

Getting the Most Out of Full Service IMb

American Catalog Mailers Association

Jim Cochrane

Vice President, Product Information

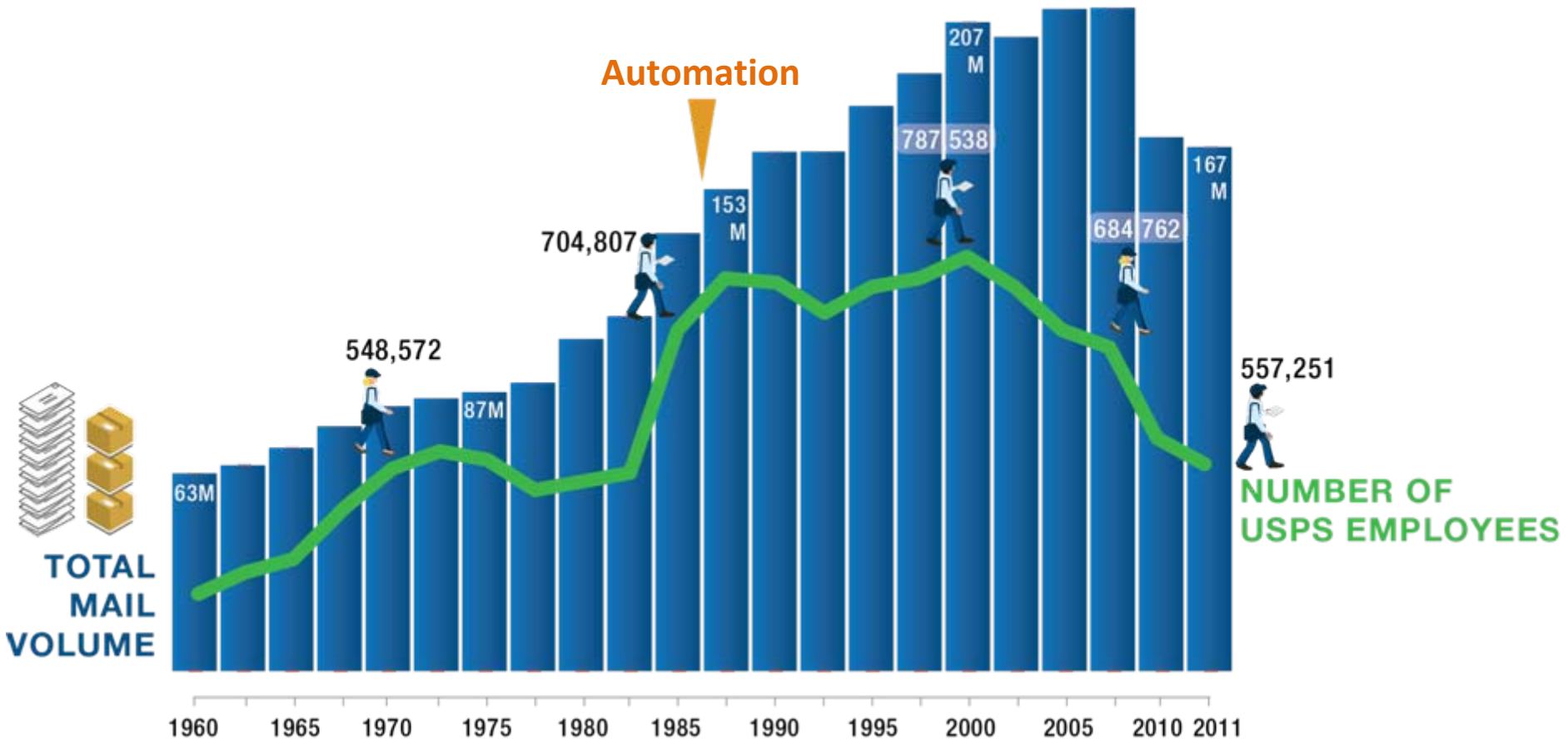
July 24, 2012

- Product Visibility**
- Performance Diagnostics**
- POSTNET Retirement**
- Full Service Moving Forward**

100% Product Visibility:



Provides the ability to **track mail pieces and containers end-to-end** through the postal network and provide **business intelligence** to enhance **operational performance** and **provide customer value**



evolve

Our technology has evolved and must continue to evolve



Today



'80s



'70s

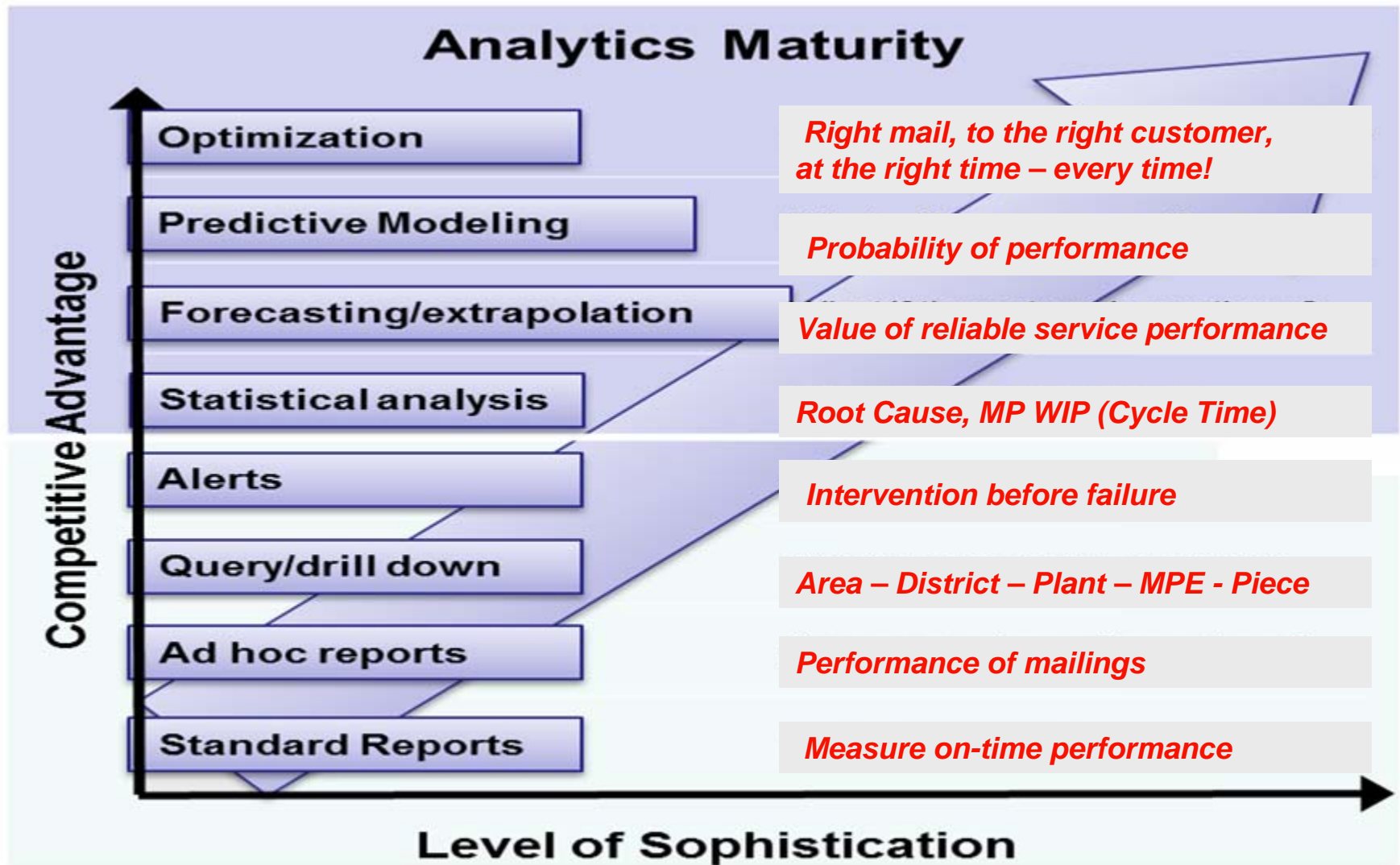
'60s



“Leverage **TECHNOLOGY**
to drive **BUSINESS VALUE**”

CIO Roadmap, February 2011

Business Intelligence
is about
providing the
right data at the
right time to the
right people so that
they can make the
right decisions



100% PRODUCT VISIBILITY

START HERE

This map visually defines 100% product visibility and the key component projects within the Product Information Program. Achieving 100% product visibility will enhance the ability of USPS to compete with market competitors and improve the efficiency of internal operations. It will save money through reduced manual data collection, elimination of statistical sampling, improved costing, and more accurate information on expected volume.

The viewer of the map is encouraged to study each lane by moving from top left to bottom right zones. Each area is designed to orient stakeholders about this important initiative and what they can expect to see in the future.

