



THE INTELLIGENT MAIL® BARCODE...

GAINING THE MOST FROM UPCOMING CHANGES

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 **Pitney Bowes**
Every connection is a new opportunity™

November 8, 2012

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Every connection is a new opportunity™

Agenda

Gain insight on developing an enterprise IMb strategy for your organization

- Unleashing the Power
- Getting Started
- Planning ahead
- MIDs, CRIDs, and Business Customer Gateway
- Solutions and considerations
- January 2013 USPS Changes: rates, requirements

Key Dates for Intelligent Mail

Don't run out of time

January 28, 2013

- Intelligent Mail barcode (IMb) required for automation letters and flats and Qualified Business Reply Mail (QBRM) price eligibility
- Individual piece IMb required on outbound and reply

January, 2014 proposed

- Full Service Intelligent Mail compliance
- Unique IMb for mailpieces and handling
- Electronic submission of postal documentation
- Electronic scheduling of drop shipments



Why Intelligent Mail™?

Reduce UAA Mail-

- OneCode ACS® and Full-Service ACS™ service
- Improve address database quality
- Avoid delayed mail

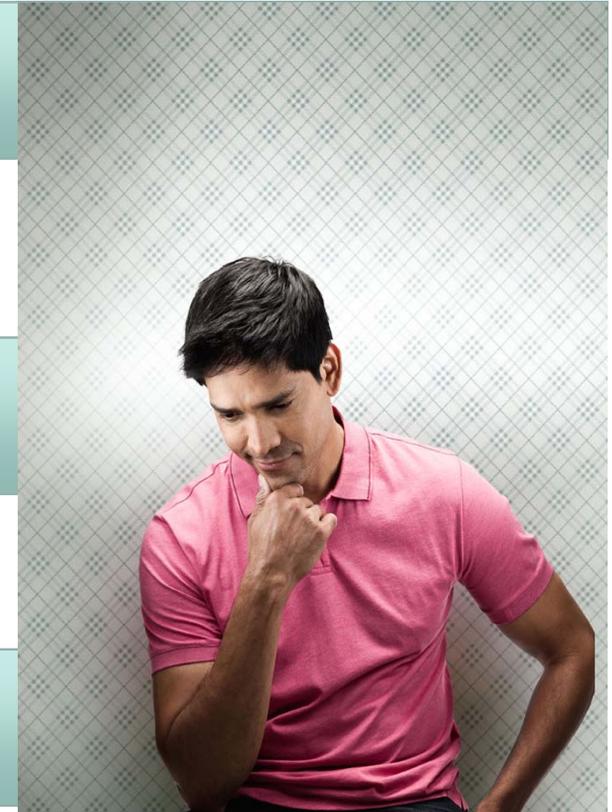
Reduce Postal Expenditures & Improve Deliverability

- Maximize incentives with Full-Service Intelligent
- Mail® barcode option

Track mail with end-to-end visibility

- IMb Tracing® service

- Know when revenue-generating mailpieces have arrived (Outbound)
 - Maximize marketing resources!
 - Plan for call volumes
- Know when customers have mailed payments (Inbound)
 - Improve operational efficiencies
 - Improve customer satisfaction



How will this benefit you?

Creating Visibility



Intelligent Mail® Barcode
or
Intelligent Mail® Package
Barcode



Intelligent Mail®
Tray Barcode



Intelligent Mail®
Container
Barcode



Assigned
Transportation



Intelligent Mail®
Device



Intelligent Mail®
Tray Barcode



Intelligent Mail®
Container
Barcode



Business Need

Mail



- Discounts
- Job Tracking
- Job Delivery

Marketing



- Campaign Management
- Call Center Resource Planning

Services



- Piece Queries

Legal



- Proof of Mailing

Finance



- Cash Flow
- Collections

Business



- Cancellations
- UAA Reduction

Understand Your Mailing Practices

- What you mail
 - Invoices, notices, marketing mail, catalogs, packages, etc.
 - Understand requirement impacts to letter, flat, automated, non-automated, all mail classes and categories evaluated.
- How is your mail produced?
 - In-house, partially in-house, by service provider, etc.
 - Printing, finishing, mail preparation and sorting

Questions to Consider...

- What is best for your company? Do we have a plan?
- What are our Decision Factors?
- Will price difference justify the investment to start using the IMb™ or to switch from Basic to Full-Service to see an improved Return-on-Investment?
- In-House Mail - How much will you be able to handle?

