



Intelligent Mail® Barcode



INTELLIGENT MAIL® BARCODE Web Event Series: May 2008 - Presort Services

Q: Will the USPS offer a service to archive CONFIRM tracking data beyond the 45 days currently identified?

A: Currently, CONFIRM data is retained for 90 days for mailers using reports available on the Confirm web site. How the Intelligent Mail® Barcode will impact the current process, if it does, has not been addressed yet by the USPS. However, there are commercially available products, i.e., PB's OnRoute tracking services that provide and retain the tracking of mailpieces for as long as customers require.

Q: Who would print Intelligent Mail® Barcode Code on the envelopes?

A: The Intelligent Mail® Barcode can be printed by the Mailer or a third party presort, i.e., PB's PSI, in cases where mailers prefer to leave the Intelligent Mail® Barcode investment up to others and/or where greater discounts can be earned by PSI and shared with the mailer.

Q: Where do we get the Intelligent Mail® Barcode information to go on the BRM?

A: The BRM requires the Mailer ID and the Service Type fields to be populated and this can be done by the mailer (after they are assigned the Mailer ID from the USPS). Your envelope vendor should be contacted along with your USPS rep to make sure this is done correctly.

Q: We are an insurance company. Are we exempt from NCOA updating due to privacy issues?

A: No, you are not exempt from NCOA and this is a great question. Based on the USPS' announcement in February of their planned Move Update enforcement, we encourage you to discuss this with your Group One representative to consider your options.

Q: Do you know of any catalog companies currently transitioning to Intelligent Mail® Barcode and the challenges they are facing?

A: There are several catalog companies in the process of transitioning to the Intelligent Mail® Barcode and depending on where they are at in the process, have already gotten through some of the challenges. However, there are others that have just begun. We urge you to consider the Intelligent Mail® Barcode Assessment as a means of identifying the challenges and potential solutions as well as your overall state of Intelligent Mail® Barcode readiness.

Q: You mentioned USPS resources on the USPS site. What and where can they be found.

A: www.ribbs.usps.gov

Q: I want to use CONFIRM for some jobs and give the mail to my presort house to commingle for best postage rate. How might that work? On my other mail will it be better for me to place the Intelligent Mail® Barcode or let them put it on?

A: If you wish to identify each mailpiece by customer, you will need to apply the barcode. The Intelligent Mail® Barcode will have an area telling the USPS that specific mailpieces will be tracked. An arrangement as to who will provide tracking reporting needs to be made up front (i.e., – you may write homegrown software or use the presort provider for tracking) This type of mail can be commingled and processed at a presort provider for maximum discounts. If you just want to track a certain job without individual mailpiece tracking, the presort provider can apply the Intelligent Mail® Barcode with the tracking digits “turned on”. This mail would need to be presented to the presort provider in separate batches – tracked mail in one batch and non-tracked in another. However, it can be commingled for better postage discounts. You will be able to track the mail as a group.



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Q: If I ask PSI to add the Intelligent Mail® Barcode to my mail will they place my ID in the Intelligent Mail® Barcode?

A: Yes. Due to sequence number limitations within the serial number, it is best if PSI were to apply it's own MID and unique serial number on the piece. You will still receive exactly the same benefit as if PSI applied your own MID in the Intelligent Mail® Barcode. Your information will be included in the electronic documentation that PSI will submit with each mailing. This way, the USPS will know exactly which pieces belong to you and can route CONFIRM or ACS data appropriately. PSI could spray your six-digit MID in the clear zone, but you would have to dedicate a single six digit MID to each PSI site that processes your mail. If you would like to take advantage of piece level tracking, you may apply a unique MID and serial number in an address block Intelligent Mail® Barcode and PSI will respray that unique number in the clear zone along with the OCR Zip+4 lookup result.

Q: Doesn't fastforward meet the NCOA address update qualification?

A: Yes. *Fastforward* is one of the NCOA approved processes. However, it is important to note that with Standard Mail, *FASTforward* is currently only an approved method for Letters. PSI has and will continue to provide *Fastforward* as a solution; another advantage of a PSI solution.

Q: Will the Code-1 and Finalist programs provide the output information needed for Intelligent Mail® Barcode?

A: Group 1 will provide Intelligent Mail® Barcode solutions to all users of G1 products.

Q: Does the Intelligent Mail® Barcode need to be placed at the top or bottom of the address or does the USPS have specifics to either

A: The Intelligent Mail® Barcode can be placed above or below but must be in the address block. The rules around the address block itself have not changed from the most recent Federal Register Notice: / Vol. 72, No. 195 / Wednesday, October 10, 2007 / Proposed Rules defines the address placement requirements [**39 CFR Part 111, New Address and Barcode Requirements for Automation, Presorted, and Carrier Route Flat-Size Mail**].

Q: When will the new vacant table from USPS be available in Group-1 products?

A: During recent meetings, the USPS has decided that support of the Vacant table will be tested with Cycle M. However, the details of how Vacant Table support must be implemented to allow for USPS testing has yet to be specified by the USPS.

Q: Can we have our routing number portion of the Intelligent Mail® Barcode printed so it can be read some where near the Intelligent Mail® Barcode.

A: As far as the Intelligent Mail® Barcode in concerned, the requirements for what is to be included and printed is well defined. For printing outside of the Intelligent Mail® Barcode, please contact your PB solution representative to be certain that we understand your application and to propose the optimal solution.

Q: There are charges for "Change Service Requested" per envelope processed through the USPS. Does this change to no charge with the "free address correction information?"

A: No. The Address Correction Service (ACS) is free. Ancillary endorsements are not free.

Q: Are ancillary endorsement lines included in the services part of the Intelligent Mail® Barcode?

A: Yes.