CUSTOMER BENEFITS

SERVICE

- Visibility & tracking across the mail supply chain
- Customers receive consistent & reliable service
- Utilization of information to drive service improvement

APPLICATIONS

- Advance remittance intelligence
- Test mail piece creative results
- Integrate multi-channel marketing strategy
- Measure success of each mail campaign
- Efficient staffing of customer call centers

FINANCIAL INCENTIVES

- Maximize automation discounts moving forward
- Access to promotions & incentives
- Elimination of permit fees
- Discounted or free addressing products & services
- Reduce USPS costs, protect price for mailers

EASE OF USE

- Eligibility for induction and Seamless Acceptance
- Small Business tool
- Customized data provisioning options
- Opportunity for automatic move update qualification

CUSTOMER GROUPS

VISIBILITY AT EVERY STEP

MORE FREQUENT UPDATES

CUSTOMER BENEFITS



SEAMLESS & TRANSPARENT



CONSISTENT RELIABLE PREDICTABLE SERVICE

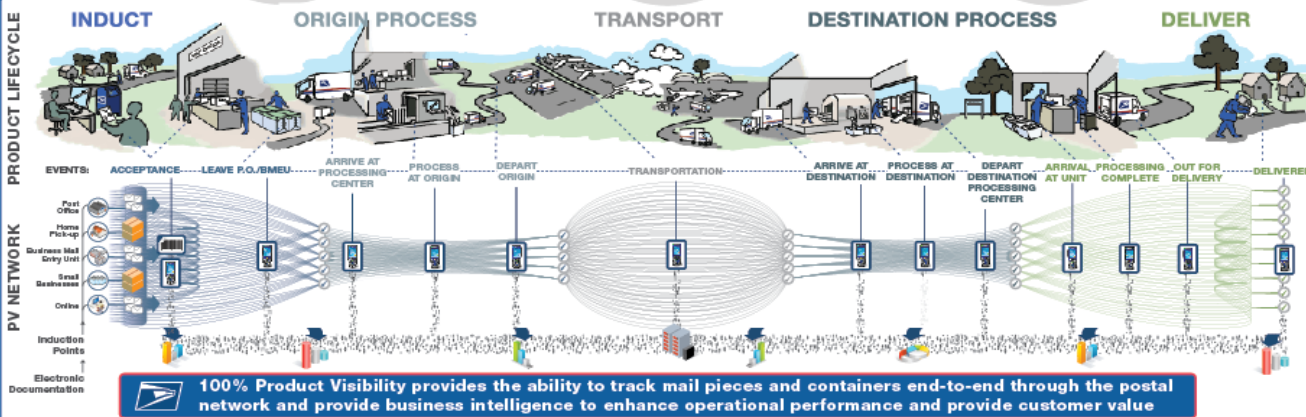
DATA AVAILABLE TO ALL CONSTITUENTS



CUSTOMER GROUPS

GLOBAL REACH

COST SAVINGS

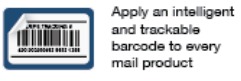


ELECTRONIC DOCUMENTATION



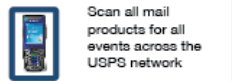
- STRATEGY**
- Use industry standard file formats
 - Provide simple tools for mailers to submit documentation
 - Provide a robust and responsive infrastructure
 - Support mailer onboarding

BARCODES



- STRATEGY**
- IMb for letters and flats
 - IMPb for packages
 - IMtb for trays and sacks
 - IMcb for pallets and containers

SCANNING



- STRATEGY**
- Expand the number of events provided
 - Ensure all postal sites have scanning capability for all events
 - Move to real-time delivery information

TRACKING



- STRATEGY**
- Use nesting information to track pieces in containers
 - Re-engineer systems to provide continuous, real-time tracking information
 - Provide end-to-end events for all products

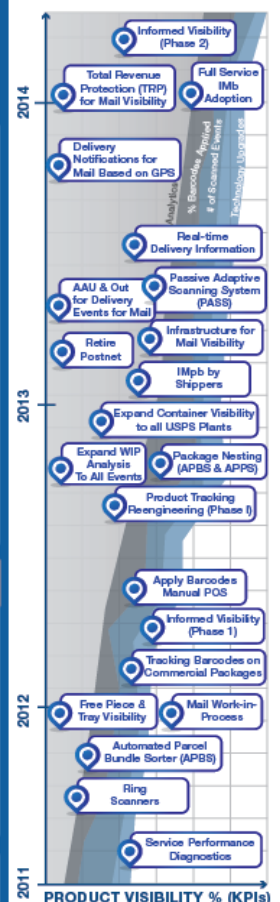
BUSINESS INTELLIGENCE



- STRATEGY**
- Leverage scan data to manage postal operations
 - Measure and reduce work-in-process
 - Consistently meet service commitments
 - Manage operations more efficiently



PRODUCT VISIBILITY GROWTH



FOR MORE INFORMATION

USPS Homepage: www.usps.com
 National Customer Support Center: ribbs.usps.gov
 Business Customer Gateway: gateway.usps.com

Full Service Intelligent Mail® Barcodes

Leverage Information about

our Delivery Network



**BUT
HOW?**

ELECTRONIC DOCUMENTATION



Receive advance information on trackable barcodes submitted by mailers.

STRATEGY

- Use industry standard file formats
- Provide simple tools for mailers to submit documentation
- Provide a robust and responsive infrastructure
- Support mailer onboarding

BARCODES



Apply an intelligent and trackable barcode to every mail product

STRATEGY

- IMb for letters and flats
- IMPb for packages
- IMtb for trays and sacks
- IMcb for pallets and containers

SCANNING



Scan all mail products for all events across the USPS network

STRATEGY

- Expand the number of events provided
- Ensure all postal sites have scanning capability for all events
- Move to real-time delivery information

TRACKING



Track all mail products for all events across the USPS network

STRATEGY

- Use nesting information to track pieces in containers
- Re-engineer systems to provide continuous, real-time tracking information
- Provide end-to-end events for all products

BUSINESS INTELLIGENCE



Use analytical tools to leverage product information in an actionable manner

STRATEGY

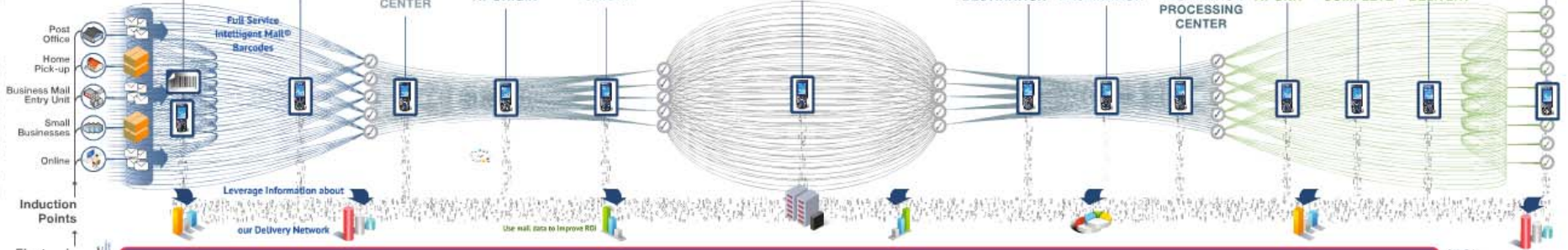
- Leverage scan data to manage postal operations
- Measure and reduce work-in-process
- Consistently meet service commitments
- Manage operations more efficiently

PRODUCT LIFECYCLE



SCAN EVENTS: ACCEPTANCE...LEAVE P.O./BMEU...ARRIVE AT PROCESSING CENTER...PROCESS AT ORIGIN...DEPART ORIGIN...TRANSPORTATION...ARRIVE AT DESTINATION...PROCESS AT DESTINATION...DEPART DESTINATION PROCESSING CENTER...ARRIVAL AT UNIT...PROCESSING COMPLETE...OUT FOR DELIVERY...DELIVERED

PV NETWORK



A virtual perimeter for a real-world geographic area



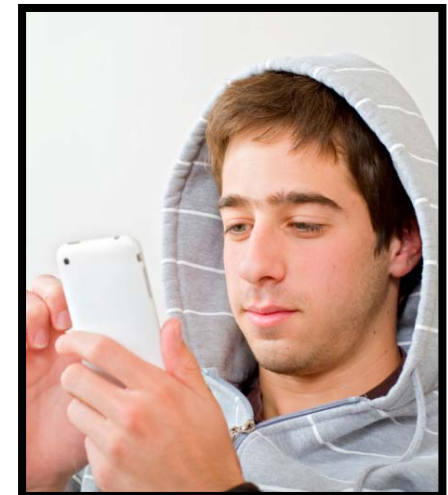
ADDRESS: 1247 LAGO VISTA DR
BEVERLY HILLS CA
90210-2417

LATITUDE: 34.096

LONGITUDE -118.408

TIME OF DAY: (3:48 PM)

DATE: 05/03/12





Social Media Sites



Broadcast
Media



Web
Ads



Print
Ads



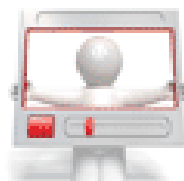
Your Website



Blogs



Articles



Videos



Email



Direct Mail



Teleseminars/
Webinars



Business Cards

Multi-Channel MARKETING

[Log Out](#)

Message Posted Fri, Jul 20 @ 4:09 PM CDT:
7/20 -- SPD enhancements

[Go to Message Center](#)

SPM reports at EDW ASR

Failed Containers

Commercial Mail City Matrix

CAR Performance Reports

CAR Political Mailing
Performance

Top 10 Impacts

STC DoW Analysis

Last Scan Count By MPE Type

ScoreCard

MP-WIP

Network Optimization

Service Parameters for Diagnostic Reports

Date Range: Week beginning: Mail Class:

Full Service Mailers Non-compliant Mailers Political Mailings Only

Report for Selected District Report for Origin District Report for Selected Mailer

[Performance Diagnostics](#)

[Failed Piece Pareto Analysis](#)

- SPM diagnostic charts are available for 52 weeks.
- Piece scans are available for 120 days ONLY.

