
  - Mail.dat
  - Mail.XML
  - Postal Wizard



# Criteria for Participation for Mail Anywhere

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- Mailers must demonstrate Full Service Compliance for Period of Time
  - Valid Barcodes with MID, Service Type Code
  - Valid By/For
  - Barcode Uniqueness
  - Valid Entry Facility
  - First-Class mailers use a CSA and meet the separations criteria
  - Copal mailers must submit accurate OCI files
  - Ship Dates must be accurate
- Authorization Process by Help Desk/BME
- Pilot Program

## How it works

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- Populate permit type, permit #, and permit ZIP+4 fields to identify permit (authorization to mail) in Mail.dat/Mail.XML records
- Account Number for each Permit must be populated in Mail.dat/Mail.XML record
  - Each Permit has a unique Account Number, unless linked to a CAPS account. A CAPS account number replaces the Permit's unique Account Number.
- The Post Office of Mailing ZIP+4 must be populated in the *Verification ZIP+4* in Mail.dat/Mail.XML records

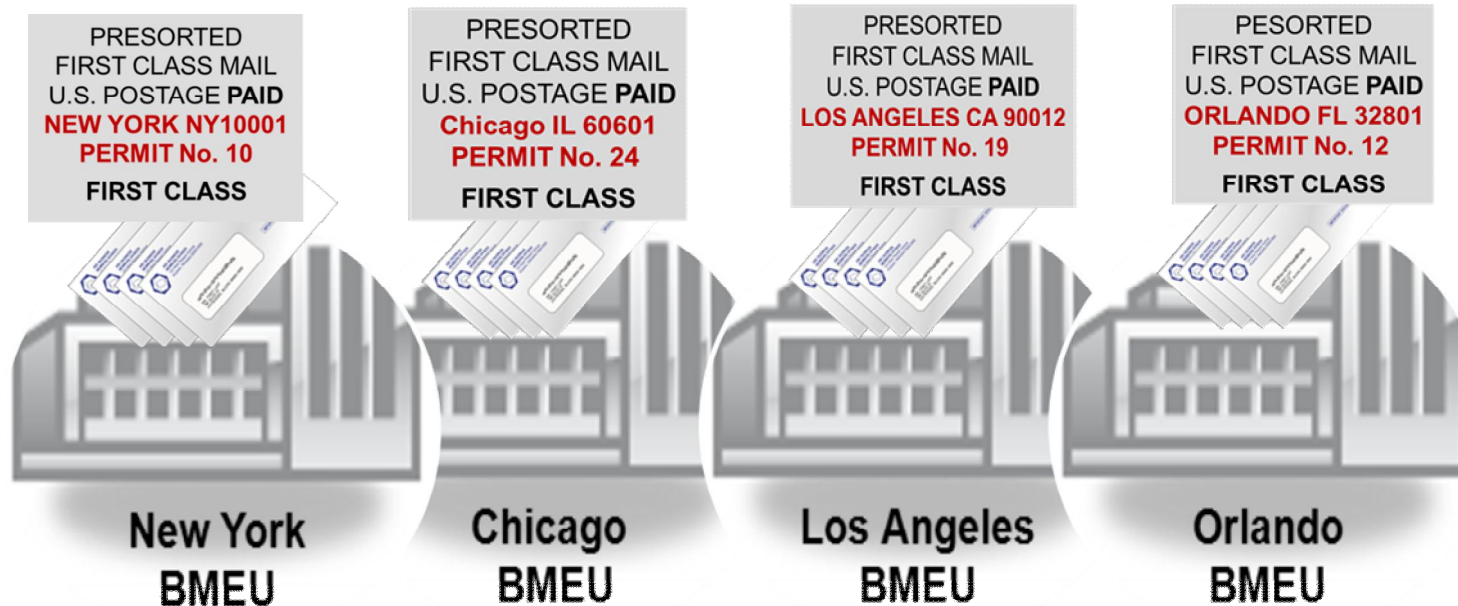
## “Mail Anywhere, Pay Anywhere”

**Just imagine...** customers having the ability to make deposits to their permit trust accounts from multiple Postal Service locations

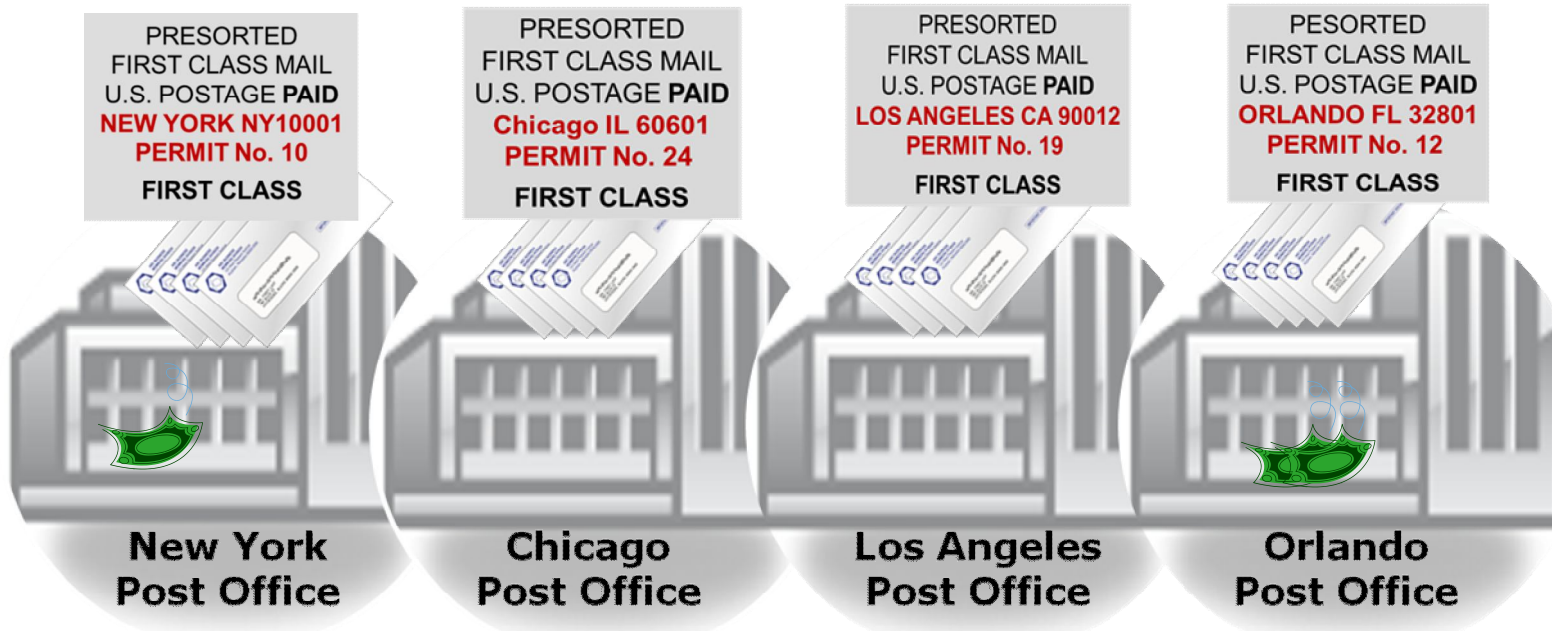
- “Pay Anywhere” will allow customers to make deposits to their permit trust accounts at any Postal Service Point of Sale (POS) retail site that supports BMEU transactions
- “Pay Anywhere” will allow customers more convenience in managing their trust account funding

# “Mail Anywhere, Pay Anywhere”

ABC Company must go to each BMEU location to deposit funds to their Permit Trust Accounts.



# “Mail Anywhere, Pay Anywhere”



With “Pay Anywhere”, customers can make deposits to their permit trust accounts at any Postal Service Point of Sale (POS) retail site that supports BMEU transactions.

