



NEWS

Intelligent Mail® Barcode



Intelligent Mail® Barcode Web Event Series June 2008: Sorting Equipment

Q: How do I get a Mailer ID (MID) number?

A: You must apply to the USPS for the Mailer ID. This can be done by contacting your postal representative at the nearest BMEU.

Q: If I have multiple sorters in-house, how do I keep my sequence numbers unique?

A: Each sorter can be set up to prefix the sequence number with a "machine number". With a 6 digit MID (and a 9 digit sequence number) and sorters that run 600,000 pieces a day one can see that this approach will easily support 45 days of uniqueness.

Q: If I am considering buying a sorter to meet Intelligent Mail® Barcode requirements, is there any analysis offered that can help me decide if this is the correct choice for my business?

A: Your Pitney Bowes Sales Representative can help do a quick analysis to see if you could benefit by owning a sorter. If this analysis is positive Pitney Bowes can do further analysis of your mail patterns to determine the right sorter for you.

Q: What would I need to provide for the analysis and what is involved?

A: For additional information on the Intelligent Mail® Barcode or to learn more about the Intelligent Mail® Barcode assessment process. Please review the information at www.pbpostalinfo.com

Q: Where is Pitney Bowes with sending out information as for the cost for Intelligent Mail® Barcode software/hardware? We have other State agencies that have installed Intelligent Mail® Barcode. Our Pitney Bowes sales rep say Pitney Bowes is not ready.

A: Pitney Bowes is ready to begin implementing the Intelligent Mail® Barcode. We have customers using the basic version of the Intelligent Mail® Barcode and have been for some time. However, the rules around full-service implementation have not yet been defined by the USPS. We are monitoring this closely and will be ready as soon as possible from the time the rules are finalized by the USPS.

Q: Will the Windows based product "Tag Print System" be modified to support the new tray tag format by May 2009?

A: It will be replaced with an entirely new product that can print not only IM tray/sack tags but also Intelligent Mail® Container Labels (both Pallet Placards and 4 x 7" thermal Pallet labels). There will also be an option to print the new barcoded Canadian Tray Labels for users of Sort Stream Canada which are required in January 2009. Users of the Tag Printing System that are current on their maintenance will be provided a discount on purchasing the new product.

Q: How does the Pitney Bowes Intelligent Mail® Barcode software work in conjunction with new tray tags and the APC/pallet label requirement for Full Service Intelligent Mail® Barcode? How does this work together?

A: The electronic documentation (in this case MAIL.DAT) ties together the unique number now contained in the new tray tags with the unique number on pallet labels. This allows the postal service to determine which trays are your and what pallets are yours. The Pitney Bowes sorter will allow you to print the new tray tags on the sorter. You can simply press a button on each pocket of the sorter and a unique tray tag will print out which is appropriate for that destination. Additional utilities will be provided which allow you to update the MAIL.DAT to include the "nesting information". This nesting information tells the post office what trays were actually part



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of the mailing and what pallet they were actually on. If you have a tray conveyor system we may be able to integrate directly with it. If you do not have a tray conveyor system you may have to use a hand scanner to specify these nesting relationships.

Q: I mail out approx. 800,000 pieces a month, therefore less than 10mil pieces per year. Based on this I will be give a 6-digit sequence number. If the sequence number needs to be unique for 45 days, how do I keep the sequence number unique?

A: With this volume you should qualify for around 10 different 9 digit MIDs. This means you will have to assign six digit sequence numbers to you mail for full service. It would have been much easier if you could qualify for a single six digit ID since you could easily produce unique numbers with a 9 digit sequence number. Instead you will need to figure out a scheme involving more than one 9 digit MID. In your case you could use one MID every two weeks (400,000) pieces. In this case you could use only 4 of your MIDs to maintain uniqueness for your sorters. This would leave you with 6 MIDs that you could use for other applications etc.

Q: Is there a copy of presentation available?

A: Yes, please visit www.pbpostalinfo.com

Q: You mentioned MAIL.DAT tools. Are these tools Pitney Bowes products?

A: No Pitney Bowes makes some tools that are MAIL.DAT enabled but there are many other good third party tools that conform to this industry standard. See <http://www.maildat.org/> for details.

Q: Is there any advantages to having the Intelligent Mail® Barcode above the Customer Name & Address field as compared to below?

A: No. This is solely dependent on your application and what works best for you.

Q: How is code1 and mailstream connected to Intelligent Mail® Barcode? If we have this product installed at your end, then we need to upgrade them to use Intelligent Mail® Barcode or Intelligent Mail® Barcode is a separate product

A: MailStream Plus when used with the Mail360 Manager can assign and manage Intelligent Mail® Barcode numbers to meet Full Service requirements and keep the numbers contiguous within a container. This means that in many cases single piece data will not need to be provided to the USPS as part of the Full Service e-documentation requirement which will make e-documentation much easier to implement. CODE-1 Plus will also be able to interface to Mail360 Manager but it must be run for every mailing to meet Full Service uniqueness requirements. If CASS™ processing is only done cyclically it can not be used to assign Full Service Intelligent Mail® Barcode numbers.

Q: When encountering zip codes with no +4 assigned can we pad the Intelligent Mail® Barcode with zeros to complete the 65 characters needed?

A: No. If there is a +4 for associated with the submitted address, it will be returned as part of the CASS process. The Intelligent Mail® barcode can accommodate 0, 5, 9 or 11 digit ZIP Codes but you should never pad the 31 digit barcode number. The encoder will still generate the correct 65 byte barcode representation of that number.

Q: Do we need to change our entire mailstream process to generate the unique barcode number?

A: This is dependent on your current process. The recommendation is to have an intelligent mail barcode assessment, whereby we can look at your current process and how you can generate intelligent mail barcode in the least disruptive and most efficient manner. Contact your Pitney Bowes representative to discuss the Intelligent Mail® Barcode assessment.



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Q: When we get a mailer ID, will we also get the font to print the Intelligent Mail® Barcode on our ink jet and laser printers?

A: No. The mailer ID is provided by the USPS. The Intelligent Mail® Barcode font is available from your printer manufacturer or in some cases via a free download from <http://ribbs.usps.gov/>.

Q: Why is there a 45 day period for Intelligent Mail® Barcode numbers? Does it really take 45 day for mail to go thru the USPS system?

A: No. However, the USPS wants to be able to track UAA mail back to the mail order and 45 days provides ample time to accomplish this.

Q: We are about to get two small inserters with OMD and all accessories. How will the Intelligent Mail® Barcode help? We track returned compliance mail.

A: By creating a cross-reference data base of recipient information with the Intelligent Mail® barcode numbers assigned to each piece, the barcode on return mail pieces can be scanned to retrieve the recipient information and initiate corrective action. If OneCode™ ACS is implemented in the Intelligent Mail® barcode, this can be done without even receiving the physical mail piece saving a great deal of money on return mail handling. The new PBBI product "Virtual Return Mail" is a turnkey solution to streamline return mail handling.

Q: Is the sorter able to put on the unique Intelligent Mail® Barcode numbers or do our customers need to do this?

A: Yes. The sorter will apply the Intelligent Mail® Barcode.