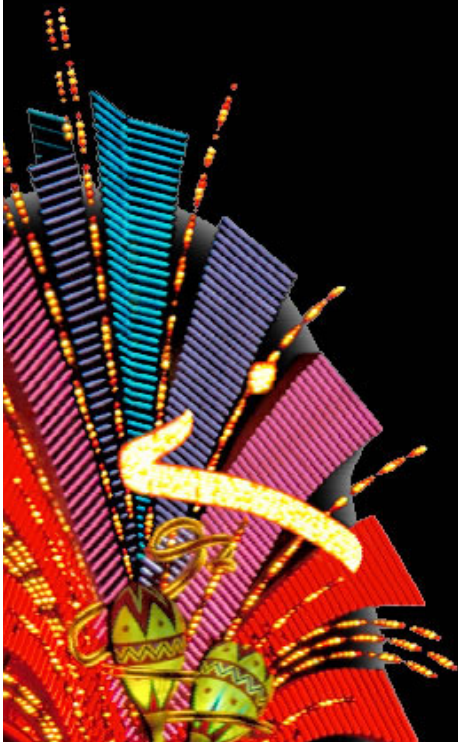


VERIMOVE UPDATE

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MapWorld⁰⁸
LIVE IN LAS VEGAS

G1 customer conference⁰⁸
LIVE IN LAS VEGAS

An hourglass with brown sand falling from the top bulb to the bottom bulb. The top bulb is partially filled with sand, and the bottom bulb is mostly empty.

Agenda

- **Verimove 3.3**
- **Verimove 3.4**
- **Changes in Move Update**
- **Using Verimove Access to Minimize Return Mail**





Verimove 3.3 will stop working on 8/1/2008 unless you install new license keys

- **New license keys being sent**
- **You must install the Verimove key**
- **If you use the internal CASS™ engine, you must also install the Finalist key**
- **If you use the 3553 created by the internal CASS™ engine, you must install Finalist S02 patch**

Verimove 3.4

- Resolution of important defects
- Will include CASS Cycle M CASS coder
- Will be able to change a pre-assigned IMB to new Delivery Point ZIP Code and re-encode
- Target GA: Mid Q1 2009



Move Update Requirements

Changing on November 23, 2008

- Must run addresses through Verimove every 95 days, not every 185 days
- If you only use Verimove to identify moves but not to immediately change the address, you must still do this no more than 95 days before the mailing
- Standard Mail must now meet Move Update requirements
 - If you don't comply you must mail at First Class Single Piece rate!
- Effectively you must start meeting Move Update requirements on August 20, 2008 unless you run Verimove for every job and use the new address immediately



Why Bother Complying to Requirements?

The USPS Does Not Enforce Them!

- **New Merlin software will analyze mail sampled for Move Update compliance.**
- **IMB will give the USPS total visibility on Move Update compliance**



- **Warn you** and give you some **time to fix** it before your mailings are charged the **full** Single Piece **First Class rate**
- **Reject your mailings** and make you **pay** the full Single Piece **First Class rate**

So What Can the USPS Do If They See My Company Is Out Of Compliance?

[If they have evidence you've intentionally violated the requirement, they can charge up to three times the difference between the rates claimed and the full Single Piece First Class rate].

Using Verimove and Verimove Access to Minimize Return Mail

- Verimove can only supply address changes that have taken place within the past 18 months but it can identify addresses that changed 19-48 months ago thanks to ANKLink™ that is part of Verimove.
- “Full Service” NCOALink™ can provide the address changes made between 19 and 48 months ago.
 - Service Bureau product only
 - Verimove Access is our hosted service to provide Full Service NCOALink™
 - Moves older than 18 months generate most return mail.





Best Practices

- Let Verimove correct addresses 0-18 months old and identify those that are 19-48 months old
- Use Verimove Access to process the moves that are 19-48 months old
- Fix addresses that can not be matched
 - Delivery Point Correction
 - Use of third party data
 - Use USPS address resolution services: AEC & AEC-II
 - Contact the customer by phone, e-mail or SMS!



- **USPS RIBBS Website:**
[HTTP://RIBBS.USPS.GOV](http://RIBBS.USPS.GOV)
- **USPS Publication 363**
- **USPS Move Update Hotline**

Helpful Resources