## Value-Add with Full-Service

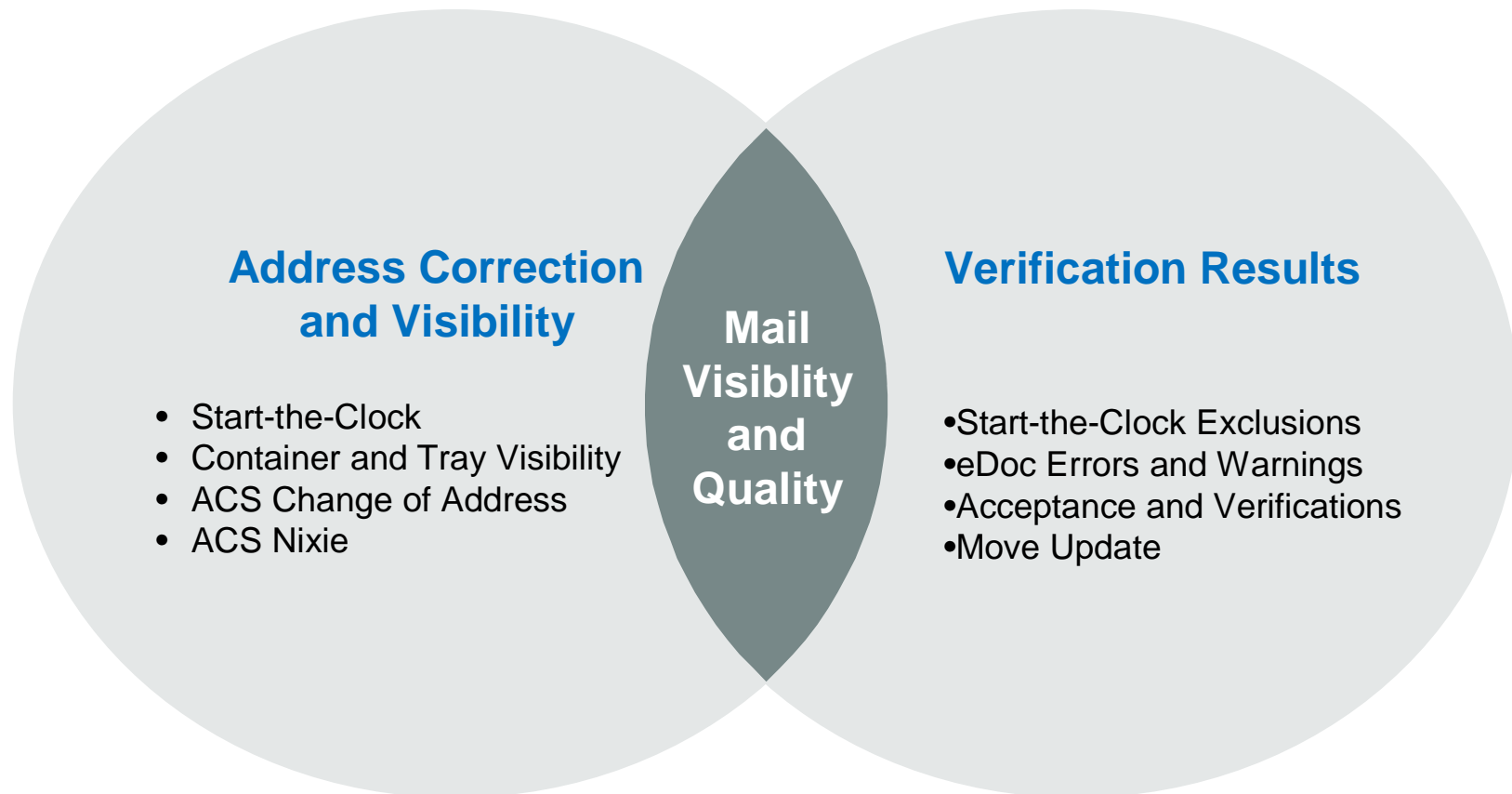
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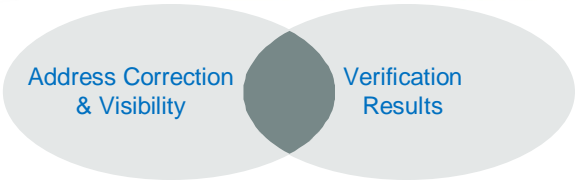
- Intelligent Mail provides a wealth of information and knowledge on the flow and quality of mail
- The information can be used to:
  - Provide mailers with insight on the quality of their mail
  - Enhance business process between the Postal Service and mailers
  - Provide mailers with knowledge rich data to provide insight into their customers and markets to guide production, marketing, investment, and management strategies

# Full-Service Reports

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- Two sets of reports are available for Full-Service Mailers via the Business Customer Gateway





# Full-Service Reports

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- Address Correction & Visibility and Verification Results are available to:
  - The Mail Preparer, Mail Owner or 3<sup>rd</sup> Party recipient as identified in the electronic documentation
- Additionally this data is available through Mail.XML Push, Pull and Notification to allow for automated data delivery



# Address Correction & Visibility

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Address Correction  
& Visibility

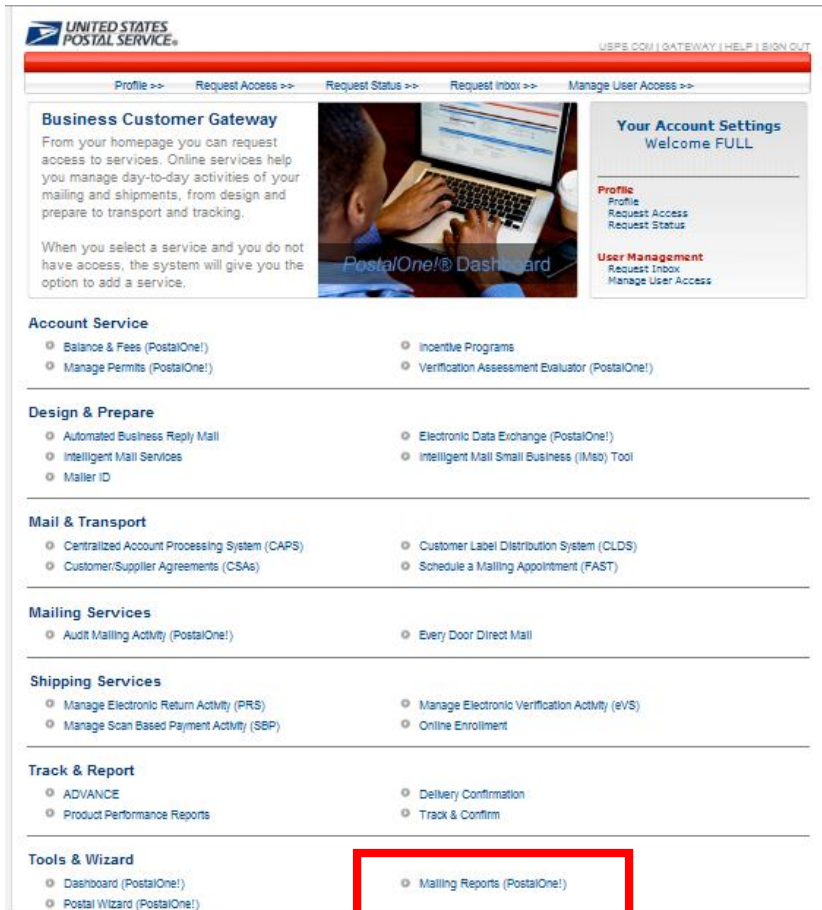
Verification  
Results

- Allow for download of data to give mailers visibility into their mailing once USPS has possession of the mail and as the mail is being processed
- The following are available through reports and Mail.XML:
  - Start-the-Clock: When USPS took possession of a container
  - Container/Tray Visibility: Scans events received when a container or tray is being handled by USPS
  - ACS - Change of Address: Scans received on a mailpiece when the recipient has changed their address
  - ACS - Nixie: Scans received on a mailpiece when the recipient address does not exist

Address Correction  
& Visibility

Verification  
Results

# Navigation



The screenshot displays the Business Customer Gateway interface. At the top, there is a navigation bar with links for Profile, Request Access, Request Status, Request Inbox, and Manage User Access. The main content area is divided into several sections:

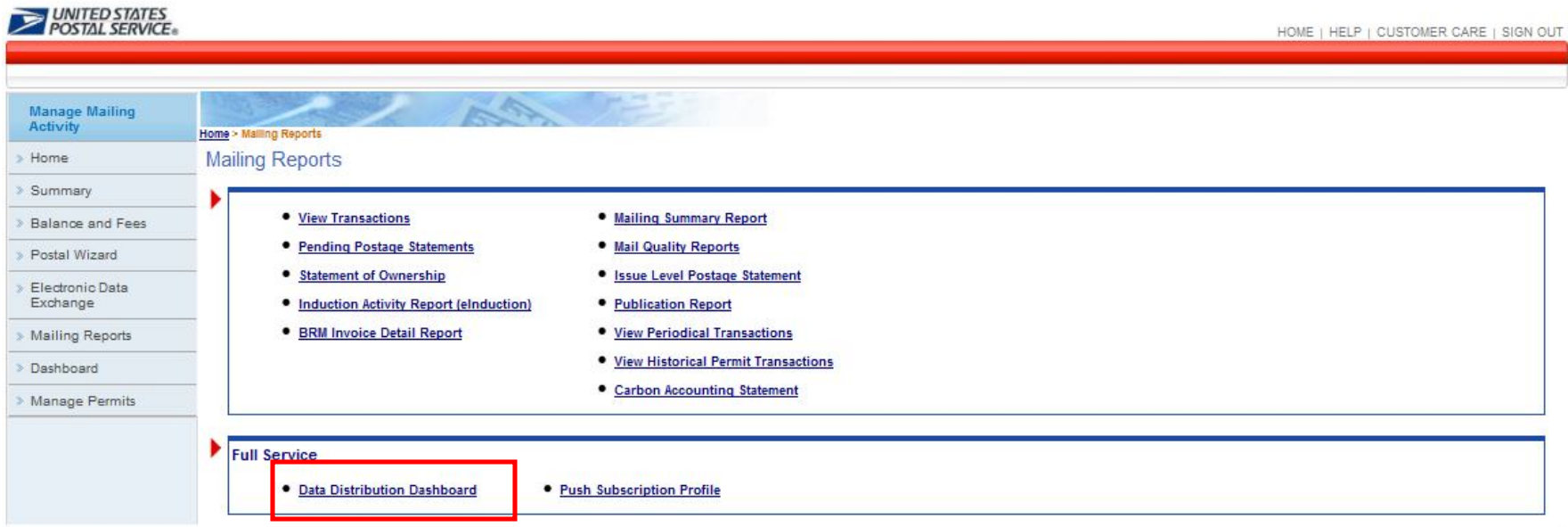
- Business Customer Gateway:** A introductory text block and a 'PostalOne!® Dashboard' image.
- Your Account Settings:** A sidebar with 'Welcome FULL' and links for Profile, Request Access, Request Status, and User Management.
- Account Service:** Links for Balance & Fees, Manage Permits, Incentive Programs, and Verification Assessment Evaluator.
- Design & Prepare:** Links for Automated Business Reply Mail, Intelligent Mail Services, Mailer ID, Electronic Data Exchange, and Intelligent Mail Small Business Tool.
- Mail & Transport:** Links for Centralized Account Processing System, Customer/Supplier Agreements, Customer Label Distribution System, and Schedule a Mailing Appointment.
- Mailing Services:** Links for Audit Mailing Activity and Every Door Direct Mail.
- Shipping Services:** Links for Manage Electronic Return Activity, Manage Scan Based Payment Activity, Manage Electronic Verification Activity, and Online Enrollment.
- Track & Report:** Links for ADVANCE, Product Performance Reports, Delivery Confirmation, and Track & Confirm.
- Tools & Wizard:** Links for Dashboard, Postal Wizard, and **Mailing Reports (PostalOne!)** (highlighted with a red box).

- Once logged into the Business Customer Gateway, select Mailing Reports on the Home Page

Address Correction  
& Visibility

Verification  
Results

# Navigation



The screenshot shows the USPS Mailing Reports page. On the left is a navigation menu with the following items: Manage Mailing Activity, Home, Summary, Balance and Fees, Postal Wizard, Electronic Data Exchange, Mailing Reports, Dashboard, and Manage Permits. The main content area is titled 'Mailing Reports' and contains two sections. The first section, 'Mailing Reports', lists 10 items: View Transactions, Pending Postage Statements, Statement of Ownership, Induction Activity Report (eInduction), BRM Invoice Detail Report, Mailing Summary Report, Mail Quality Reports, Issue Level Postage Statement, Publication Report, View Periodical Transactions, View Historical Permit Transactions, and Carbon Accounting Statement. The second section, 'Full Service', lists two items: Data Distribution Dashboard (highlighted with a red box) and Push Subscription Profile. The top of the page features the USPS logo and navigation links for HOME, HELP, CUSTOMER CARE, and SIGN OUT.

- Select Data Distribution Dashboard under the Full-Service heading of the Mailing Reports page

Address Correction & Visibility

Verification Results

# Address Correction & Visibility

HOME | HELP | CUSTOMER CARE | SIGN OUT

Home > Mailing Reports > Full-Service Online & Downloadable Reports Today: Mar 28, 2012 11:24:15 AM

Manage Mailing Activity

- Home
- Summary
- Balance and Fees
- Postal Wizard
- Electronic Data Exchange
- Mailing Reports
- Dashboard
- Manage Permits

Report Type	Action	# of records available for download in the last... (Computed as of 12/30/2011):				Last Online Download Date
		Today	7 Days	30 Days	45 Days	
1. Full-Service Start-the-Clock Report <sup>1</sup>	[Download] [Online]	0	0	0	0	January 5, 2012 10:45:50 AM
2. Full-Service Container Visibility/Scan Report <sup>1</sup>	[Download] [Online]	0	0	0	0	
3. Full-Service ACS Change of Address (COA) Report <sup>2</sup>	[Download]	0	0	0	0	
4. Full-Service ACS Nixie Report <sup>2</sup>	[Download]	0	0	0	0	
5. Full-Service Data Quality Report <sup>3</sup>	[Microstrategy]					
6. Full-Service By/For Conflict Report <sup>4</sup>						

<sup>1</sup> Counts are at the container level.  
<sup>2</sup> Counts are at the piece level.  
<sup>3</sup> Report available only through Microstrategy and Mail.XML Push/Pull.  
<sup>4</sup> Report available in a future release.

- The Online and Download Reports page provides a summary of data available along with links to get into specific reports or to download data

Address Correction & Visibility

Verification Results

# Start-the-Clock

UNITED STATES POSTAL SERVICE® You are in the Test Environment for Mailers (TEM)

Home > Mailing Reports > Full-Service Online & Downloadable Reports > Download Full-Service Start-The-Clock Search

Manage Mailing Activity

- > Home
- > Summary
- > Balance and Fees
- > Postal Wizard
- > Electronic Data Exchange
- > Mailing Reports
- > Dashboard
- > Manage Permits

Online & Downloadable Reports
Data Distribution Summary
Container Scan Summary
Full-Service ACS/ixie Summary
User Download History
Informed Visibility

### Download Full-Service Start-The-Clock Search

Search By:  ID Number:  Search With:

Full Service Availability Date Range: \* From:  To:  Report Type:

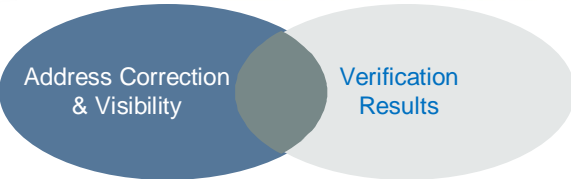
Please limit the Date Range to 7 days.

In the format of:

Total Count: 20 from Full Service Availability Date 02/29/2012 to 02/29/2012. Please click "Download" to save the data or "Search" to search again.