Database management for eDoc and uniqueness of data

Mailer ID assignments

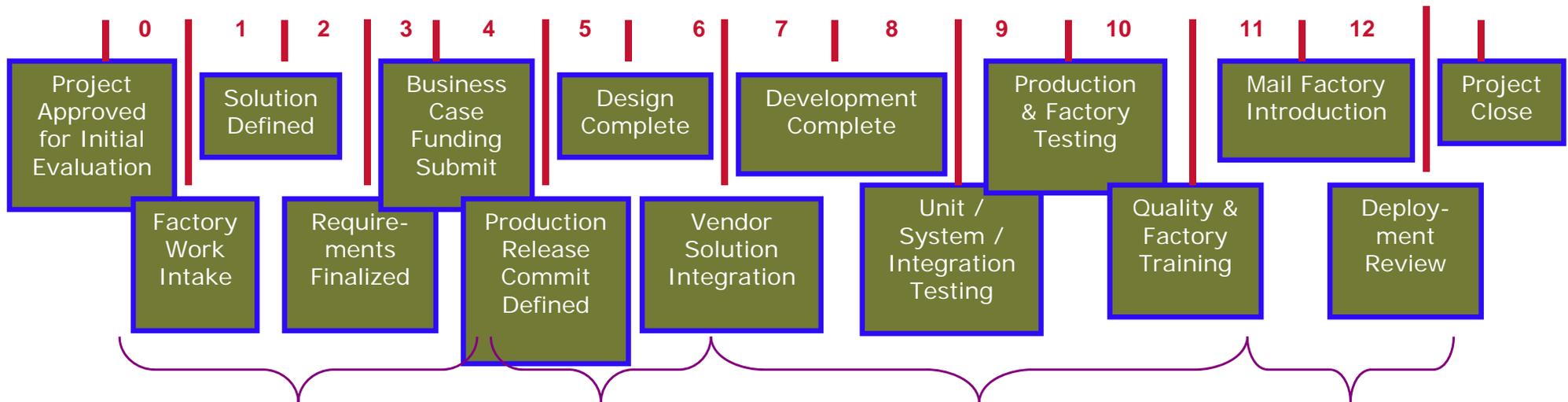
IT and software updates

Print capabilities

Mailpieces, tray labels, container placards

MAIL OWNER - PROJECT TIMELINE

Evaluation	Requirements & Funding	Design	Develop	Pre-Production Testing	Production & Factory Testing	Introduction
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Full-Scope Document from finalized USPS® and Vendor Requirements received, identifies Impact Assessment, creates Time & Cost estimates, Project receives authorization to proceed to next step. Team evaluates and baselines internal / Vendor Solution Approach, Freezes Requirement Changes and develops IT Technical Requirement & Architecture Solution.

Time & Cost updated, submit Business Case, obtain authorization to proceed, obtain release commit, Document System & Feature Design, Support Vendor Product Integration, as needed.

Detailed Design Finalized, Develop, Perform Pre-production Testing, User Acceptance, Quality and Factory Testing. Train Factory personnel.

Install Code, User Certification Testing, Project Review / Close

What are the Benefits of Intelligent Mail?

- IMb Basic Option
 - Continue to receive automation prices
 - Sets the foundation for Full-Service
- IMb Tracing
 - Utilize Track My Mail
 - Presort Customers – IntelliVIEW tracking
- Offers OneCode ACS[®] at less cost than traditional ACS[®]

What are the Benefits of Intelligent Mail?

- Full-Service Option
 - E-Documentation (eDoc)
 - Electronic presentation of postage statements and supporting documentation
 - IMb Tracing
 - Option | Utilize *TrackMyMail*
 - Option | Presort Customers – *IntelliVIEW* tracking
 - Feedback
 - Address Correction (ACS)
 - Start-the-Clock
 - Informed Visibility
 - Mailpiece, Tray and Container scans
 - Additional Discounts
 - **\$0.003** additional discount for First-Class Mail® Full-Service postcard, letter and flat-size mailings
 - **\$0.001** additional discount for Standard Mail®, Periodicals, Bound Printed Matter Full-Service letter and flat-size mailings

Getting Started

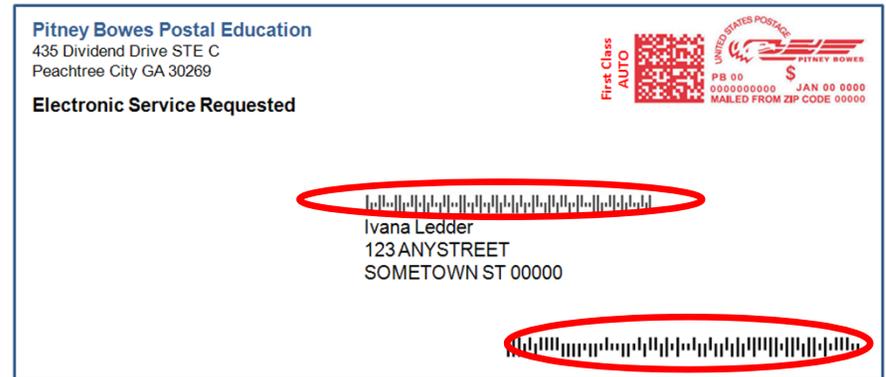
Know the Components, Options, and Process

- Physical Characteristics
- Components & Options
 - Basic vs. Full Service
 - Services
 - Address Correction Service (ACS) – 3 options
 - IMB Tracing
- Process:
 - MID's, CRID's, Business Customer Gateway, TEM, eDoc...