***Please note: Data refresh and updates occur from 00:00 through 05:00 CDT daily. During this time users may experience difficulty in accessing information in SPD. If this occurs, please try again outside these hours.*

STC Business Rules

MID Lookup

IMb Lookup

IMCb Lookup

Service Standards

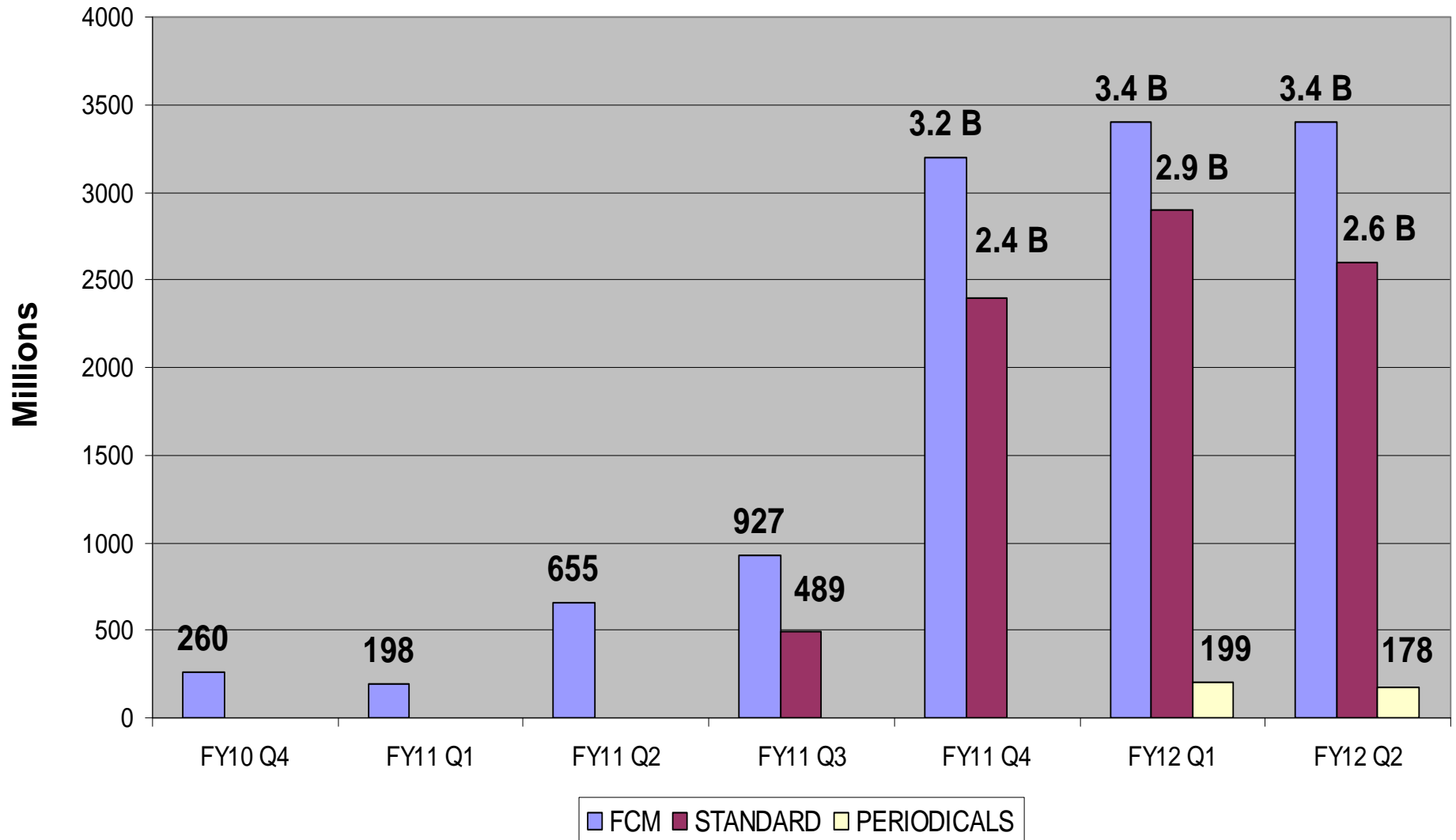
Training

Commercial Mail
Last Mile Overview

Enhancement Suggestions

Political Mailings

Commercial Mail Volume in Service Measurement



MP-WIP - Rolling 5-Day Median Hours

GREENSBORO NC
 Entry Point Discount Facility: **SCF**
 Standard Flats
 Cycle Time: **AET to First Automation Scan**

Day	Date	Median Hrs
Mon	7/16	40.00
Tue	7/17	11.00
Wed	7/18	26.00
Thu	7/19	51.00
Fri	7/20	11.00
5-Day Median:		30.00

Hours by MPE

GREENSBORO NC
30.00

Class: **Standard** • Category: **Flats**
 Entry Point Discount Facility: **SCF** • Threshold: **40**
 Cycle Time: **AET to First Automation Scan**
 National Median Hours: [Area](#)
 Mon 7/16: **56** Thu 7/19: **50**
 Tue 7/17: **68** Fri 7/20: **29**
 Wed 7/18: **35** 5-Day: **55**

Cycle Time:
 Show 5-Day Medians as of Friday:
 Offshore pieces?

Mail Class: Mail Category:
 Entry Point Discount Facility: Threshold:

- From: **SASP@usps.gov [mailto:SASP@usps.gov]**
Sent: **Friday, July 06, 2012 8:04 AM**
To: **Plant Managers**
Subject: **CONTAINERS AT RISK FOR SERVICE FAILURE (TOMORROW)**
- Plant Manager -**
- The following Standard mailers have entered mail at your facility in which we have yet to see an automation scan that indicates the mail will meet service performance expectations.**
- THIS MAIL IS AT RISK FOR SERVICE FAILURES with a Start the Clock Date of 06/27/2012 and a last day to meet service standard of 07/07/2012.**

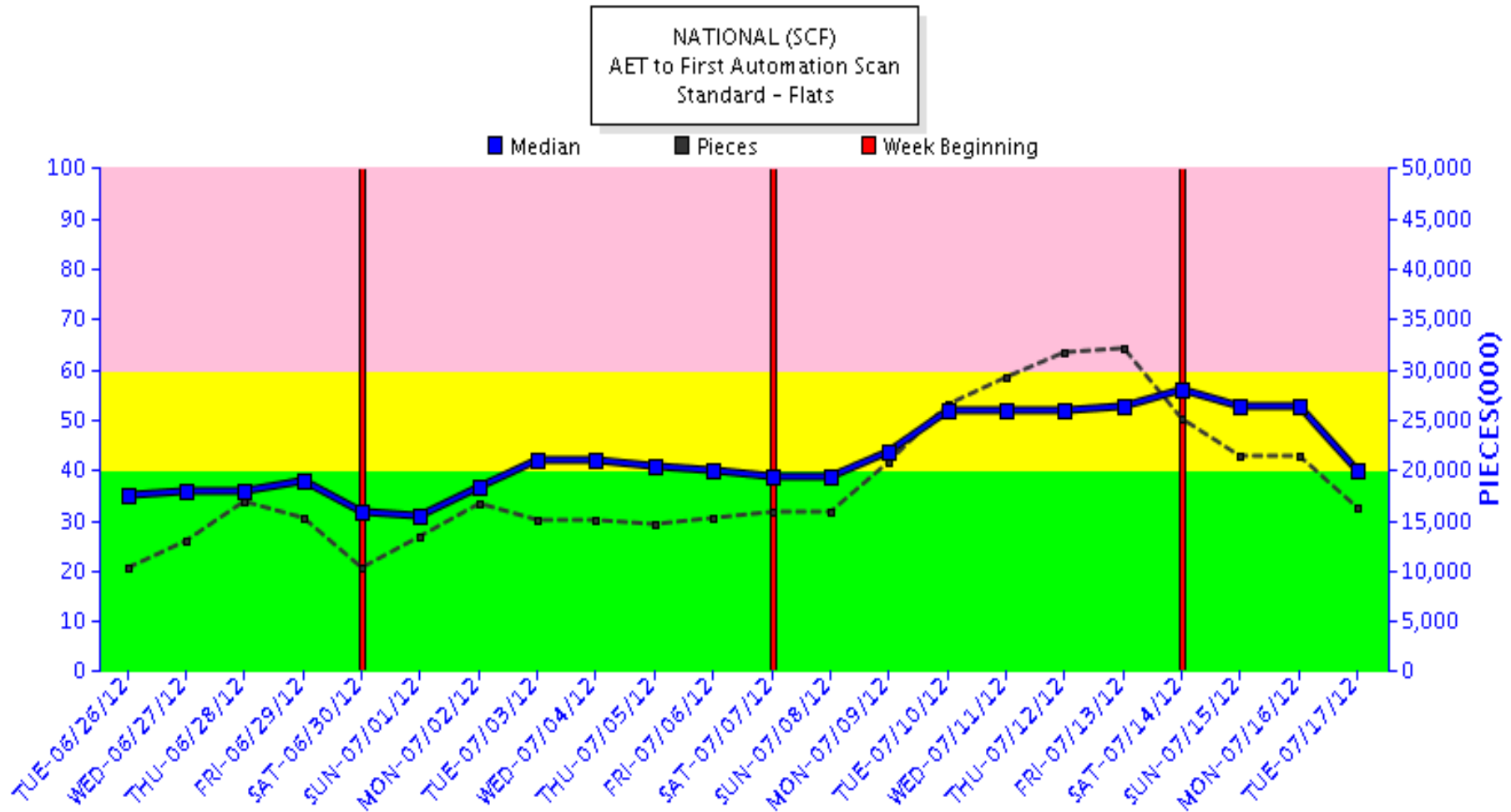
- QUAD/GRAPHICS-SUSSEX <SUSSEX, WI>(5114302)Standard LetterIM Container**
Barcode(s):99M10000000PT01652794 (Sort:NDC Dest Zip: Appt Id:112786754) Unload: 06/27/2012 11:02:45 USPS NDC