	J	M	P	Q	R	S
1	OriginFacilityName	StartTheClockDate	FullServiceAvailabilityDate	ContainerID	ContainerIMcb	
2	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	5 P	99M654321000002229905	
3	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	9 P	99M654321000002229909	
4	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	10 P	99M654321000002229910	
5	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	11 P	99M654321000002229911	
6	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	15 P	99M654321000002229915	
7	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	18 P	99M654321000002229918	
8	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	13 P	99M654321000002229913	
9	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	20 P	99M654321000002229920	
10	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	12 P	99M654321000002229912	
11	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	17 P	99M654321000002229917	
12	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	4 P	99M654321000002229904	
13	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	6 P	99M654321000002229906	
14	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	14 P	99M654321000002229914	
15	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	1 P	99M654321000002229901	
16	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	7 P	99M654321000002229907	
17	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	16 P	99M654321000002229916	
18	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	19 P	99M654321000002229919	
19	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	2 P	99M654321000002229902	
20	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	3 P	99M654321000002229903	
21	PHILADELPHIA	4/1/2012 0:00	4/1/2012 11:09	8 P	99M654321000002229908	

- Mailer Value:
  - Start-the-Clock is the time that USPS has taken possession of the mail and the starting point at which the mail will be measured against the appropriate service standards
  - Mailers can use Start-the-Clock to anticipate when their mail will be delivered



# Container and Tray Visibility

Home > Mailing Reports > Informed Visibility Today: Mar 29, 2012 11:49:04 AM

**Manage Mailing Activity**

- Home
- Summary
- Balance and Fees
- Postal Wizard
- Electronic Data Exchange
- Mailing Reports
- Dashboard
- Manage Permits

Online & Downloadable Reports
Data Distribution Summary
Container Scan Summary
Full-Service COA/Invoice Summary
User Download History
Informed Visibility

Saved Queries

Select One	Query Name	Created Date	Search Criteria
C	jobID TEST310	2012-02-02 12:10:13	[StartDate=01/27/2012.End Date=02/02/2012.Search By=Job ID ID Number=TEST310.IM Container Barcode= Search With= Induction Facility=Event Type=]

[Rename](#) [Delete](#)

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Search Criteria

Search By:  ID Number:

IM Container Barcode:  Search With:

Induction Facility:  Event Type:

Start Date:  End Date:

Please limit the Date Range to 7 days.

In the format of:

Total Count: 78 from Availability Date 01/09/2012 to 01/13/2012. Please click "Download" to download the data, or "Search" to search again.

	I	J	L	M	N	O	P	T	U
	ContainerID	ParentContainerID	ContainerType	LocaleKey	USPSFacilityName	ScanDateTime	ScanState	IMcb	IMtb
1									
2	000393		P	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1	99M654321MAC000017824	
3	000394	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		006005431654321039662511
4	000395	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		006005431654321039662521
5	000396	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		006005431654321039662531
6	000397	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		006005431654321039662541
7	000398	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		334005431654321039662551
8	000399	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		334005431654321039662561
9	000400	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		334005431654321039662571
10	000401	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		334005431654321039662581
11	000402	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		334005431654321039662591
12	000403	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		334005431654321039662601
13	000404	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		334005431654321039662611
14	000405	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		334005431654321039662621
15	000406	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		335005431654321039662631
16	000407	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		335005431654321039662641
17	000408	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		335005431654321039662651
18	000409	000393	T	Y22125	JACKSONVILLE NDC	4/1/2012 10:20	1		335005431654321039662661

- Mailer Value:
  - Allows mailers to view scans as containers and trays are moved through the USPS mail stream
  - Mailers can use visibility data to anticipate when their mail will be delivered or issues encountered during processing

Address Correction & Visibility

Verification Results

# ACS - Change of Address



You are in the Test Environment for Mailers (TEM)

Home > Mailing Reports > Full-Service Online & Downloadable Reports > Download Full-Service ACS Change of Address (COA) Search

Manage Mailing Activity

- > Home
- > Summary
- > Balance and Fees
- > Postal Wizard
- > Electronic Data Exchange
- > Mailing Reports
- > Dashboard
- > Manage Permits

Online & Downloadable Reports
Data Distribution Summary
Container Scan Summary
Full-Service ACS/Nixie Summary
User Download History
Informed Visibility

### Download Full-Service ACS Change of Address (COA) Search

Search By: Job ID ID Number: PullDD02

Full Service Availability Date Range: From: 02/22/2012 To: 02/22/2012 Search With: exact value

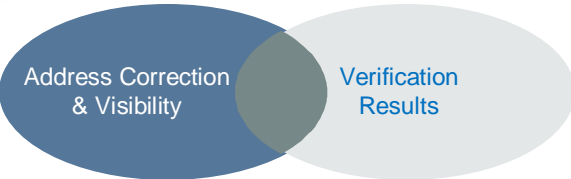
Please limit the Date Range to 7 days.

In the format of: Comma Delimited (csv)

Total Count: 450 from Full Service Availability Date 02/22/2012 to 02/22/2012.  
Please click "Download" to save the data or "Search" to search again.

	G	H	I	J	O	P	AC	AD	AQ	AR
	OriginalIMB	RecordCreationDate	MoveEffectiveDate	MoveType	LastName	FirstNameMiddleName	OldCity	OldState	NewCity	NewState
1	0026065432100182328332801292812	2/22/2012 0:00	9/15/2009 0:00	F	DO	JOHN	SCOTTSDALE	AZ	HARLEM	LA
3	0026065432100182328932801160220	2/22/2012 0:00	10/10/2009 0:00	F	DO	JOHN	HUNTINGTOWN	LA	ST AUGUSTINE	MT
4	0026065432100182328732801660007	2/22/2012 0:00	10/1/2009 0:00	F	DO	JOHN	BAY CITY	TX	HARLEM	GA
5	0026065432100182329132801289713	2/22/2012 0:00	5/25/2009 0:00	I	DO	JOHN	PETERSBURG	VA	PETERSBURG	VA
6	0026065432100182328632801392716	2/22/2012 0:00	9/1/2009 0:00	I	DO	JOHN	BROOKLYN	NY	BROOKLYN	NY
7	0026065432100182328832801190408	2/22/2012 0:00	11/1/2009 0:00	F	DO	JOHN	NAPLES	FL	HARLEM	LA
8	0026065432100182329032801193508	2/22/2012 0:00	10/7/2009 0:00	F	DO	JOHN	CROSBY	TX	BACLIFF	TX
9	0026065432100182328232801436056	2/22/2012 0:00	11/13/2009 0:00	I	DO	JOHN	RALEIGH	NC	RALEIGH	NC
10	0026065432100182328432801520235	2/22/2012 0:00	6/15/2009 0:00	I	DO	JOHN	WASHINGTON	MT	WASHINGTON	LA
11	0026065432100182328532801663048	2/22/2012 0:00	9/15/2009 0:00	I	DO	JOHN	MENIFEE	CA	MENIFEE	CA
12	0026065432100182329232801237825	2/22/2012 0:00	10/10/2009 0:00	I	DO	JOHN	HUMBLE	TX	HOUSTON	TX
13	0026065432100193468332801344599	2/22/2012 0:00	11/20/2009 0:00	F	DO	JOHN	SUN CITY WEST	AZ	HARLEM	LA
14	0026065432100193468032801232450	2/22/2012 0:00	11/11/2009 0:00	F	DO	JOHN	PHOENIX	AZ	MESA	AZ
15	0026065432100193468132801352300	2/22/2012 0:00	10/19/2009 0:00	F	DO	JOHN	CRYSTAL RIVER	FL	MILFORD	CT
16	0026065432100193468232801151855	2/22/2012 0:00	9/30/2009 0:00	I	DO	JOHN	HIALEAH	FL	HIALEAH	FL
17	0003665432120816269732801493199	2/22/2012 0:00	9/1/2009 0:00	I	DO	JOHN	BROOKLYN	NY	BROOKLYN	NY
18	0026165432100186919532801289739	2/22/2012 0:00	9/9/2009 0:00	I	DO	JOHN	FORT WORTH	TX	CROWLEY	TX
19	0026165432100186919432801434678	2/22/2012 0:00	11/5/2009 0:00	F	DO	JOHN	MINERAL WELLS	TX	HARLEM	LA
20	0026165432100112981532801393209	2/22/2012 0:00	11/5/2009 0:00	F	DO	JOHN	MINERAL WELLS	TX	HARLEM	LA
21	0026165432100187672032801286677	2/22/2012 0:00	11/7/2009 0:00	F	DO	JOHN	NEW YORK	NY	CRANFORD	NJ
22	0026165432100186185332801164205	2/22/2012 0:00	9/24/2009 0:00	I	DO	JOHN	NAPLES	FL	NAPLES	FL
23	0026165432100112819032801661343	2/22/2012 0:00	8/18/2009 0:00	I	DO	JOHN	DETROIT	MI	LUNDEN	MI

- Mailer Value:
  - Full-Service Change of Address data is free of charge
  - This data can be used to determine when mailpieces are being sent to a recipient who has triggered an address change which reduces time in updating the mailer's address list



## ACS - Nixie



You are in the Test Environment for Mailers (TEM)

Home > Mailing Reports > Full-Service Online & Downloadable Reports > Download Full-Service ACS Nixie Search

**Manage Mailing Activity**

- > Home
- > Summary
- > Balance and Fees
- > Postal Wizard
- > Electronic Data Exchange
- > Mailing Reports
- > Dashboard
- > Manage Permits

Online & Downloadable Reports
Data Distribution Summary
Container Scan Summary
Full-Service ACS/Nixie Summary
User Download History
Informed Visibility

### Download Full-Service ACS Nixie Search

Search By: Job ID ID Number: PullDD02

Full Service Availability Date Range: \* from 02/22/2012 to 02/22/2012 Search With: exact value

Please limit the Date Range to 7 days.