Barcode Placement

Letters

- Above or below Address Block
- Lower right corner



Flats

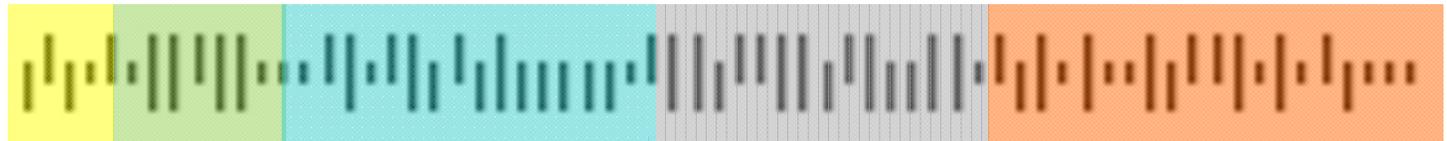
- Minimum 1/8" from any edge



Barcode Basics

Intelligent Mail Barcode for Letters and Flats: 6-Digit and 9-Digit Mailer IDs

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID (2N)		Service Type ID (3N)			Mailer ID (6N)						Serial Number (9N)									Routing Code (0, 5, 9, or 11N)										
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID (2N)		Service Type ID (3N)			Mailer ID (9N)									Serial Number (6N)						Routing Code (0, 5, 9, or 11N)										



- 5 Fields
- 31-digit maximum
- 65 bars
- Does not require a check-digit (correction character) or frame bars

Intelligent Mail: Basic and Full-Service Programs

	Basic	Full-Service
Automation-prices for First-Class Mail®, Standard Mail® letters and flats	☑	☑
Maximum Automation Price Discounts		☑
Barcode includes delivery point information, MID, class of mail, and OEL information	☑	☑
Requires unique ID's (unique for 45 days) for each mail piece, tray, and container		☑
Requires appointments through FAST®		☑
Requires electronic method to transmit a postage statement and mailing documentation		☑
Free start-the-clock information		☑
Free automated address correction notices		☑

Tracking Benefits

Knowledge = Efficiency

- Visibility sending out *or* receiving

Benefits

- Plan for timely delivery
- Understand regional differences
- Meet timing objectives
- Anticipate response needs
- Map out cash flow
- Schedule staff
- Better customer service (anticipating payments)

Client List Job Summary Create New Job Edit Profile Manage Accounts Uploads			
Job Details By State - View Results -			
Job Id - Job Title	24113 - Possibilities Postcard Mailing	Mailed (Pieces)	55,614
Date Mailed	8/25/2007	Tracked (Pieces)	55,614
Targeted In-Home Date	None selected	Scanned (Pieces)	34,326
Class & Size Of Mail	Standard Letters	Forwarded / Returned (Pieces)	27
Mail Drop Facility	Multiple Facilities	Percent of Pieces with Scan Activity	61.72%



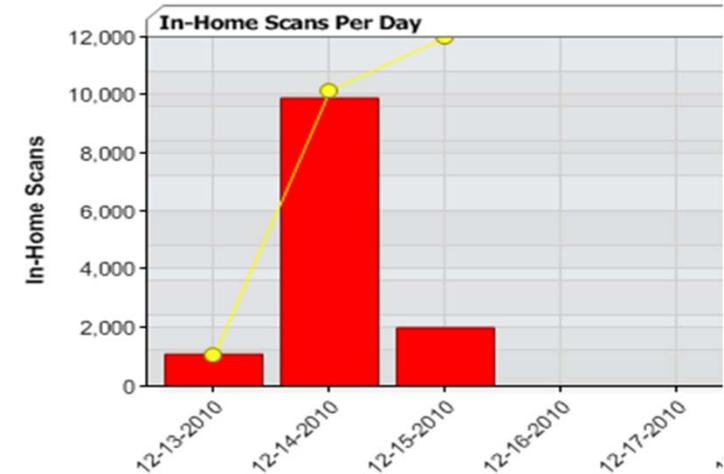
©2006-2008 TrackMyMail.COM, Inc. All rights reserved. Version RC 1.0
Unauthorized access is prohibited. Usage will be monitored.
[Use Agreement](#) [FAQ](#)

Data assembled by TrackMyMail

Postage Savings on Mailings

- Plan mailing dates, monitor delivery
- Compare service level delivery windows against postage to plan savings
- Reduce “Undeliverable as Addressed” (UAA) mail
- Continue automation discounts

Job Id - Job Title	639533 - Valpak of Rochester
Date Mailed	12/09/2010
Targeted In-Home Date	12/13/2010 To 12/15/2010
Class & Size Of Mail	Standard Letters
Version Id	All Versions <input type="button" value="v"/>



Estimated In-Home Date	Elapsed Days	Pieces Scanned
Mon 12-13-2010	4	1,096
Tue 12-14-2010	5	9,899
Wed 12-15-2010	6	1,996

Data assembled by TrackMyMail

eInduction Basics (Full Service required)

Electronic Documentation (eDoc)

Postal Wizard® system

Mail.dat (Mail.dat is a specification maintained and licensed for use by IDEAlliance)

Mail.XML™

eDoc identifies:

- Mail Owner and Mail Preparer
- Unique IM™BC on each piece
- Unique IM™tray BC on each tray/sack showing pieces in tray or sack
- Unique IM™container BC on each container showing trays, sacks or mailpieces in/on the container

eDoc used for:

- Mail verification and acceptance
- Start the Clock
- Automation address correction (OneCode ACS® / Full-Service ACS® service)

eInduction Tools

Electronic Documentation (eDoc) *continued...*

Postal Wizard® system

Mail.dat (Mail.dat is a specification maintained and licensed for use by IDEAlliance)

Mail.XML™

Postal Wizard® system

- Intended for mailers who write or type postage statements rather than using use software to generate statements
- Can be used for Full-Service mailings < 10,000 pieces
- Additional mailing documentation not required

Mail.dat and Mail.XML™

- For mailings of any size
- Intended for mailers who use software to generate statements and have need to send large, complex mailings
- Electronic Mailing Info. transmitted from mailer to USPS

Reply Mail

All mailers should begin making plans to convert their Reply Mail to IMb.

