



# NEWS

## Intelligent Mail® Barcode



### IMB Web Event Series: April 2008 Upstream Implementation and Optimization

Q: Is a copy of this presentation available?

A: The Web event is available online at  
[https://pbdmt.webex.com/ec0600l/eventcenter/recording/recordAction.do?siteurl=pbdmt&heAction=poprecord&path=pop\\_program\\_info&recordID=953287](https://pbdmt.webex.com/ec0600l/eventcenter/recording/recordAction.do?siteurl=pbdmt&heAction=poprecord&path=pop_program_info&recordID=953287)

Q: How will Mail360 handle 6 digit sequence numbers for mailers with 9 digit mailer ids?  
A: Mail360 has two ways it can assign IMB numbers. The "Full Service" module is called by our mailing products like MailStream Plus, Finalist and CODE-1 Plus and can assign numbers with an internal numbering engine or by communicating with the Mail360 Manager Server.

When using the internal numbering engine, the numbers will usually be assigned in blocks, either for the whole mailing for MailStream Plus, or smaller blocks for other products. The internal numbering engine will provide blocks of numbers until they run out then start all over again at the beginning. Unless you mail more than 999,999 mail pieces within 45 days, you will not duplicate numbers as long as you are only assigning the IMB numbers in one place.

Mailers with 6 digit Mailer ID's but who need to assign the numbers in different processes would need to use the IMB Number Management engine to do the assignment. Mailers with 6 digit Mailer ID's and 9 digit Serial numbers could use the internal numbering engine by dedicating the first 1-3 digits of the Serial number to identify the computer that is running the application that is assigning the numbers which would prevent duplicates. Mailers that have 9 digit Mailer ID's don't have the serial number digits to spare.

Q: What is API for 3rd Party?  
A: The Mail360 Full Service module will have API's to allow applications to assign IMB numbers and create XML cross-reference files to drive IMB applications.

Q: Can you assign and manage the sequence numbers using just MailStream, or do you have to use Mail360 as well?  
A: We will be selling an add-on to MailStream that speaks directly to Mail360 to manage your IMB numbers.

Q: Is Mail360 currently available for purchase & use now?  
A: The product is currently in Beta testing.

Q: If I generate the IMB in an external application can I read that information back into MailStream+ for inclusion in the Mail.dat file?  
A: Yes, MailStream Plus version 7.9.0 released in March can read the IMB and populate it to the PDR file in Mail.dat. It can also change the first two digits to reflect Optional Endorsement Line information for bundled flats and even change the service type codes to do CONFIRM sampling. A new encoded print-ready 65 byte IMB can also be posted by MailStream Plus.

Q: Will SmartSoft 2020 work with Mail360?  
A: Mail360 has an API that SmartSoft 2020 calls to use the Mail360 IMB Manager (Native version). Web service calls can be made to the Mail360 Manager if using our Server version.

Q: We have a great deal of clients and will need many mailer id's. We run multiple mail jobs "concurrently" for each client. How do you manage the tracking #'s in this scenario?

**A: In our Mail360 IMB Manager, Native mode, we will allow you to partition your sequence numbers so you could set up different jobs or machines to use different number ranges, which will prevent the reuse of sequence numbers for a particular Mailer-id.**

**Our Mail360 IMB Manager – Server mode is designed to maintain uniqueness with concurrent processes running. It also allows range partitioning if you need contiguous number assignment**

Q: How would Mail360 support batch environment that has several print centers, several app running simultaneously - How would you keep the sequence number unique?

**A: Mail360 IMB Manager, Native mode we will allow you to partition your sequence numbers so you could set up different jobs or machines to use different number ranges, which will prevent the reuse of sequence numbers for a particular Mailer-id.**

**Our Mail360 IMB Manager – Server mode is designed to maintain uniqueness with concurrent processes running. It also allows range partitioning if you need contiguous number assignment.**

Q: Will the 7.9 Mailstream support a Mail.dat viewer offered by PB?

**A: Pitney Bowes does not offer a Mail.dat viewer. The Mail.dat files created by MailStream Plus 7.9.0 can be used by any commercial Mail.dat product and there are several available**

Q: How will PSI handle the IMB - what is the implementation plan for the commingle

**A: PSI Group will be able to assign Full Service IMB numbers to mail pieces, though the availability and cost of this service has yet to be determined. Mailers who use PSI Group should contact their PSI Group sales representatives to get more information but this information may not be available until Final IMB rules are announced in June.**

Q: If tracking mail is not something that our client is interested in do you still need a unique ID # for the IMB.

**A: There will be a greater discount to customers that implement the Full Service IMB numbers (unique ID #'s) than Basic Service (non-unique).**

Q: How do I track the IMB when I do some mailing in-house and some by outside vendors?

**A: We suggest that you either get two different Mailer-id's; one to be used internally and one by your vendor. Our Mail360 product can help partition numbers you are going to use plus provide your vendor numbers you want them to use.**

Q: How do we request an onsite demo of Mail360? What is the timeline of the product? When would it be available for beta test?

**A: Mail360 is available for Beta testing. To schedule a demonstration, please contact Kathleen Gerry at [Kathleen.Gerry@G1.com](mailto:Kathleen.Gerry@G1.com).**

Q: As far as you know will MLOCR sorting offer the full IMB solution?

**A: Many MLOCR vendors are planning to support the ability to implement Full IMB solutions. You need to check with your vendor to find out what options they will support, and when.**