Download Data
In the format of: Comma Delimited (csv)

Total Count: 1350 from Full Service Availability Date 02/22/2012 to 02/22/2012.  
Please click "Download" to save the data or "Search" to search again.

	G	I	K	N	P	Q	R
	OriginalIMB	ActionCode	OnPieceCityStateZip	ReasonCode	ClassNotificationType	FeeNotification	FullServiceComplianceIndicator
1	0026065432100182328332801292812	W	SEATTLE WA 98112	Q	D	E	Yes
2	0026065432100182328932801160220	W	SHORELINE WA 98155	A	D	E	Yes
3	0026065432100182328732801660007	W	SHORELINE WA 98155	A	D	E	Yes
4	0026065432100182329132801289713	W	MENDHAM NJ 07945	Q	D	E	Yes
5	0026065432100182328632801392716	W	MENDHAM NJ 07945	Q	D	E	Yes
6	0026065432100182328832801190408	W	MORRIS PLAINS NJ 07950	Q	D	E	Yes
7	0026065432100182329032801193508	W	BOSTON MA 02215	A	D	E	Yes
8	0026065432100182328232801436056	W	FLANDERS NJ 07836	I	D	E	Yes
9	0026065432100182328432801520235	W	SPOKANE WA 99223	Q	D	E	Yes
10	0026065432100182328532801663048	W	ANCHORAGE AK 99501	Q	D	E	Yes
11	0026065432100182329232801237825	W	NAPA CA 94558	A	D	E	Yes
12	0026065432100193468332801344599	W	OAKLAND CA 94607	Q	D	E	Yes
13	0026065432100193468032801232450	W	LINCOLN CA 95648	Q	D	E	Yes
14	0026065432100193468132801352300	W	ORANGEVALE CA 95662	A	D	E	Yes
15	0026065432100193468232801151855	W	OAKLAND CA 94606	Q	D	E	Yes
16	0026065432100193468432801491175	W	BRIDGEVILLE PA 15017	Q	D	E	Yes
17	0003665432120816269732801493199	W	WHITESTONE NY 11357	Q	D	E	Yes
18	0026165432100186919532801289739	W	SPRINGFIELD GARDENS NY 11413	Q	D	E	Yes
19	0026165432100186919432801434678	W	OSSINING NY 10562	A	D	E	Yes
20	0026165432100112981532801393209	W	EAST ELMHURST NY 11370	I	D	E	Yes
21	0026165432100187672032801286677	W	GLENDALE NY 11385	Q	D	E	Yes
22	0026165432100186185332801164205	W	CRANBERRY TWP PA 16066	Q	D	E	Yes
23	0026165432100112819032801661343	W	MORRISTOWN NJ 07960	Q	D	E	Yes
24	0026165432100186919632801431907	W	MORRISTOWN NJ 07960	A	D	E	Yes
25							

- Mailer Value:
  - Full-Service Nixie data is free of charge
  - This data can be used to determine when a mailpiece has been sent to an invalid address which reduces time in updating the mailer's address list





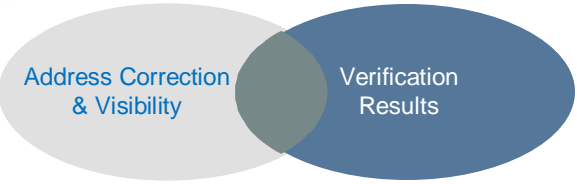
Address Correction  
& Visibility

Verification  
Results

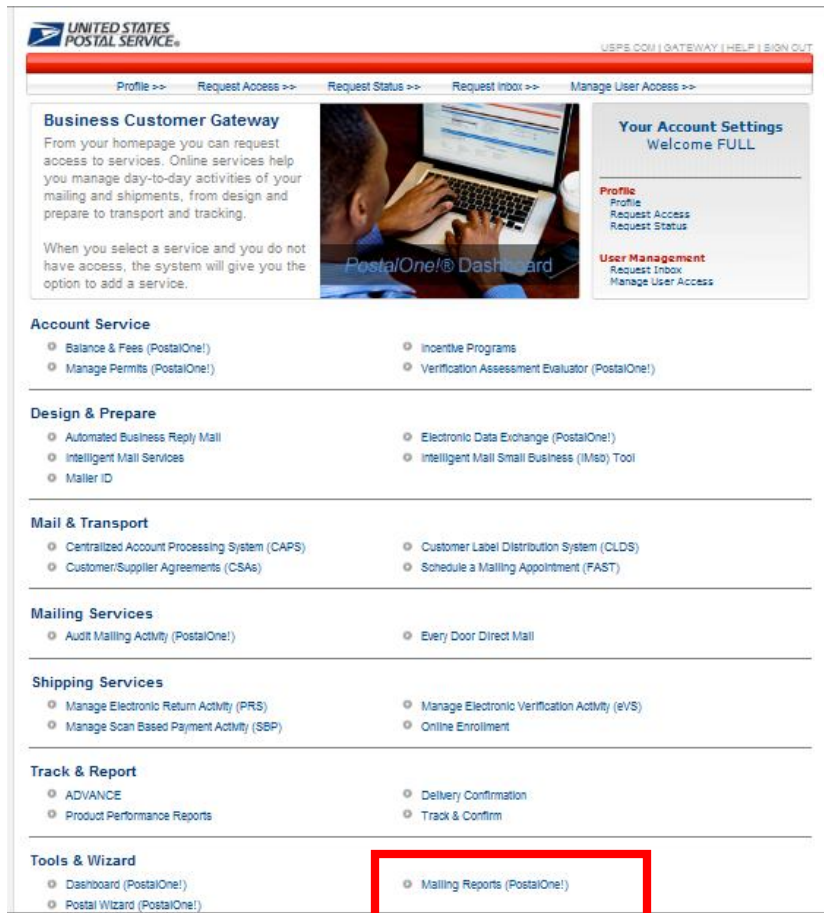
# Verification Results

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- The Mail Preparation and Data Quality reports allow visibility into electronic documentation issues and results of manual verifications
- The following are available:
  - Start-the-Clock Exclusions: reasons containers do not receive a Start-the-clock event
  - FS eDoc Errors and Warnings: results of Full-Service electronic documentation verifications
  - Acceptance and Verifications: results of manual mail verifications
  - Move Update: results of Move Update verifications