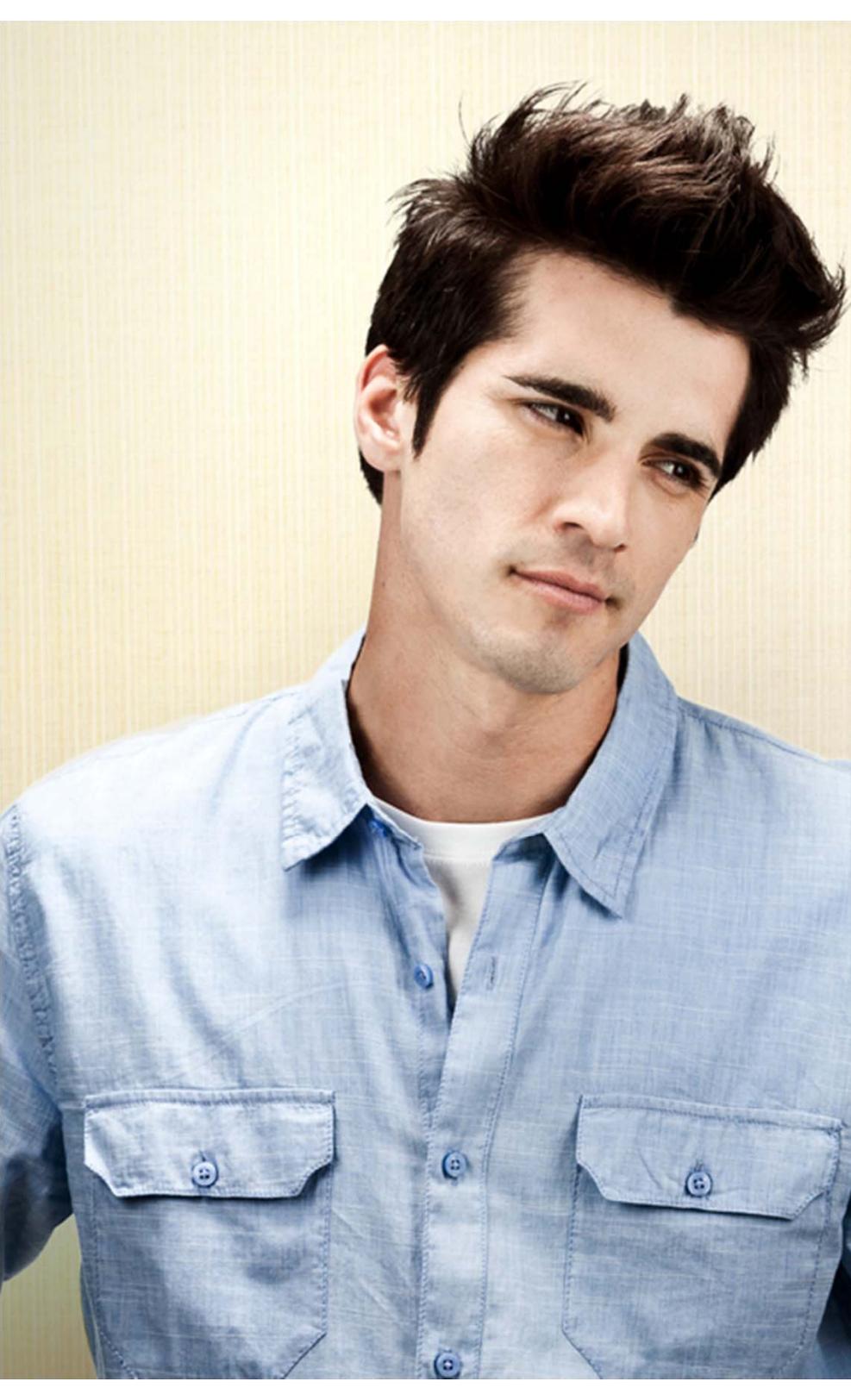
- The Postal Service will continue to process all BRM, with or without an IMb.
- Permit Reply Mail and Qualified Business Reply Mail (QBRM) will be required to have an **Intelligent Mail barcode**.
- Consider implications for pre-printed stock!



Online IMb Artwork Offered by USPS

- USPS offers online artwork capabilities for *PostalOne!* users via the Automated Business Reply Mail (ABRM) tool at:
<https://www.usps.com/business/reply-mail-solutions.htm>
The ABRM tool can provide artwork for letter and card-size pieces of domestic Reply Mail
- ABRM can be used to produce:
 - Courtesy Reply Mail (CRM)
 - Business Reply Mail (BRM)
 - Qualified Business Reply Mail (QBRM)
- Mailpiece Design Analysts may be able to assist with other artwork requests. Customers in need of Mailpiece Design assistance may contact the MDA Support Center by dialing 855-593-6093 or sending a request via email to mda@usps.gov
- Envelope Manager and Dazzle software used by USPS
Available for purchase by contacting manufacturer at Endicia.com





WHAT SOLUTIONS ARE AVAILABLE TO YOU?

