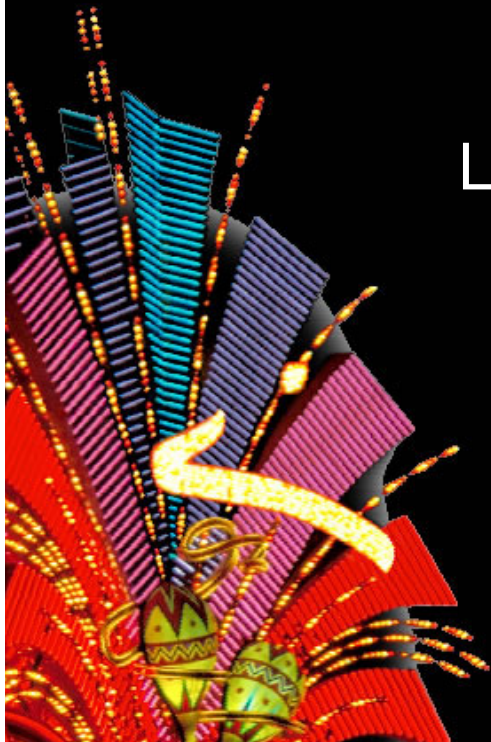


# INTELLIGENT MAIL™ IMPLEMENTATION

Lloyd Moss, Senior Product Manager –  
Communications Intelligence



**MapWorld<sup>08</sup>**  
**LIVE IN LAS VEGAS**

**G1** customer conference **08**  
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# IMB Rules

- Will not be final until late June
- Proposal for Full Service IMB discount may not be made public until August through February
- Can still use POSTNET until May 2010
- Full Service IMB starts May 2009
- Full Service IMB mail service providers can use their own Mailer ID for IMB's as long as their customers are identified in e-docs
- Full Service IMB mailers can use the new 24 digit IM Tray label in May 2009. They don't have to use the 24/10 transitional label







# Full Service Implementation

- First challenge is assigning unique IMB numbers to each mail piece
- MAIL360 products can help!
  - MailStream Plus users should use the MAIL360 Manager to automatically assign unique IMB numbers.
    - Native option – can run on midrange and mainframe without communicating to another system
      - Uses “partitioned” management
    - Server option – connects to central server to manage IMB’s across and enterprise
      - Supports multiple processes and locations
      - More flexible numbering assignment methods including “named ranges”



# Full Service Implementation (continued)

- Mailers not using MailStream Plus
- Can use CASS™ program (Finalist or CODE-1 Plus) and Mail360 Manager to assign IMB's only if you run CASS each and every time you mail.
- If you are using a post-composition product to generate your POSTNET, you can use it to generate your IMB
  - Mail360 has API you can call to do number assignment
  - StreamWeaver can draw the IMB without external printer fonts.



# Full Service Implementation (continued)

- If POSTNET is being created in document composition product, you can assign IMB's there as well
  - Can the document composition product encode a 31 digit IMB for printing?
  - Can the document composition product draw the barcode so it can be printed with external fonts?
  - Can the document composition program do API call-outs so it can use Mail360 Manager to assign the IMB numbers?



# Full Service Implementation (continued)

If CASS is not run for every mailing?

- Need to establish a new process to assign the IMB
- That process must be done at the time a mailing is defined/prepared
  - Can not assign Full Service IMB's during real-time validation
- Can use Mail360 Manager API's to assign numbers
  - If there is demand, we could offer a file driver for Mail360 so that it can be a free-standing, independent process



# Tray/Sack Tag Printing

- Need to print IM Tray/Sack tags with 24 digit unique barcode
  - MailStream Plus 7.9.0 can populate Mail.dat with the 24 digit barcode number
    - Can use commercial Mail.dat products to print tags
  - MailStream Plus 7.9.1 will have a new tag file you can use to print tags with
    - Commercial label printing program
    - Pitney Bowes Software label printing program
- Ad-hoc container labels must be documented in Mail.dat file!!!
- Must use transitional 10/24 tag prior to 5/09 but can use 24 digit-only tag starting 05/09



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# IM Pallet Placard Printing

- MailStream Plus 7.9.0 can populate Mail.dat with the IM Container number used on pallet placards
- MailStream Plus 7.9.1 will have a new pallet file you can use to print tags with
  - Commercial label printing program
  - Pitney Bowes Software label printing program
- Ad-hoc pallet placards must be documented in Mail.dat file!!!
- Can no longer do manual palletization
- First Class volume mailers may be required to palletize according to upcoming rules

# Electronic Documentation

## What is it?

- Mailstream Plus generates Mail.dat files
- Mainframe customers must transfer them to a Windows computer that has Internet access
- Though Mailstream Plus can populate every field that PostalOne! requires, some of that data may need to be changed before submitting to USPS
  - Mailing Date, Piece Weight, Entry Point
- Ad-hoc container label info has to be added before submission
- Third party Mail.dat product will likely be needed
  - Can also print all tray tags and pallet placards



# Electronic Documentation

## How to do It

- Enable Mailstream Plus to create Mail.dat files
- Sign up to participate in PostalOne!  
<https://www.uspspostalone.com/postal1/index.cfm>
- Mainframe customers need to setup file transfer from mainframe to PC
  - Translate EBCIDIC to ASCII
  - Make sure Mail.dat files on the PC follow Mail.dat naming conventions
- Use PostalOne! validator to make sure all information is being populated correctly
- Purchase IDEAlliance User license for Mail.dat



# Electronic Documentation

## How to do It (continued)

- Send test files to PostalOne! to get certified
- Service Bureaus – obtain ‘ghost permit numbers’ and mailer ID’s or CRIDs for all clients
- Roll out live e-docs for selected customers and jobs
- Install PostalOne! batch uploader to automate transfers to the USPS
  - SSL Certificate needed on computer that sends data to USPS
  - Go live on all jobs



# Electronic Documentation

## How to do It (continued)

- Commercial Mail.dat products have useful options:
- Entry Point Planning
- Co-palletization
- Electronic Manifesting
- Interfaces to FAST (transportation scheduling)
- Multi-job production reporting
- Postage Accounting (some products)
  
- Window Book [www.windowbook.com](http://www.windowbook.com)
- Monticello [www.montsoft.com](http://www.montsoft.com)



# Delivering the Benefits of IMB: Using Mail360 Data Manager and Reporting Manager to Add Value to Mail

- MAIL360 Data Manager with Data Hub
  - Downloads ACS and Confirm events from USPS
  - Performs Event Matching
  - Provides UAA Scorecard report and some other basic Confirm and ACS reporting
  - Provides data to other IMB applications, both mailer written and Pitney Bowes provided for:
    - Return Mail reduction and Move Update compliance
    - Suppression of 2<sup>nd</sup> Notices
    - Cash flow measurement and improvement
    - Improving Customer Service and reducing its cost