- QUAD/GRAPHICS-MERCED <MERCED, CA>(3097616)(4994156)Standard FlatIM Container**
Barcode(s):99M10000000EI04758085 (Sort:SCF Dest Zip: Appt Id:112808719) Unload: 06/27/2012 12:20:49 USPS NDC Load: 06/27/2012 16:18:21 IMtb: 216005431000465016445241 (LCTS-003: 06/28/2012 18:40:14 USPS PDC)

- Please send e-mails/feedback to the "Containers At Risk" e-mail address.**

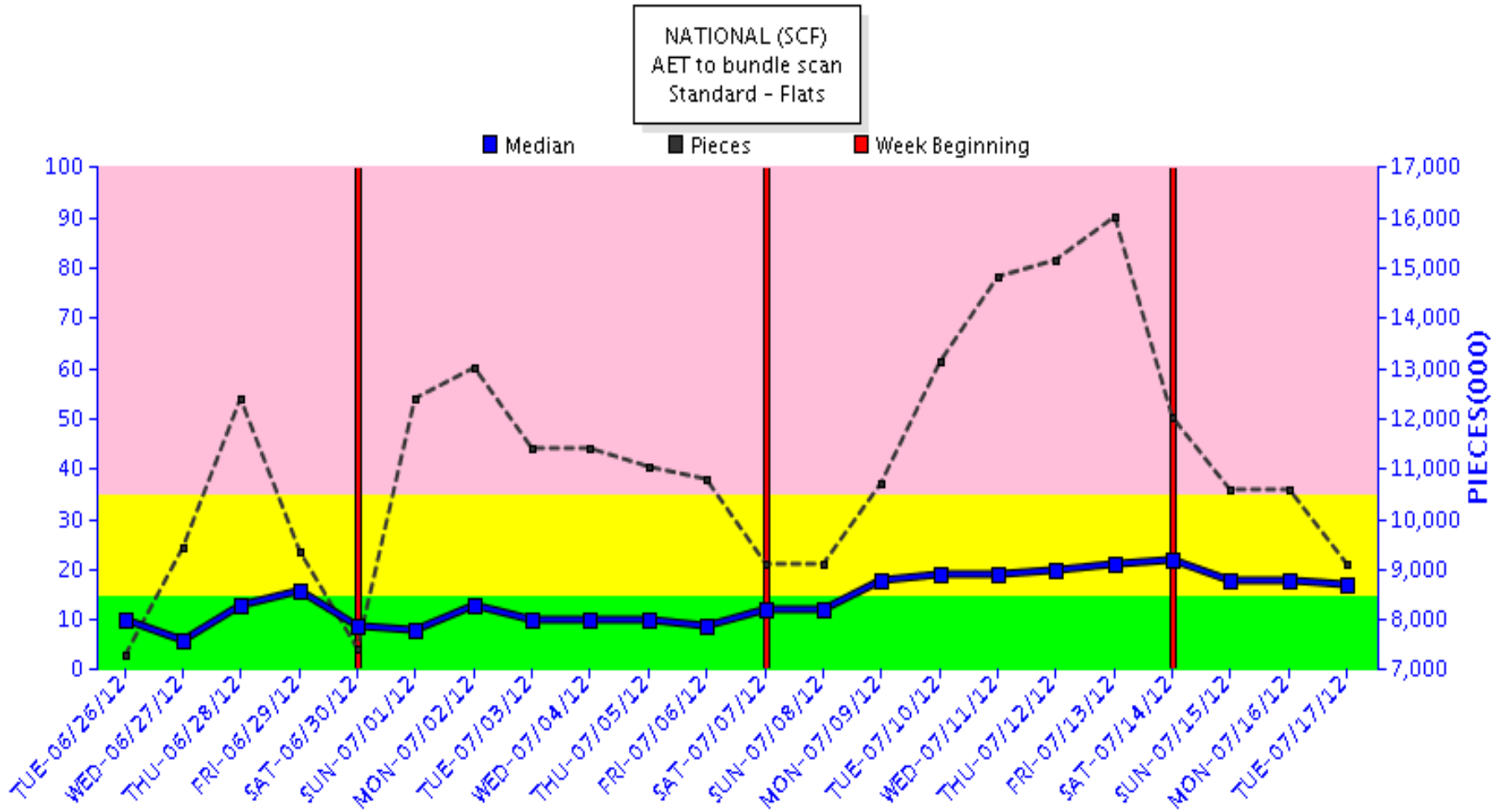
STD Flats SCF