 **Pitney Bowes**

Every connection is a new opportunity™

Building an IMb Program

1. Technology Decisions Drive Implementation
2. Requirements Drive Technology Decisions
3. Business Values Drive Requirements
4. Determine Business Values

We've Got You Covered!

1. If your company does not have IMb in place today. PB Enterprise Postal Consulting Services can work with you to design a strategy and roadmap to use IMb data to drive decisions.
2. OR, Outsourcers like PB Presort can apply the IMb to get you compliant.

Differentiated IMb Implementation Solutions

Composition

Document Composition Software

Applied to address
block during
composition

Post- Composition

Distributed Output Management Software

Applied to address
block after
composition

Pre- Production

Distributed Printing Management Software

Applied to address
block in output
management
system

Post- Production

Hardware Based *Sorters, Inserters*

Generate, print and
verify IMb
on envelope;
Piece-level tracking

Considerations:

- Printing environment must support new IMb graphic (drawn or fonts)
- Sequence # must be managed and associated with “keys” (full)
- For outsourced mail preparation, keys and sequence #s must be associated

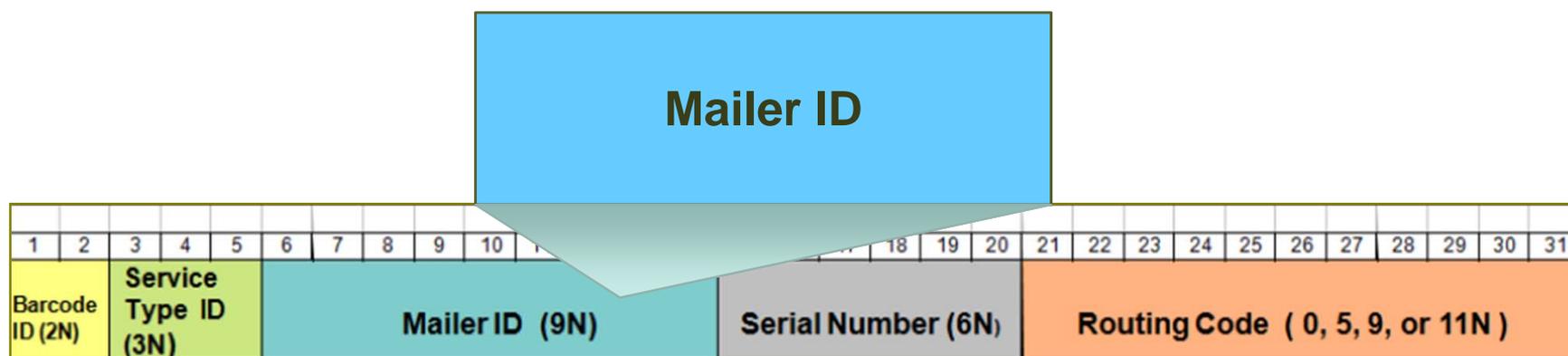


Business Customer Gateway:

- MIDs
- CRIDs
- MTEOR

Mailer ID (MID)

- 6 or 9 digit number used to identify the mail “owner”
- Mailers may have more than one, based on volume
 - Uniqueness for 45 days (Required for Full Service Option)
 - 9-digit number = uniqueness for 1 Million mailpieces
 - 6-digit number = uniqueness for 10 Million
- Must be included in the barcode and electronic documentation sent to the USPS®



Example of MID IMb

With a 6-digit MID, there are **9-digits** available for the Serial Number.



Intelligent Mail Barcode for Letters and Flats: 6-Digit and 9-Digit Mailer IDs

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID (2N)		Service Type ID (3N)			Mailer ID (6N)						Serial Number (9N)									Routing Code (0, 5, 9 or 11N)										
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Barcode ID (2N)		Service Type ID (3N)			Mailer ID (9N)									Serial Number (6N)						Routing Code (0, 5, 9 or 11N)										