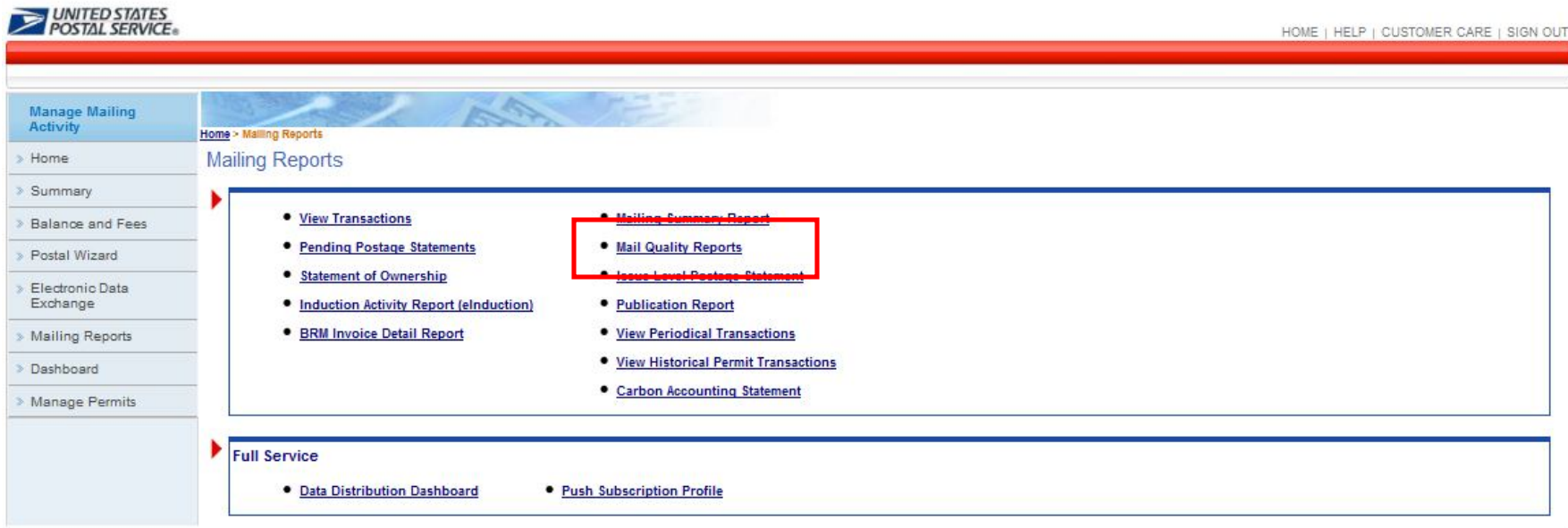


# Navigation



- Once logged into the Business Customer Gateway, select [Mailing Reports](#) on the Home Page

# Navigation



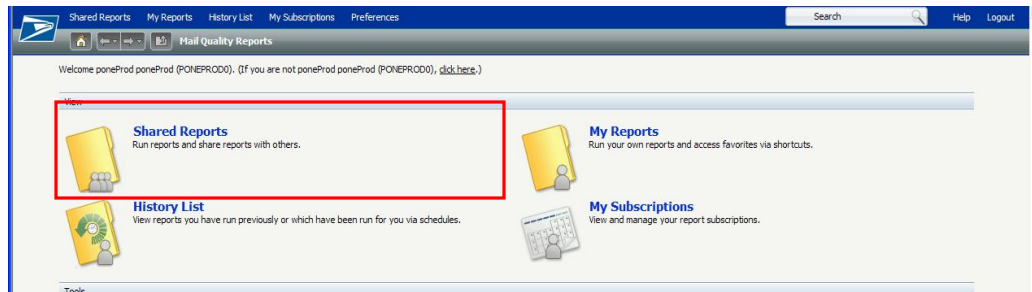
The screenshot shows the USPS Mailing Reports page. The left sidebar contains a navigation menu with the following items: Manage Mailing Activity, Home, Summary, Balance and Fees, Postal Wizard, Electronic Data Exchange, Mailing Reports, Dashboard, and Manage Permits. The main content area is titled "Mailing Reports" and contains two sections. The "Full Service" section is expanded, showing a list of reports: View Transactions, Pending Postage Statements, Statement of Ownership, Induction Activity Report (eInduction), BRM Invoice Detail Report, Mailing Summary Report, Mail Quality Reports, Issue-Level Postage Statement, Publication Report, View Periodical Transactions, View Historical Permit Transactions, and Carbon Accounting Statement. The "Mail Quality Reports" link is highlighted with a red box.

- Select [Mail Quality Reports](#) under the Mailing Reports heading of the Mailing Reports page

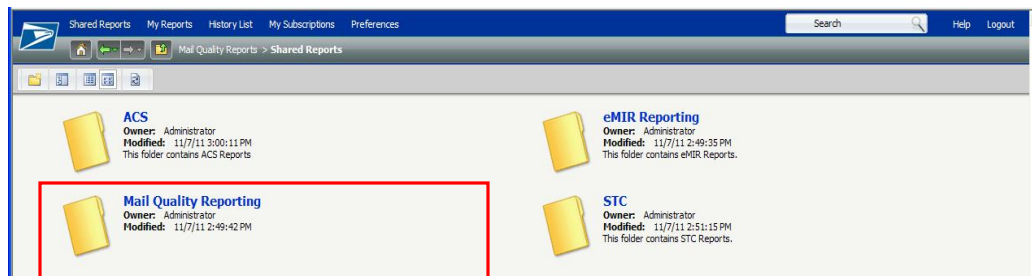
Address Correction  
& Visibility

Verification  
Results

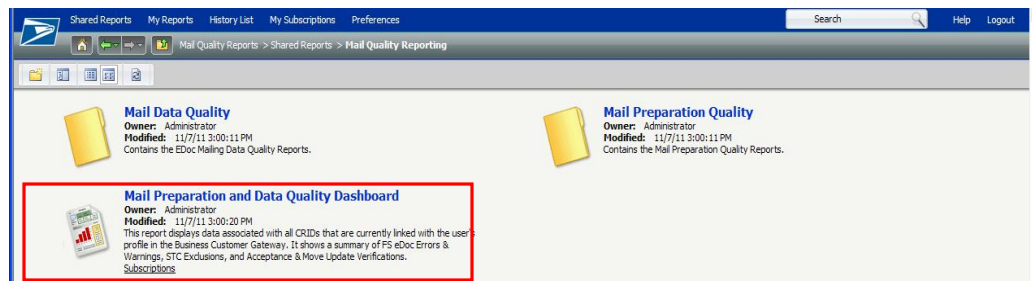
## Navigation



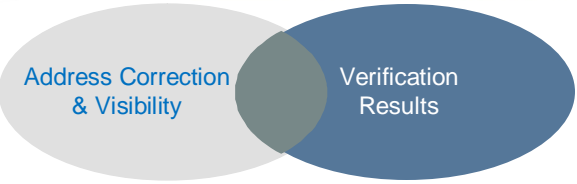
- Select the [Shared Reports](#) Folder



- Select the [Mail Quality Reporting](#) Folder



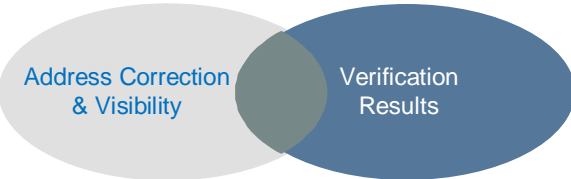
- Select [Mail Preparation and Data Quality Dashboard](#)



# Data Quality Dashboard



- Single location to view quality of mailings
- Features
  - Each pane can be rearranged by user to display graphs
  - Can click for drill down results
- Mailer Value:
  - Provides a consolidated view of the mailings submitted and links to drill for further details



# FS Start-the-Clock Exclusions

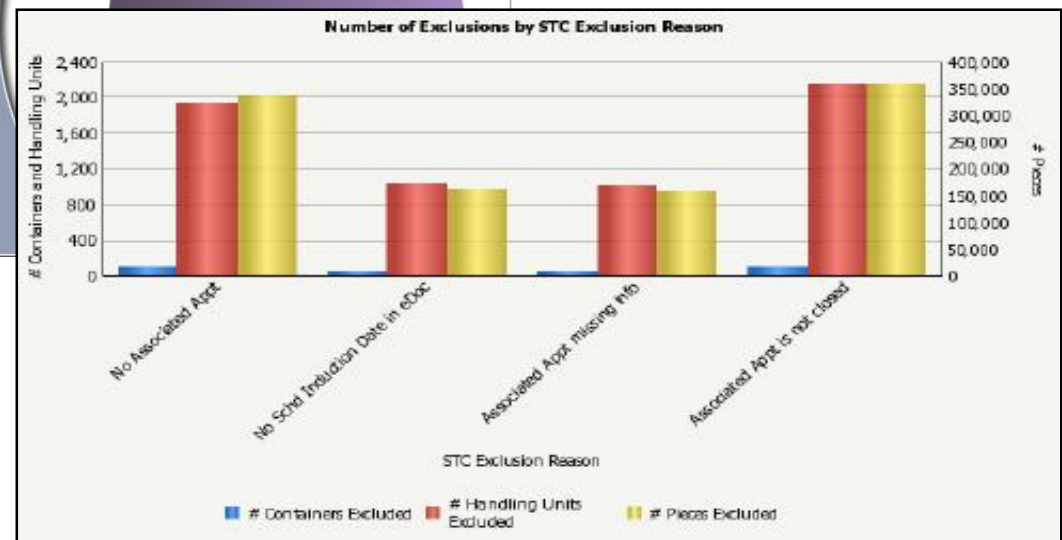


### FS Start the Clock Exclusions

Pieces Excluded ... 2,182,523

Top Reasons for No STC	# Pieces	% with no STC
1. Associated Appt is not closed	357,251	16.4%
2. No Associated Appt	335,600	15.4%
3. No Sched Induction Date in eDoc	162,263	7.4%
4. Associated Appt missing info	155,648	7.1%
5. Other	1,171,761	53.7%