AET to 1st Automation Scan



WEEK	On-Time
07/07/2012	84.54
06/30/2012	93.10

STD Flats SCF AET to Bundle Scan

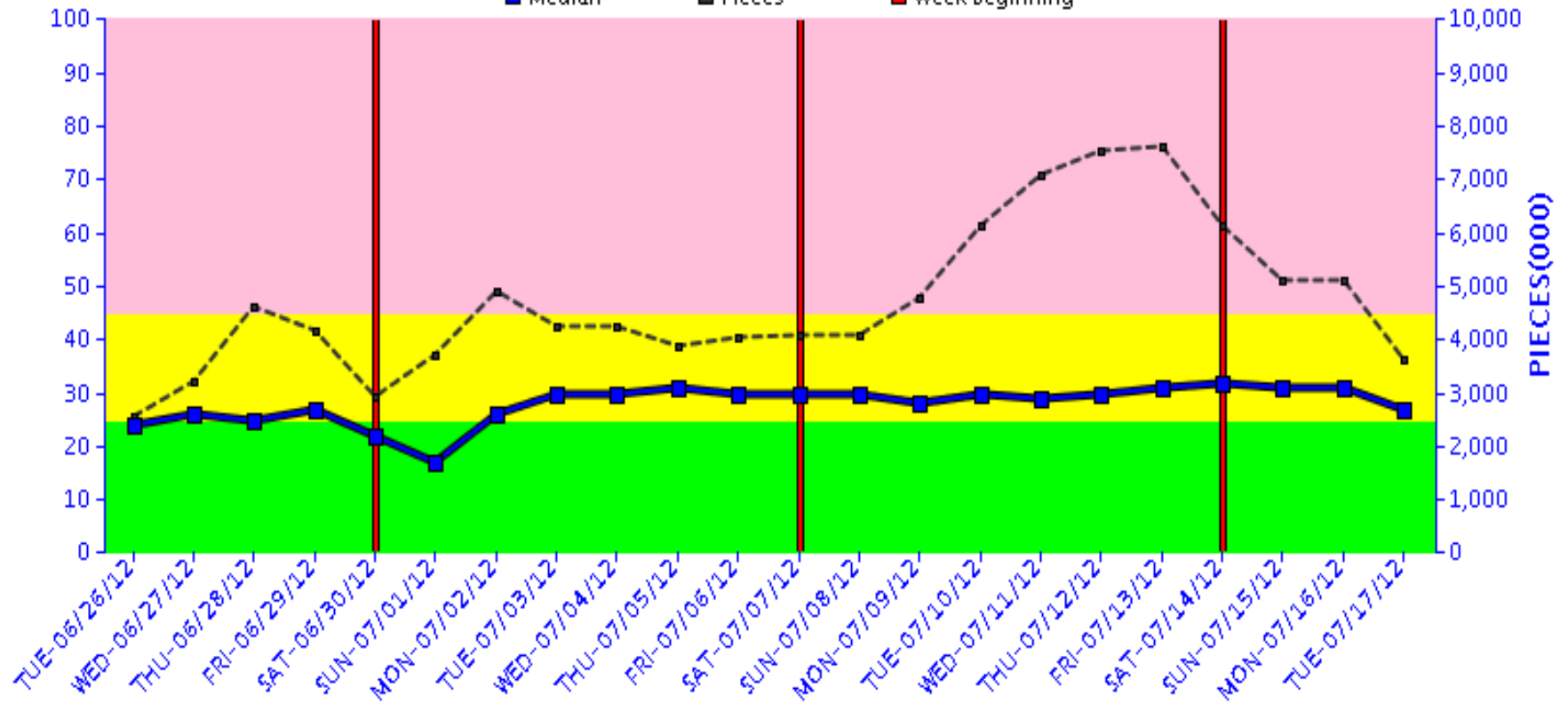


WEEK	On-Time
07/07/2012	84.54
06/30/2012	93.10

STD Flats SCF Bundle to MPE Piece Scan

NATIONAL (SCF)
Bundle to MPE Piece Scan by Machine Type
Standard - Flats

■ Median ■ Pieces ■ Week Beginning

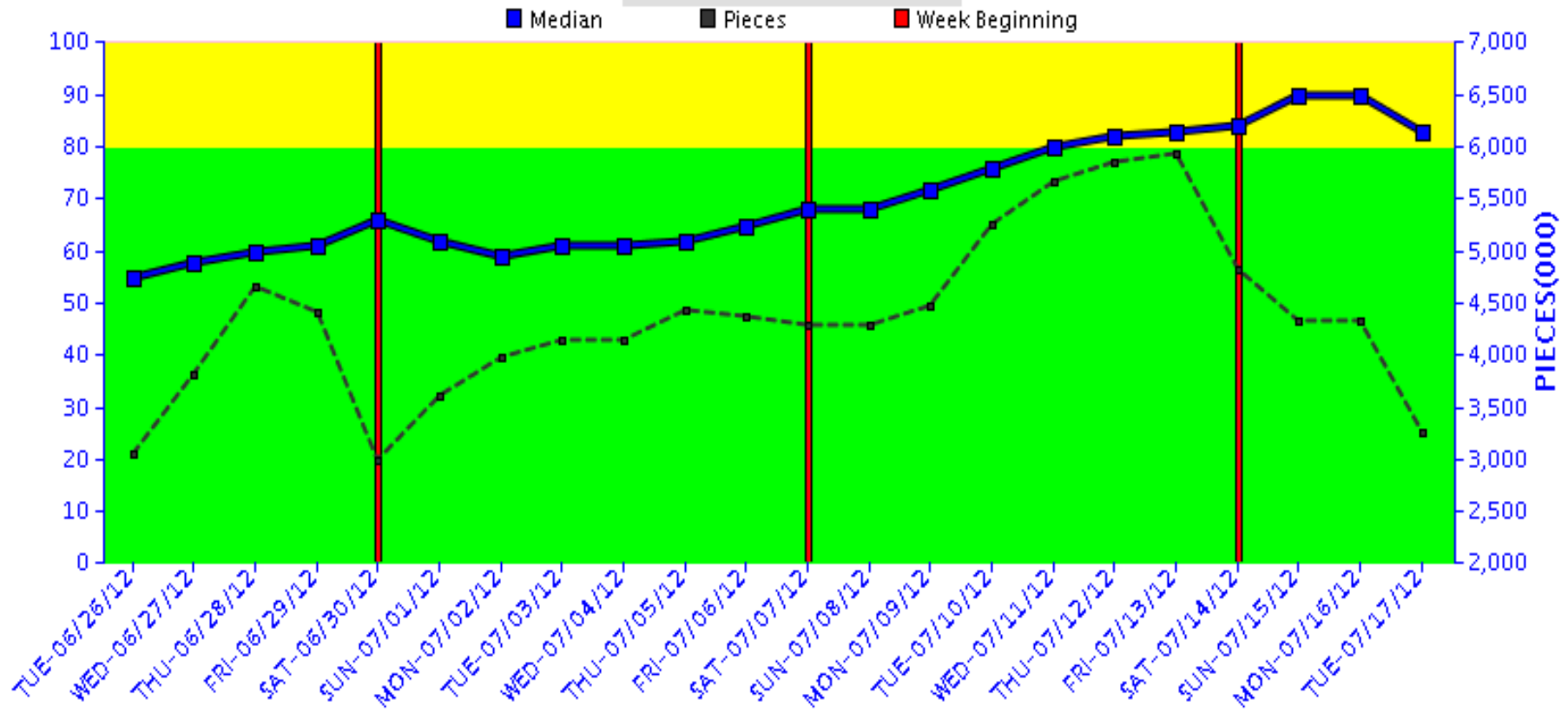


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STD Flats NDC