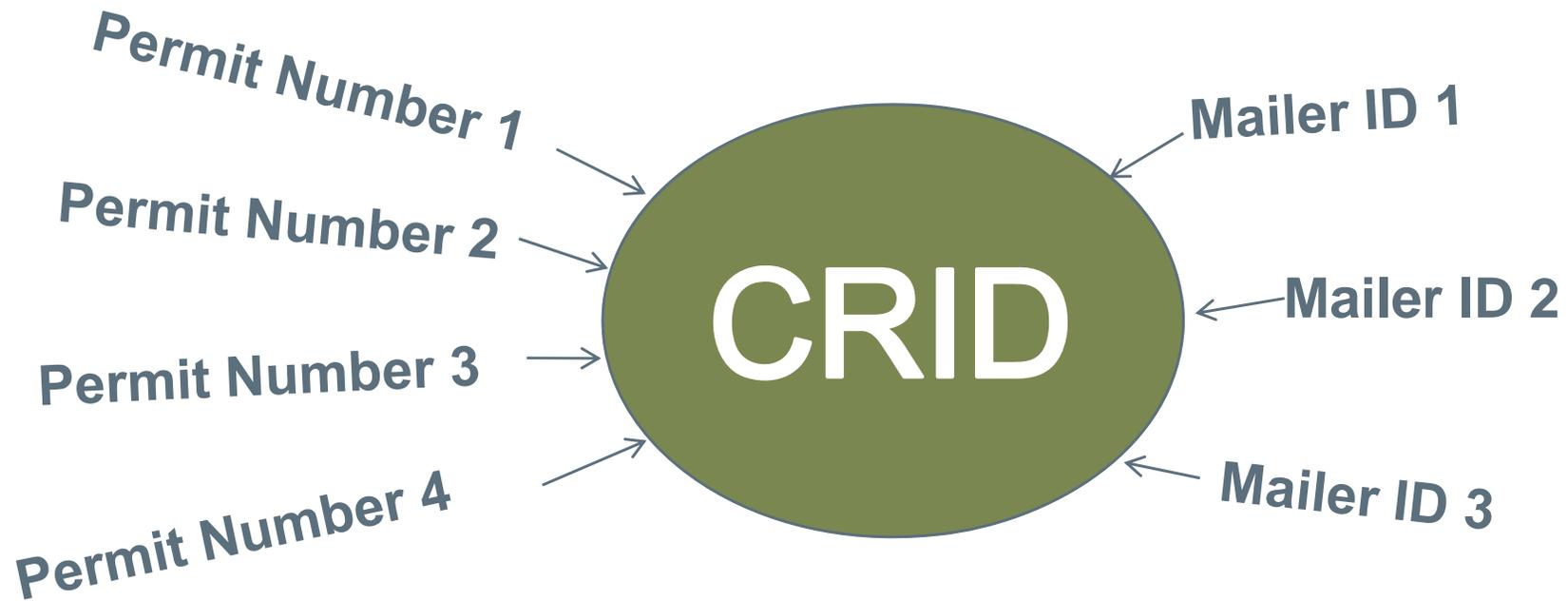
With a 9-digit MID, there are only **6-digits** available for the Serial Number.

Customer Registration ID (CRID)

- Unique identifier created by the USPS to identify a company at a business address location address
- Connects a company's information at a physical address across USPS ® applications. For example, a customer with one facility will have a single CRID. A customer with five different facilities will have five different CRIDs.
- Associates every Permit Number and Mailer ID issued (there may be multiple Permit Numbers or MIDs associated to a single CRID)
- Used to identify submitter of electronic documentation – NOT included in barcode data

CRID Connections

- Permit Numbers and Mailer ID's are associated to a CRID



- The CRID location is not necessarily that of the permit city/state or where a mailing is entered.

How Do I Get a MID or see my CRID?

- Go to <http://gateway.usps.com>
- Select the "Business Customer Gateway"
- Login or register as a new user
- Select the "Mailer ID" link under "Design & Prepare"
- Complete the online application to obtain your Mailer ID



What is MTEOR?

Mail Transport Equipment Ordering system

- A fast, reliable, and convenient way to order MTE online
- MTEOR standardizes the MTE ordering process and allows users to:

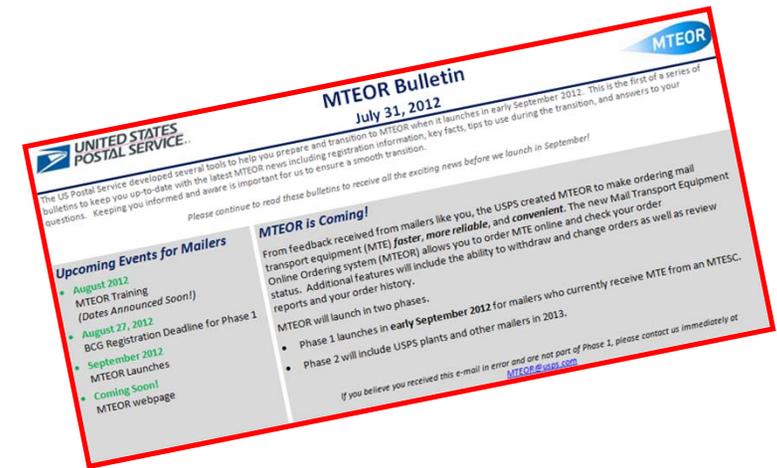


Phase 1 launched September 5th with expanded access and enhancements through 2013

Tools and Resources

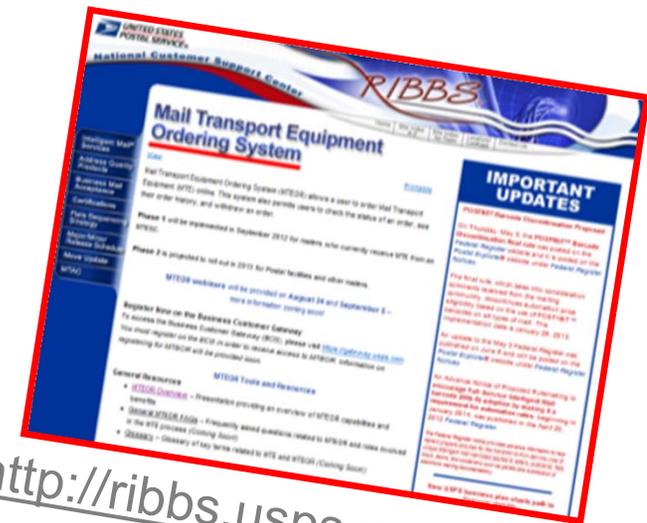
MTEOR Bulletins

- Biweekly e-mails that inform Mailers of MTEOR activities and updates



RIBBS Webpage

- Registration Info
- How To Guides
- Printable Job Aids
- Frequently Asked Questions