Total Pieces with STC	470,569	17.7%
Total Pieces excluded from STC	2,182,523	82.3%
Total Pieces	2,653,092	



- Results of Start-the-clock determination
- Mailer Value:
  - 8 ■ Allows visibility into reasons containers are not receiving Start-the-Clock

# FS eDoc Errors and Warnings



### FS eDoc Errors and Warnings

Top Automated Verification Errors	# Container Errors	% Container Errors
1. Contr CSA Verif	560	46.0%
2. Contr Appt Verif	342	28.1%
3. Unique IMCB Verif	153	12.6%
4. Contr Entry Facility Verif	100	8.2%
5. Other	62	5.1%

Total Piece Errors	161
Total Handling Unit Errors	784
Total Container Errors	116

Both errors, which affect discount, and warnings, which

Error Mailing Date	Mailer ID	Mail Class	Mailing Group ID	Customer Group ID	Type	IM Barcode
3/7/2012	300002	First Class	58225554	AAR90302	PIECE	0003630000200017000020024000000
3/7/2012	300002	First Class	58225554	AAR90302	PIECE	0003630000200017000120024000000
3/7/2012	300002	First Class	58225554	AAR90302	PIECE	0003630000200017000220024000000
3/7/2012	300002	First Class	58225554	AAR90302	PIECE	0003630000200017000320024000000
3/7/2012	300002	First Class	58225554	AAR90302	PIECE	0003630000200017000420024000000

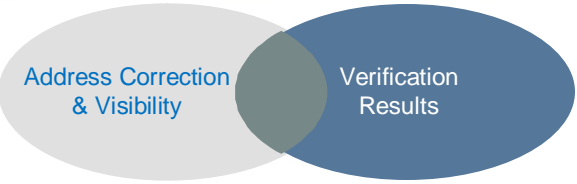
  

Piece ID	Error / Warning Indicator	Error Code	Error Description
1	Error	7117	The Mail Owner was not identified for the physical piece due to an invalid CRID(QualReport)
2	Error	7117	The Mail Owner was not identified for the physical piece due to an invalid CRID(QualReport)
3	Error	7117	The Mail Owner was not identified for the physical piece due to an invalid CRID(QualReport)
4	Error	7117	The Mail Owner was not identified for the physical piece due to an invalid CRID(QualReport)
5	Error	7117	The Mail Owner was not identified for the physical piece due to an invalid CRID(QualReport)

- Results of Full-Service eDoc Verifications

- Mailer Value:

- Allows visibility into electronic documentation issues that prevent the use of Full-Service data due to items including barcode uniqueness, invalid MIDs, etc.



# Acceptance Verifications



## Acceptance Verifications

Top Acceptance Verification Errors

	# Jobs Affected	Pieces in Affected Jobs
1. Barcode	35	121,478
2. Presort	46	91,861
3. Bundle		
4. Short Paid		
5. Other		

Additional Postage Collected

Verification Type	Error Type	Sub Error	Results
Desk Check	Barcode	Handling Unit/ Unique Barcode Verification	100%
Desk Check	Barcode	Piece/ Unique Barcode Verification	100%
Desk Check	Barcode	Container/ Unique Barcode Verification Across Jobs	100%
Desk Check	Barcode	Handling Unit/ Unique Verification Barcode Across Jobs	100%
Desk Check	Barcode	Piece/ Unique Barcode Verification Across Jobs	100%
Desk Check	Barcode	Container/ Mailer ID Verification	100%
Desk Check	Barcode	Handling Unit/ Mailer ID Verification	100%
Desk Check	Barcode	Piece/ Mailer ID Verification	100%
Desk Check	Service Issues	Service Type Code Verification	100%
Desk Check	Service Issues	Container/ Unique Barcode Verification	100%
Desk Check	Service Issues	Handling Unit/ Unique Barcode Verification	100%
Desk Check	Service Issues	Piece/ Unique Barcode Verification	100%
Desk Check	Service Issues	Container/ Unique Barcode Verification Across Jobs	100%
Desk Check	Service Issues	Handling Unit/ Unique Verification Barcode Across Jobs	100%
Desk Check	Service Issues	Piece/ Unique Barcode Verification Across Jobs	100%
Desk Check	Service Issues	Container/ Mailer ID Verification	100%
Desk Check	Service Issues	Handling Unit/ Mailer ID Verification	100%
Desk Check	Service Issues	Piece/ Mailer ID Verification	100%
Desk Check	Mailer	Service Type Code Verification	100%
Desk Check	Mailer	Container/ Unique Barcode Verification	100%

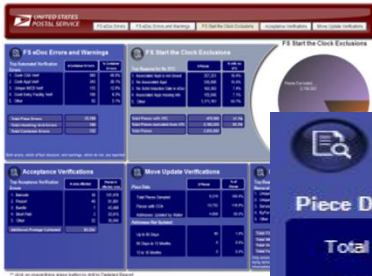
- Results from Manual and MERLIN verification of physical mail at BMEU or DMU
- Mailer Value:
  - Allows visibility into results of manual verifications performed at acceptance



Address Correction & Visibility

Verification Results

# Move Update Verifications



### Move Update Verifications

Piece Data:	# Pieces	% of Pieces
Total Pieces Sampled	9,219	100.0%
Pieces with COA	10,752	116.6%
Addresses Updated by Mailer	4,608	50.0%

Addresses Not Updated:

Up to 95 Days	90	1.0%
95 Days to 13 Months	0	0.0%
13 to 18 Months		

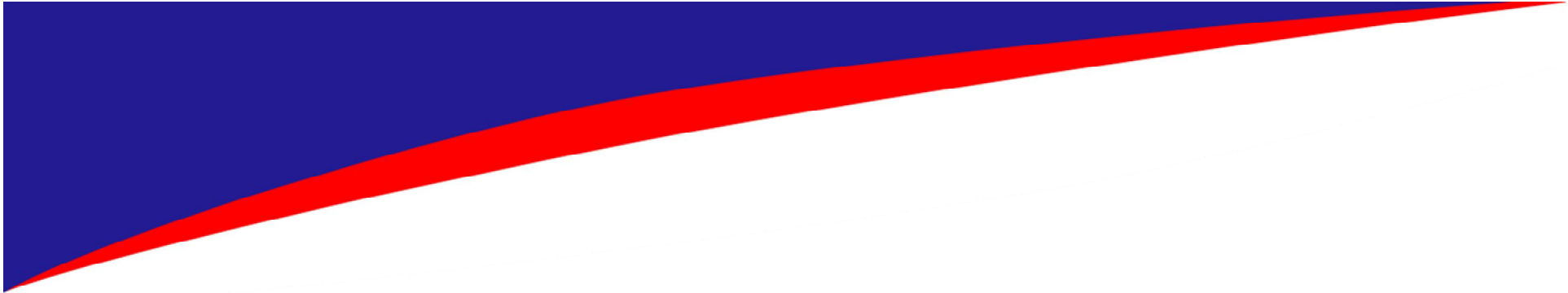
Score	Metrics	Total Pieces	Total COA	COAs Updated 95 Days to 18 Months	COAs not updated < 95 Days	COAs not updated 95 Days to 18 Months	COAs not updated 18 to 48 Months
100%		1,359	255	100	1	0	1
100%		1,583	231	93	1	0	2
100%		1,162	106	38	2	2	1
100%		1,200	149	47	0	3	6
100%		1,186	197	67	1	1	1
100%		450	4	1	0	0	0
100%		1,088	112	51	1	0	2
100%		1,134	126	52	0	0	0
100%		1,467	122	46	1	0	3
100%		1,159	144	53	0	1	1
100%		1,326	178	67	0	0	6
100%		1,295	154	49	1	0	0