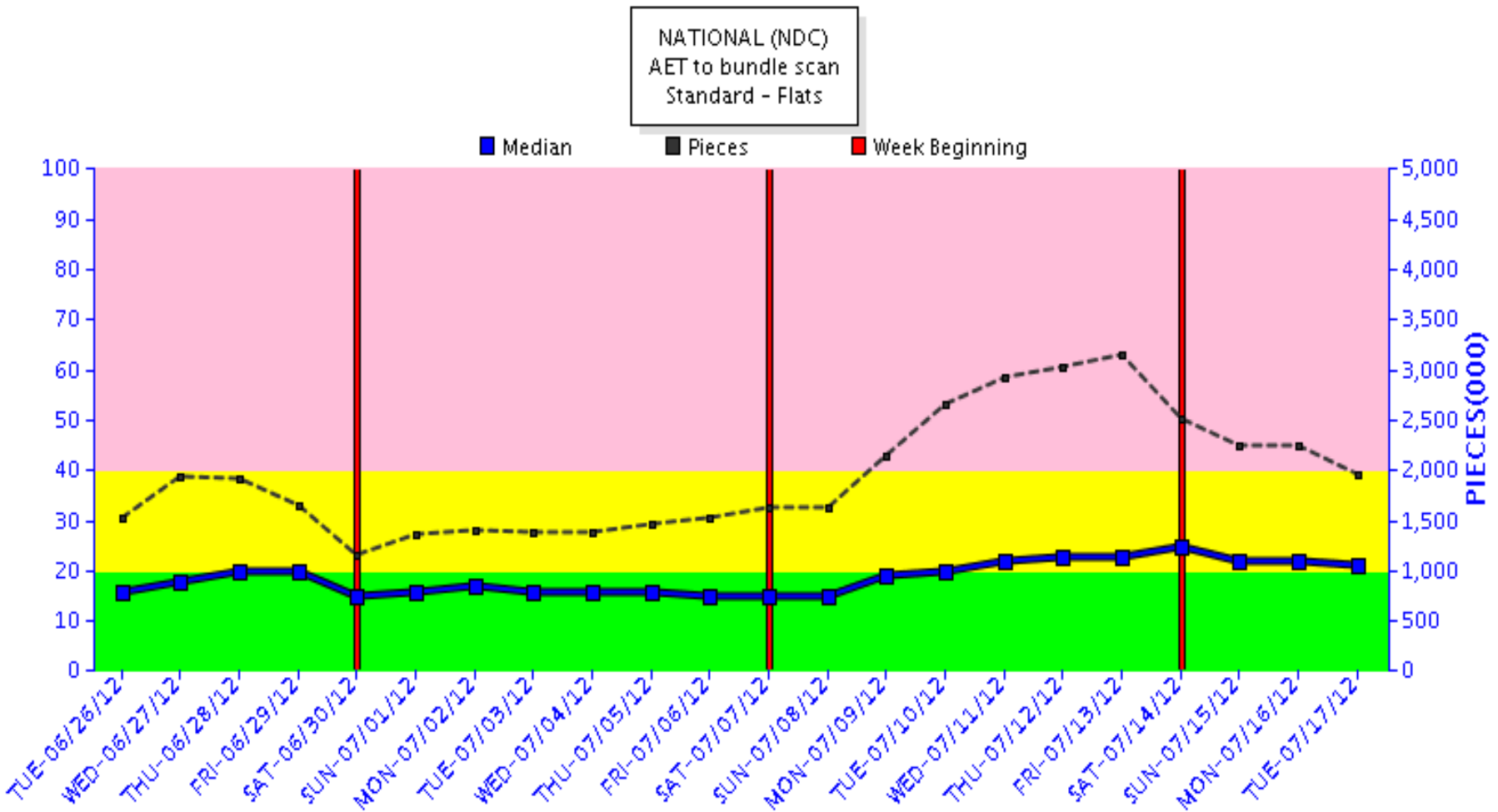
AET to 1st Automation Scan

NATIONAL (NDC)
AET to First Automation Scan
Standard - Flats



WEEK	On-Time
07/07/2012	89.42
06/30/2012	94.79

STD Flats NDC AET to Bundle Scan

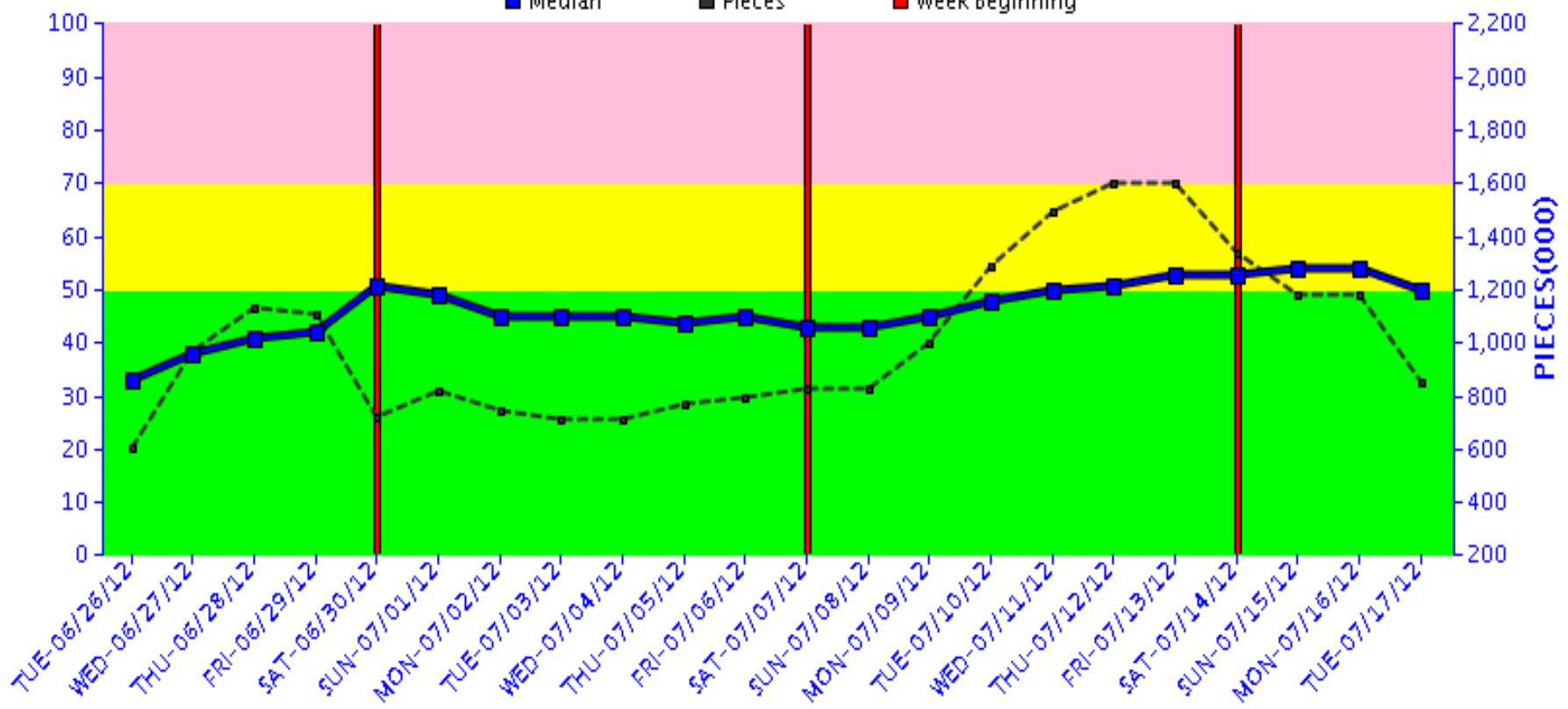


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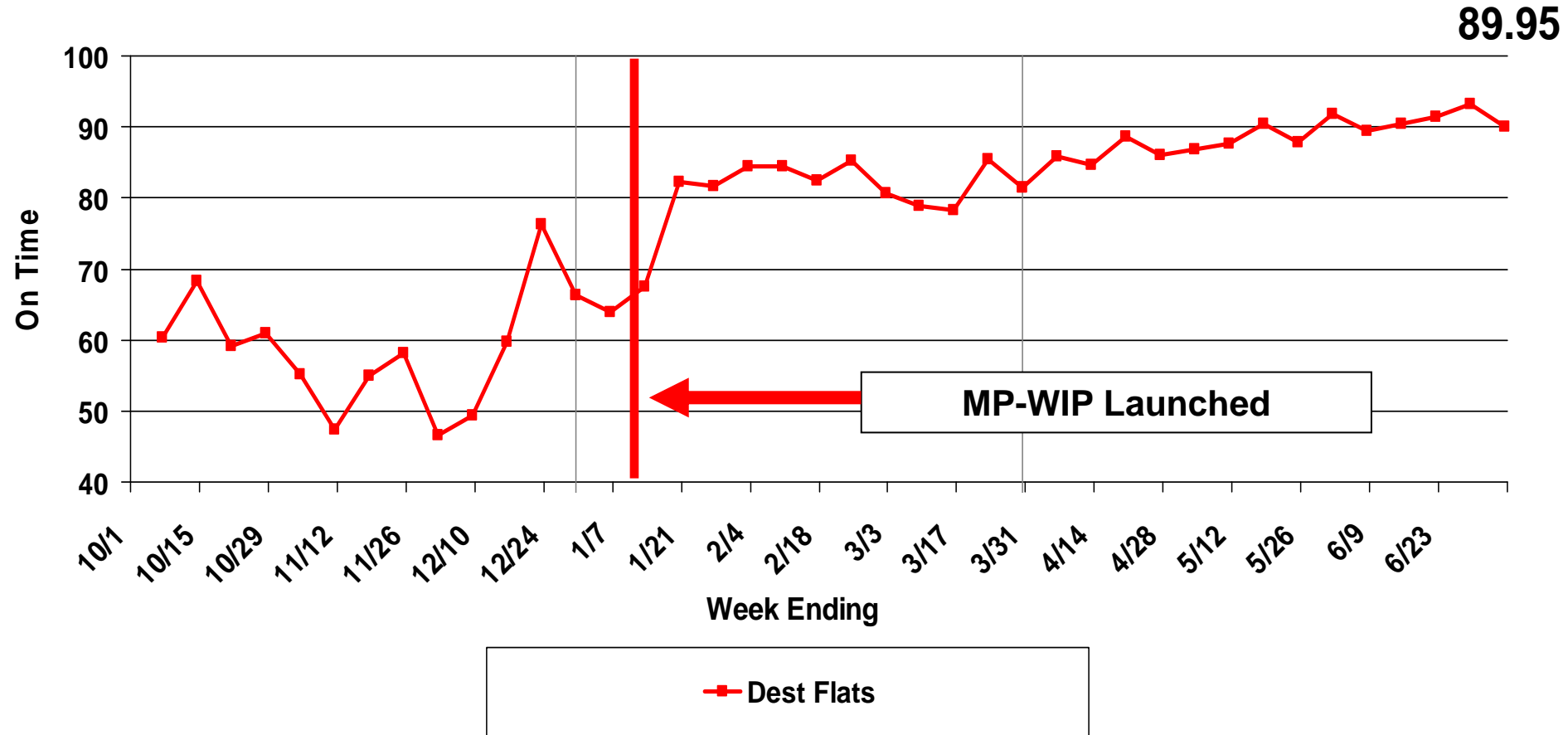
NATIONAL (NDC)
Bundle to MPE Piece Scan by Machine Type
Standard - Flats