Mailer Assistance

- Email – MTEOR@usps.gov
- Help Desk – 866-330-3404



US POSTAL
SERVICE

MORE
UPCOMING
CHANGES

RATE CHANGE
SELF MAILERS

USPS Pricing Changes

First-Class Mail First-Ounce Prices- Letters

1- Ounce Letter	Price Per Piece		Change	
	Current	New	Cents per Piece	Percent Change
Single Piece	\$ 0.45	\$ 0.46	\$ 0.01	2.2%
Mixed AADC	\$ 0.404	\$ 0.405	\$ 0.001	0.2%
AADC	\$ 0.374	\$ 0.384	\$ 0.01	2.7%
3-Digit	\$ 0.374	\$ 0.384	\$ 0.01	2.7%
5-Digit	\$ 0.35	\$ 0.36	\$ 0.01	2.9%

USPS Pricing Changes

First-Class Mail First-Ounce Prices- Flats

1- Ounce Letter	Price Per Piece		Change	
	Current	New	Cents per Piece	Percent Change
Single Piece	\$ 0.90	\$ 0.92	\$ 0.02	2.2%
Mixed ADC	\$ 0.73	\$ 0.74	\$ 0.01	1.36%
ADC	\$ 0.63	\$ 0.64	\$ 0.01	1.58%
3-Digit	\$ 0.574	\$ 0.594	\$ 0.02	3.48%
5-Digit	\$ 0.40	\$ 0.406	\$ 0.006	1.1%

Standard Mail

Letters- Carrier Route and Automation

3.3 oz or less	Carrier Route				Automation			
	Entry Point	Saturation	High Density Plus	High Density	Carrier Route	5-Digit Scheme	3-Digit Scheme	AADC
None	0.189	0.199	0.202	0.279	0.247	0.266	0.266	0.282
DNDC	0.156	0.166	0.169	0.246	0.214	0.233	0.233	0.249
DSCF	0.146	0.156	0.159	0.236	0.204	0.223	0.223	-
DDU	-	-	-	-	-	-	-	-

More than 3.3 ounces

None	0.609	0.609	0.609	0.699	0.752	0.752	0.752	0.752
DNDC	0.448	0.448	0.448	0.538	0.591	0.591	0.591	0.591
DSCF	0.400	0.400	0.400	0.490	0.543	0.543	0.543	-
DDU	-	-	-	-	-	-	-	-
Per Pc	0.063	0.073	0.076	0.135	0.092	0.111	0.111	0.127

Extra Services

Certificate of Mailing

	Proposed	Current	% Change
Basic	\$ 1.20	\$ 1.15	4.35%
Firm Book Mailing	\$ 0.44	\$ 0.44	0.00%
Bulk: First 1,000 pcs	\$ 7.05	\$ 6.70	5.22%
Each add'l. 1,000 pcs	\$ 0.85	\$ 0.80	6.25%

Certified Mail

	\$ 3.10	\$ 2.95	5.08%
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Return Receipt

Requested at time of Mailing			
Electronic	\$ 1.25	\$ 1.15	8.70%
Green Card	\$ 2.55	\$ 2.35	8.51%
Merchandise	\$ 4.10	\$ 3.95	3.80%
Requested after Mailing	\$ 4.95	\$ 4.75	4.21%

International - Summary

International Shipping Services	
▪ Global Express Guaranteed	9.60%
▪ Express Mail International	13.20%
▪ Priority Mail International	15.10%
▪ IPA	1.90%
▪ ISAL	4.40%
▪ Airmail M-bags	7.30%
▪ First-Class Package Int'l	58.6% (recently moved from Market Dominant to Competitive, and the substantial increase is to ensure institutional cost coverage and to bring it inline with the market place)



NEW: First-Class Mail Global Forever Stamp. Mail letters anywhere in the world for \$1.10

2013 USPS Promotional Pricing

March-April 2013

Mobile Coupon/Click-to-Call:

Designed to increase the value of direct mail by highlighting the integration of mail with mobile technology. The promotion will encourage mailers to integrate hard-copy coupons in the mail with mobile-optimized platforms for redemption..



April-June 2013

Earned Value Reply Mail Promotion:

Designed to provide mailers with a financial benefit when their customers use CRM/BRM envelopes.



2013 USPS Promotional Pricing

August- September 2013

Product Samples:

Designed to provide mailers with an upfront postage discount on qualifying mail that contains product samples. The promotion is intended to raise awareness of the new “Simple Samples” pricing structure in Standard Mail.



Emerging Technology:

Designed to build on the successes of past mobile barcode promotions by promoting awareness of how innovative technology, such as Near-Field Communication, Augmented Reality, and Authentication, can be integrated with a direct mail strategy to enhance the value of direct mail.



Picture Permit.

Designed to promote the use of picture permit imprint indicia, so as to improve the mailpieces visibility and impact as a marketing tool.