- Results from Move Update verification of physical mail
- Mailer Value:
  - Allows visibility into results of manual verifications performed at acceptance

## Summary of Full-Service Value Add

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- Full-Service Discount
- Address Correction
- Start-the-Clock (STC) Visibility
- Total visibility by handling unit and container
- Waiver of presort mailing fee
- Mail Preparation and Quality Reporting



Guest Speaker  
Bob Rosser - IWCO

# Rich Data Drives Emerging Technologies



Knowledge gained from the nesting of the Intelligent Mail Barcodes can be used to manage your business

*Intelligent Mail Barcodes*

Internal skills can develop as the knowledge from Intelligent Barcodes is put in place

# Intelligent Mail as Enabling Technology

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- Ability to monitor flow
  - Determine when a mailing is complete at its delivery points (for billing customers)
  - Will give more certainty about delivery
- Ability to monitor exceptions
  - No one wants to mail duplicates!
- Allow more flexibility with complex mailings
  - Splitting work between locations
  - Co-mingled, co-pal, co-mail

# Agenda

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- Overview of Intelligent Mail
- Value of Intelligent Mail
- **Streamline, Automate, Seamless Induction**



# Automated Business Reply Mail® (ABRM) Tool



- ABRM Tool is a web-based, self-service tool to assist Reply Mail customers in creating artwork for domestic cards and letter-size:
  - Courtesy Reply Mail (CRM)™
  - Business Reply Mail (BRM)®
  - Qualified Business Reply Mail (QBRM)™ artwork for card and letter-size mailpieces



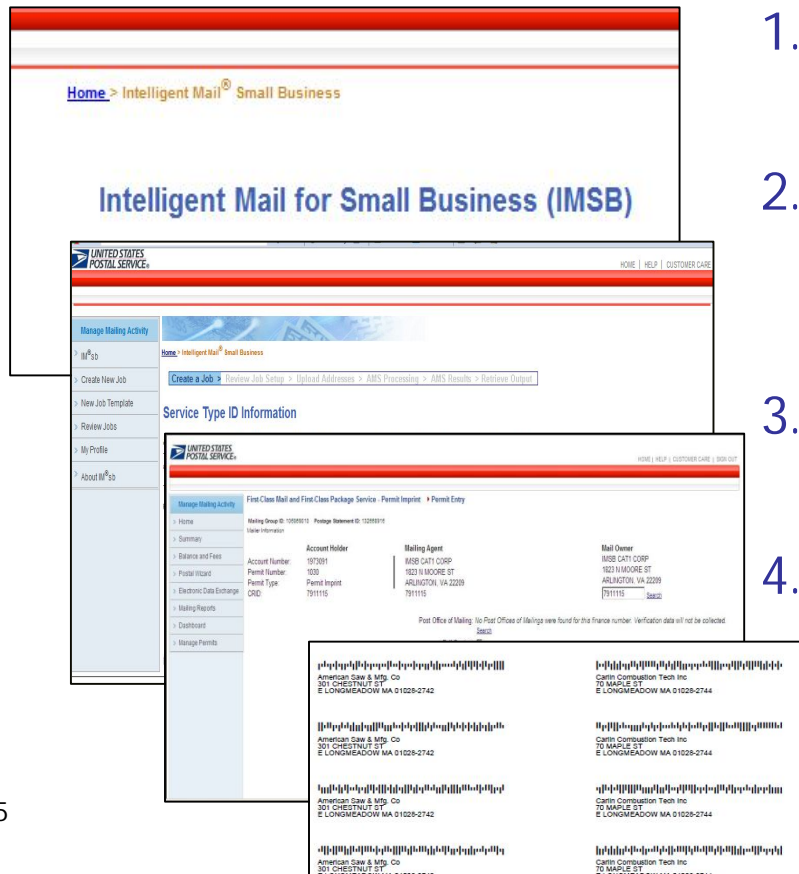
## Automated Business Reply Mail® (ABRM) Tool

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- The tool provides a number of features for Reply Mail customers, including:
  - Create artwork with an Intelligent Mail barcode (IMb)
  - Add an image or logo related to the mailpiece
  - Authorize a third-party vendor or Mail Service Provider to create artwork for clients through the ABRM tool
  - Download approved USPS camera-ready artwork designs (PDF and EPS formats) and store mailpieces online for future use (up to 100MB)

# Intelligent Mail for Small Business Tool

**Just imagine...** these simple steps for the small-volume business mailer



1. Upload your address list to the IMsb Tool
2. Print your address with an Intelligent Mail barcode on labels, envelopes or insert page
3. Submit your postage statement electronically
4. Take your mailing to your acceptance unit

# Self-Service Terminal

**Just imagine...** Self-Service Solution for mailers to expanded access for simple, small mailings

- Self-Service Terminal expedites the check-in and validation process for mailers who have submitted electronic postage statements
- Quicker, more efficient and convenient way to check-in electronic postage statements. No interaction with Mailers who prepare seamless-ready, Full-Service mailings will be able to take advantage of further simplified and enhanced acceptance and verification processes



1. Scan confirmation barcode or enter your postage statement ID and permit number



2. Validate postage statement



3. Print verification or clearance placards



4. Place mail in the staging area and you are on your way!

Imagine – Breaking down the barriers !

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eInduction



## Induction Today: Paper Based World



Mailer creates pallets, completes paper PS Form 8125 and schedules FAST appointment



Mail is transported with paper PS Form 8125 to USPS facility



Manual reconciliation of physical mail to paper PS Form 8125



Mail released for processing and FAST appointment is closed out

## Induction Today: Issues

- Paper based process with hard copy 8125/8017 is time consuming
- Unable to split containers across loads

## eInduction

### **Just imagine... A paperless induction**

- Automates the drop-ship process
- Validates container payment at destination facility
- Eliminates the need for paper 8125s or 8017s
- Leverages electronic documentation, Intelligent Mail barcodes and handheld scanner technologies

## eInduction - How it works



Mailer places unique IMcbs on containers, submits electronic documentation and schedules FAST appointment



Mail arrives at USPS Facility



USPS scans unique IMcb



Release containers for processing

## eInduction Benefits



### **Reduced Administrative Work & Timely Mail Movement**

Electronic container information eliminates need for manual data entry and paper handoffs

Fewer bottlenecks due to electronic scanning process; Allows for reduced re-delivery and detention costs



### **Greater Visibility & Business Intelligence**

Increased query capabilities to provide mailers with container status information; Allows mailers to address issues prior to induction



### **Load Flexibility**

Containers no longer tied to hardcopy clearance documents; Allows for load optimization



# Seamless Acceptance

**Just imagine...** if we harnessed and connected all the different silos of this Intelligent Mail® data and create real value through the integration of this useful information for mailers. Seamless Acceptance will:



- Enables an automated verification process by comparing system data to electronic documentation at induction and as it flows through postal automated processing equipment
  - Leverage Intelligent barcodes on mailpieces, handling units, and containers and electronic documentation
  - Utilize sample scanning at induction and mail processing equipment scans to evaluate mail quality, payment, and location

# Seamless Acceptance –How it will work

1. Mailers submit eDoc and payment prior to entry
2. Statements auto-finalized
3. Mail submitted for induction
4. Capture data using handheld scanner (FS-IMD) at induction point
5. Capture data from Mail Processing Equipment (MPE) scanning
6. Compare data captured to electronic documentation
7. Create trending reports for reconciliation / mailer discussion



# Seamless Acceptance- Benefits to Mailers



- Allows for preparation and payment flexibility
- Longer mail production cycle
- Standardized acceptance and verification processes
- Improved feedback on business mail quality issues

# Streamlined Entry – Beyond the barriers

