

# NEWS

## Intelligent Mail® Barcode



### Pitney Bowes Web Event Series: Intelligent Mail® Barcode Turn Intelligent Mail® into Business Intelligence November 2008

Q: How are the unique ID's preserved for 45 days?

A: Unique ID's are managed by your Intelligent Mail® Barcode assignment software. Consult your Intelligent Mail® Barcode vendor to discuss the options available for retaining the Intelligent Mail® Barcode for the required 45 days as well as to determine the additional value that the right solution provides to your company. At Pitney Bowes, we have several options for you to consider and welcome the opportunity to work with your Intelligent Mail® Barcode project team to determine which of the options best serve your future needs.

Q: I am a small company, as is stands now if/when I begin using the Intelligent Mail® Barcode can I just run my list through my current software for the Intelligent Mail® Barcode or do I need to use an outside company?

A: In terms of the "if/when", based on the current USPS® plans, using the Intelligent Mail® Barcode becomes a mandate by 2011 in order to take advantage of the deepest discounts. However, there are Windows based solutions available today that will generate the Basic Intelligent Mail® Barcode and will be available for the full-service Intelligent Mail® Barcode implementation as the USPS completes the requirements to meet the May 2009 implementation date.

Q: How do you track the mail? Do you enter your mailer id and sequence number on the USPS website?

A: Using an Intelligent Mail® Barcode alone does not necessarily provide tracking information. In order to receive tracking information you will need to subscribe to the USPS Confirm program, or use a service such as trackmyemail.com. If you subscribe directly to Confirm, you will receive a data file of scan records for pieces as they travel through barcode sorters. You will need to develop specialized programs to make use of that data. Alternatively, working with a service like trackmyemail.com provides you with intuitive reports and lookup capabilities.

Q: Is there literature available to compare Basic versus Full Service Intelligent Mail® Barcode?

A: For information on Basic versus Full Service, please visit [www.pbpostalinfo.com](http://www.pbpostalinfo.com) and click the Intelligent Mail® Barcode tab.

Q: Is May 2009 the month when the USPS will be able to process Full Service?

A: Yes, according to the USPS.

Q: Can you talk a little bit more about the unique ID number for each mail piece. What does it consist of, why can't we use alpha characters and how are others going about accomplishing this?

A: The unique number is either 9 characters in length if you are mailing more than 10 million mail pieces annually, or 6 characters if you are mailing less than 10 million mail pieces per year. The mailer can use any number that meets their operational requirements as long as it is unique to a specific mail piece (for the full-service implementation) and kept unique for a minimum of 45 days. Alpha characters will not be allowed as the USPS doesn't have the capabilities to process alpha characters.





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**Q: Are there lowest Automation Pricing amounts yet?**

**A:** No. The USPS will propose to their Board that a lower price be made available by Fall 2009. We hope to learn the actual amount when the price change scheduled for May 2009 is announced.

**Q: May I download this presentation to share with my clients.**

**A:** This presentation is available on [www.pbpostalinfo.com](http://www.pbpostalinfo.com). Just click the Web Events link and look for the November 11, 2008 event.

**Q: Is it permissible to download (export) the error mail information and provide our customers with this information at no charge? Or would our customers have to sign up for this service themselves?**

**A:** The information from Confirm is available from the USPS. However, as mentioned on the web event, this information is not made available in a customer friendly manner. TrackMyMail.com delivers the tracking information in a manner that allows its customers to quickly determine the value of the Confirm service.

**Q: If you start with basic service is it easy to switch to full service? Does it cost more if you take that route?**

**A:** Switching from Basic to full-service Intelligent Mail® Barcode implementation is not easy as full-service requires the assignment and management of unique ID's, linking the mail pieces to the trays and pallets and submitting electronic documentation. Mailers should consider a solution that allows for a migration for the move from Basic to full-service. Pitney Bowes has these solutions and welcomes the opportunity to discuss them with you. One consideration with this process is that there may be some inefficiencies in having to revisit print streams after conversion from POSTNET to Basic and then again to full-service.

**Q: What is the cost to setup a TrackMyMail.com account as a reseller and are there pricing models on how we can create a revenue stream using this model**

**A:** There are a variety of reseller plans; including fixed monthly payment plans and volume based plans. All plans are priced so that resellers have an opportunity to add a markup charge. The more volume a reseller tracks, the lower the price.

There is an initial one-time \$1,200 set up fee that includes private branding and the ability to create client accounts. Contact TrackMyMail.com directly at 888-444-9972 x1013 for more information.

**Q: If we are working with a customer that has a TrackMyMail.com account, do we need to also have an account in order to produce the correct Intelligent Mail® Barcode for them?**

**A:** No.

**Q: What percentage savings in the postage rates do you anticipate for using the Intelligent Mail® Barcode when the new rates become effective?**

**A:** The Basic Intelligent Mail® Barcode will be at the same rate as the POSTNET. The USPS has not discussed the full-service price level and will not announce this price until February 2009.

**Q: Is Intelligent Mail® Barcode already in place with USPS?**

**A:** Yes, the Basic Intelligent Mail® Barcode is in place today and has been since early 2007. The USPS has scanned more than 2 billion mail pieces with the Basic Intelligent Mail® Barcode printed.