PRSRT FIRST-CLASS MAIL
US POSTAGE PAID



PERMIT NUMBER 1
PITNEY BOWES INC

2013 USPS Promotional Pricing

November- December 2013

Mobile Buy-it-Now:

This promotion will encourage mailers to adopt and invest in technologies that enhance how consumers interact and engage with mail, and demonstrate how direct mail can be a convenient method for consumers to do their holiday shopping.



Special Offer - Only \$89!

Buy it Now

No Recurring Monthly Fee's!

VISA MasterCard American Express DISCOVER

* 100% Fully Automated Backlinking!

Design Changes

Effective January 5th, 2013

Folded mail piece changes:

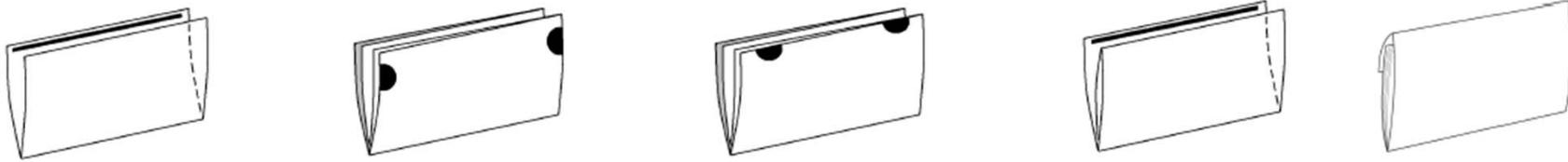
- Number of tabs
- Size of tabs
- Position of folds and flaps
- Paper weight minimums
- Minimum and Maximum
- Dimensions change



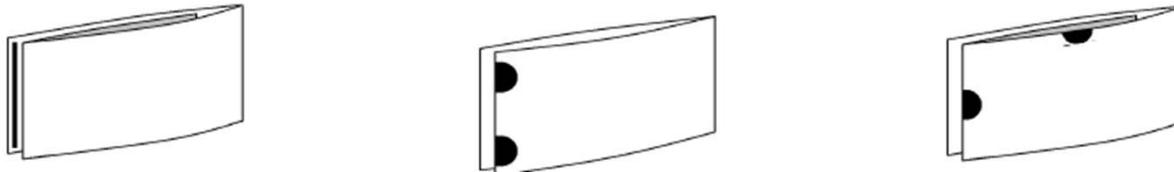
Design Changes

□ Fold style / orientation

- Horizontal - final fold at bottom edge to non-address side



- Vertical - final fold on lead edge to non-address side
 - ◆ Oblong is a common name for this fold style



These are only representative illustrations of potential designs.

Design Changes

Dimension

- Height – 3.5” to 6” max
- Length – 5” to 10.5” max

Weight – up to 3oz

Paper cover basis weight - Book grade (Text, Offset)

- Basic Folded Self-Mailer design
 - ◆ 70lb min for 1oz mailpiece; 80lb over 1oz up to 3oz
- Optional elements added
 - ◆ basis weight ranges from 80lb to 120lb
 - ◆ basis weight increases when piece weight is over 1oz
- Newsprint paper allowed on quarter-fold design only
 - ◆ 55lb minimum paper, 1.5 inch tabs required

Design Changes

□ Closure method - Glue (adhesive or cohesive)



Continuous Glue Line
 1/8" W to within 1/4"
 of each edge



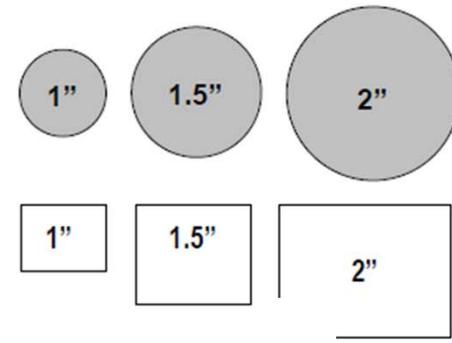
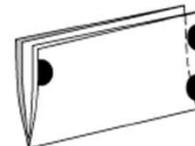
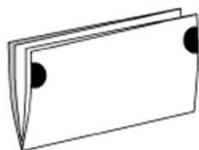
Glue Spots
 3/8" diameter
 3- 4 spots based on
 mailpiece design / wgt



Elongated Glue Lines
 1/8" W x 1/2" L or
 1/4" W x 1/2" L or
 1/8" W x 1" L
 3- 4 lines based on
 mailpiece design / wgt

□ Closure method - Tabs (2 or 3 based on mailpiece design)

- Placed either at Top or Lead / Trail
 - ◆ within 1" from adjacent edge(s)
 - ◆ lower lead edge tab 1/2" from bottom



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Questions and Answers

Pitney Bowes can assist you in complying with and gaining the most savings from the new IMb rules.

For more information:

- Website: www.pb.com/mailexpress
- Email: mailexpress@pb.com

If you have specific questions pertaining to this presentation or are interested in our Consulting Services, please contact:

Stephanie Miracle
Postal Consulting
Pitney Bowes Management Services
816-778-9408
Stephanie.Miracle@pb.com

Christine J. Erna
Postal Consulting
Pitney Bowes Management Services
603-974-1169
Christine.Erna@pb.com

A few of our slides today were borrowed from USPS presentations

THANK YOU.

