



NEWS

Intelligent Mail® Barcode



Intelligent Mail® Barcode Web Event Series July 2008: Downstream Implementation and Optimization

Q: With the new move update requirements changing, is there a virtual return mail solution (using electronic acs) that works with Emtex sequencing solution?

A: The Emtex solutions have the ability to access data in external files, such as spreadsheets, CSV files, etc., so we can work with any system that makes ACS data available to us. We would need the details of the ACS solution involved to determine specific capabilities.

Q: BRM, Is it a good assumption that you will not have a unique sequence number on the Intelligent Mail® Barcode but can you have a unique number for different departments for inbound sorting?

A: Yes, the BRM will have a Basic Intelligent Mail® Barcode requirement. However, the Serial number field may be utilized for customer specific purposes since the USPS ignores this field on the Basic implementation.

Q: It would be nice to see how the interface with the PostalOne website would work.

A: The USPS recently updated PostalOne and there are likely more updates as we get closer to the May, 2009 Intelligent Mail® Barcode implementation date. Please visit <http://www.usps.com/postalone/guides.htm> to find the latest information on the PostalOne application.

Q: Is the presentation available as an electronic document?

A: The presentation (as well as the presentations done in the past) may be viewed at www.pbpostalinfo.com.

Q: Does the Intelligent Mail® Barcode also have to be on the flats.

A: Yes, The Intelligent Mail® barcode applies to all First-Class and Standard letters and flats.

Q: What do you mean by the term TADF?

A: The term 'TADF' is based on the four symbols that make up this code: Tracker, Ascender, Descender, and Full.

Q: How long is the process of getting an Intelligent Mail® Barcode solution in place for an organization that goes through PB??

A: This of course depends on several factors related to the specific customer application involved. This question cannot be answered without a better understanding of the current application and equally, or perhaps more important, what additional value can the Intelligent Mail® Barcode add to the customer's operations. Pitney Bowes offers an Intelligent Mail® Barcode Assessment program that helps identify and scope your particular requirements.

Q: In terms of the BRM and CRM will a sequence number be required or left blank in the Intelligent Mail® Barcode?

A: The Sequence (or Serial) number can be blank for the BRM and CRM mail as this mail will utilize the Basic Intelligent Mail® Barcode.

Q: Can you use the same Mailer ID for all jobs?

A: The same Mailer ID can be used for all jobs.



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Q: How will this apply to Irregular Parcel, Brown Printed Matter and NFM type of mail?

A: The Intelligent Mail® Barcode only applies to First-Class and Standard letters and flats.

Q: How can the sequence numbers be used to track returned mail?

A: The sequence (or serial) numbers can be used to track returned mail by taking advantage of currently available programs such as Pitney Bowes OnRoute track and trace capabilities. If the question is more related to tracking incoming mail, the sortation system software can be set up to read and sort customer specific sequence ID's.

Q: Can the Intelligent Mail® Barcode be read with an off the shelf reader?

A: No. A list of decoders can be found on <http://www.ribbs.usps.gov/>

Q: I haven't found any reference to the unique ID requirement for full service in my USPS® documentation. Can you direct us or explain that for us?

A: The following was taken from the most recent version of the e-documentation guide.

Basic mail pieces may carry a unique Intelligent Mail barcode but uniqueness is not required. In contrast, full-service mail pieces are required to have a unique Intelligent Mail barcode on the mail piece. Three of the fields in the Intelligent Mail barcode are used to maintain barcode uniqueness.

- 1) Service Type ID: Identifies the Mail Class and the additional service requests for the mail piece (e.g. OneCode Confirm™ (for mail tracking) and/or OneCode ACS™ (for address correction services)).
- 2) Mailer ID: a 6-digit or 9-digit number that uniquely identifies the Mail Owner or Mailing Agent – assigned by the Postal Service.
- 3) Serial Number: a 6-digit or 9-digit sequence number used to further identify the mail piece or mailing.

The combination of these three fields is used to create a unique mail piece identifier in the Intelligent Mail barcode as required for full-service mail pieces. While the Service Type ID is part of the unique identification, Intelligent Mail barcodes with the same Mailer ID and Serial Number cannot be repeated within mailings of the same mail class within 45 days from the date the mail piece carrying the Intelligent Mail barcode becomes mail (i.e. the Service Type ID can only be used for unique identification across mail classes, not within a mail class).