■ Median ■ Pieces ■ Week Beginning

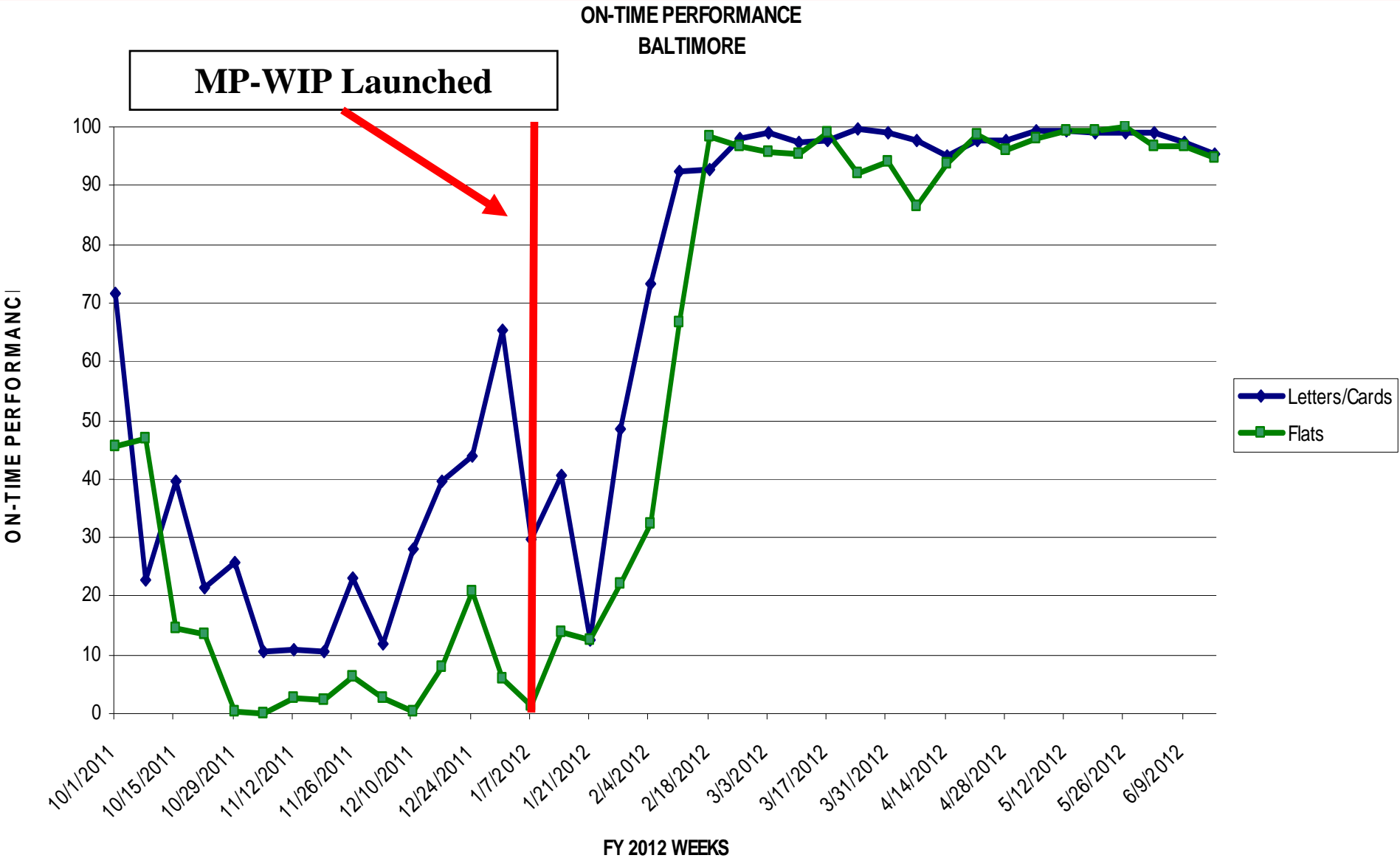


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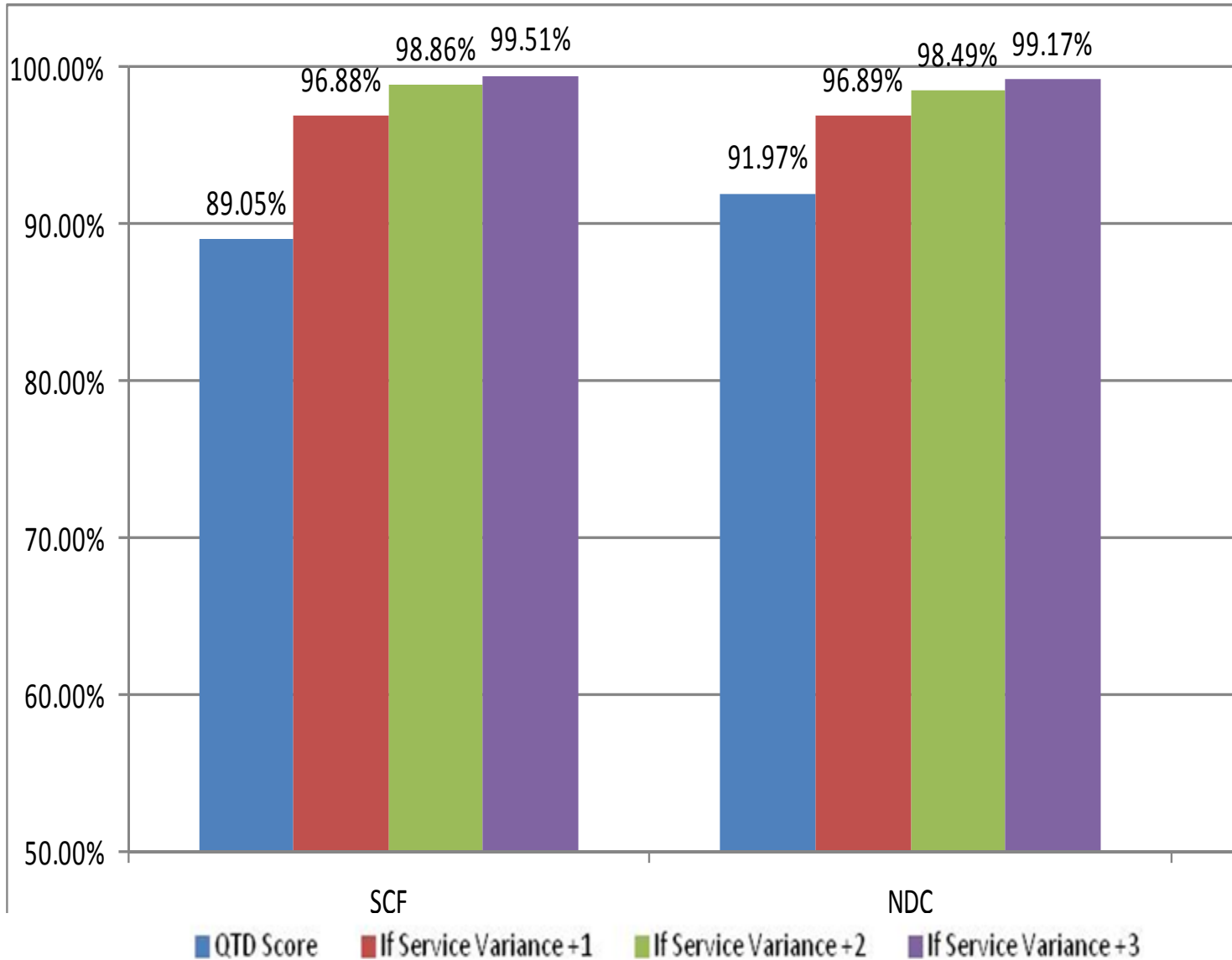
Standard Flats Scores Improvement



Last Mile NOT Included



Q3 Standard (Flats) by Service Variance

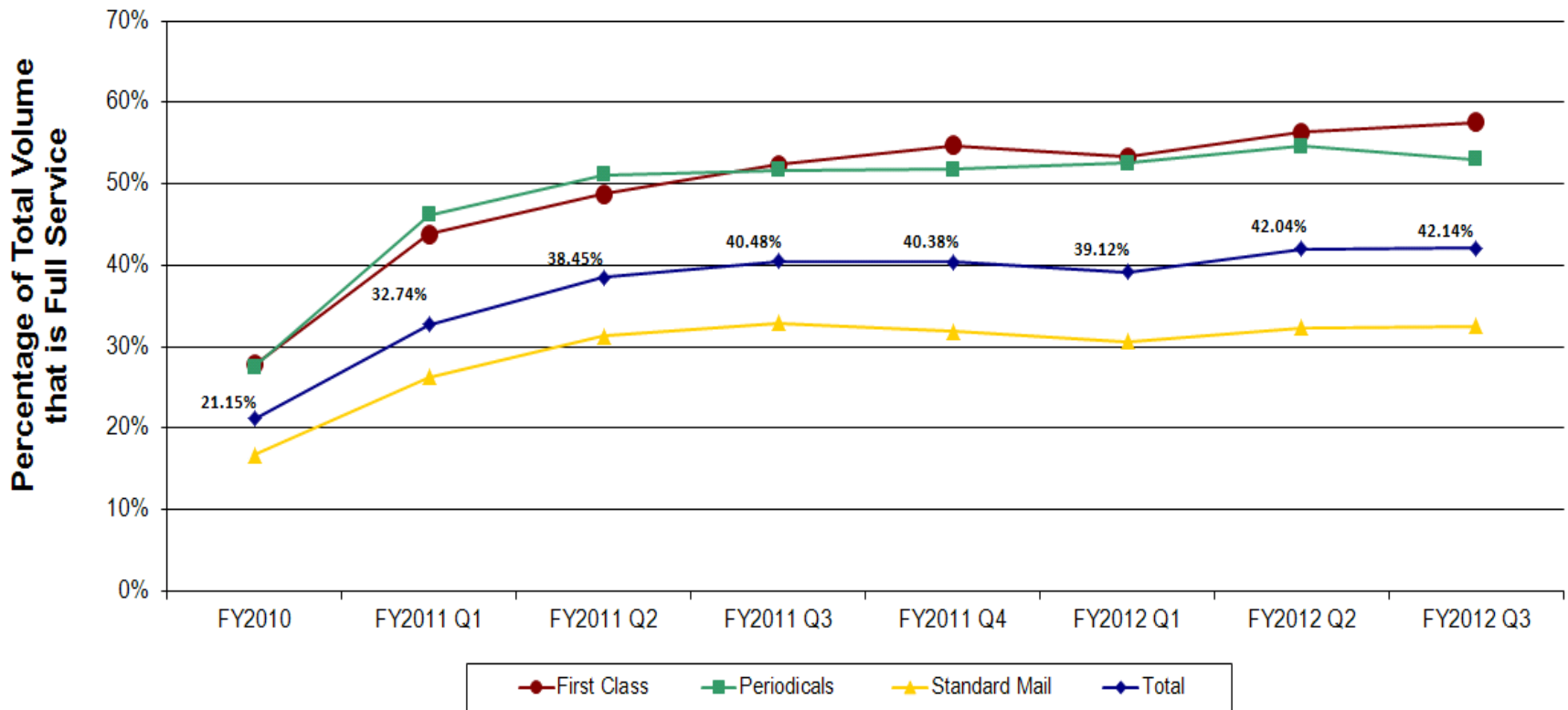


Full Service IMb is Essential to Mail Visibility

Summary By Mail Class

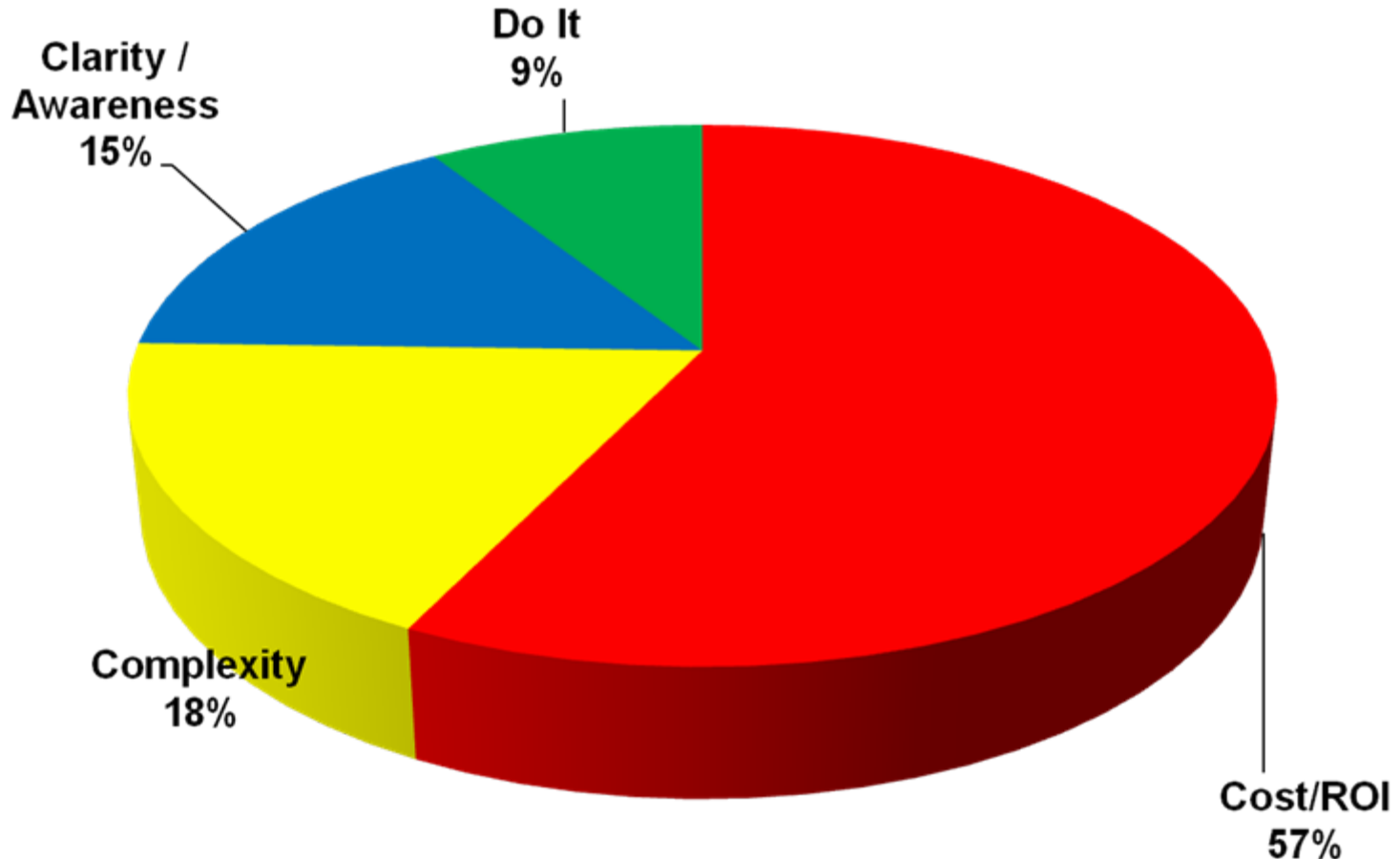
IMb Full Service Growth

Growth of IMb Full Service per Quarter

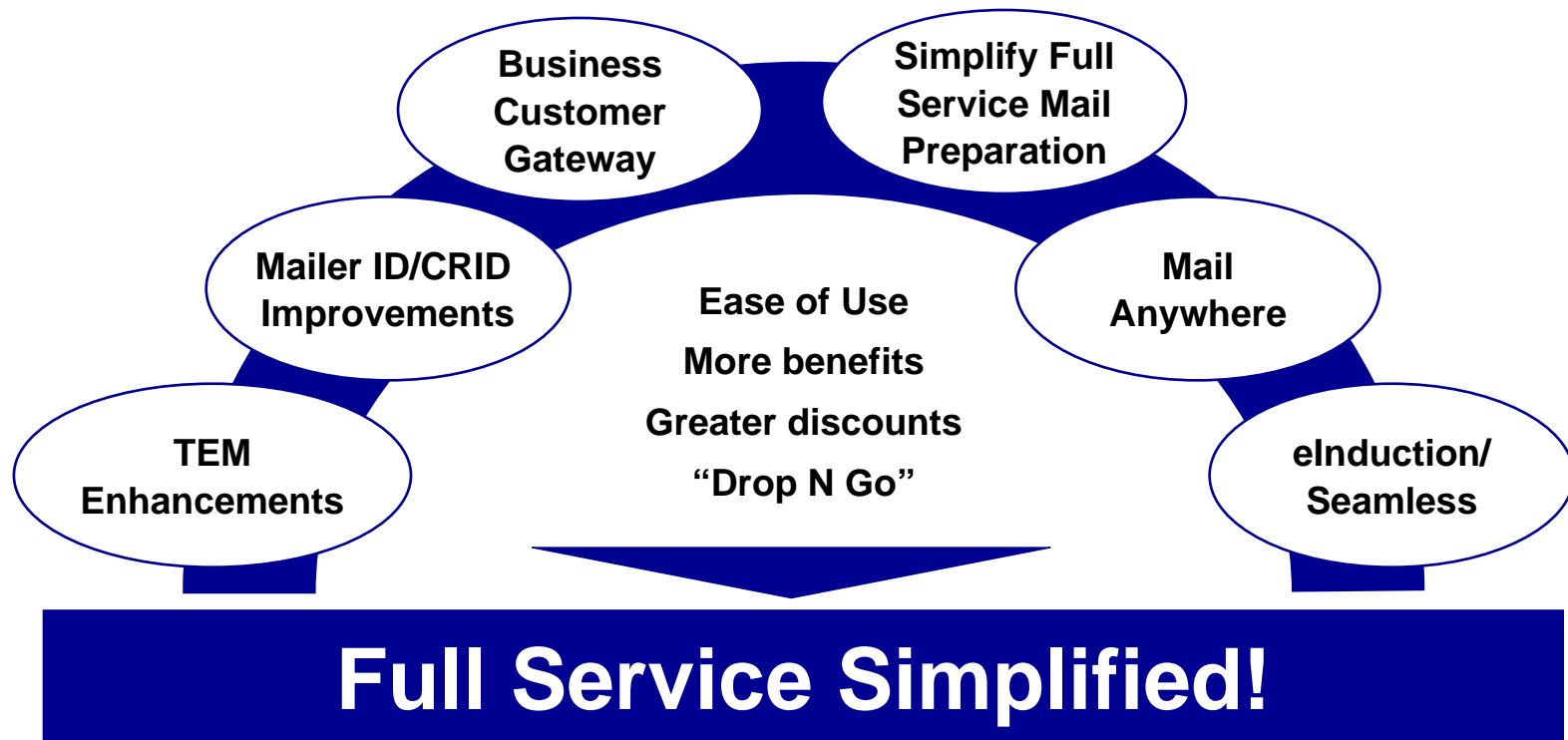


POSTNET Retirement	Target	Status
Submit proposed rule	February 2012	Completed
Submit final rule	5/1/2012	Completed
Retire POSTNET	1/28/2013	On Track

Full Service Requirement	Target	Status
Submit advance notice	4/16/2012	Completed
Publish advance notice	4/20/2012	Completed
Feedback period ends for advance notice	6/4/2012	Completed
Submit proposed rule	August 2012	On Track
Submit final rule	November 2012	On Track
Require FS IMb for automation discounts	January 2014	On Track



Received 110 comments (sorted by category)



CUSTOMER BENEFITS



SERVICE

- Visibility & tracking across the mail supply chain
- Customers receive consistent & reliable service
- Utilization of information to drive service improvement



APPLICATIONS

- Advance remittance intelligence
- Test mail piece creative results
- Integrate multi-channel marketing strategy
- Measure success of each mail campaign
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FINANCIAL INCENTIVES

- Maximize automation discounts moving forward
- Access to promotions & incentives
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- Discounted or free addressing products & services
- Reduce USPS costs, protect price for mailers



EASE OF USE

- Eligibility for eInduction and Seamless Acceptance
- Small Business tool
- Customized data provisioning options
- Opportunity for automatic move update qualification

- Product Visibility**
- Diagnostic Tools**
- Improved Service Performance**
- Retirement of POSTNET**
- Use of Full Service**

Keep Our “Eye on the Prize”
The Value of 100% Visibility