

NCOA^{Link}® MAIL PROCESSING EQUIPMENT SOFTWARE INTERFACE DISTRIBUTION LICENSEE PERFORMANCE REQUIREMENTS

1 *Purpose*

- 1.1 The purpose of these performance requirements is to establish standard criteria of performance that USPS requires NCOA^{Link} Mail Processing Equipment (MPE) Software Interface Distribution Licensees to comply with. The MPE software interface provided by Licensees will enable NCOA^{Link} MPE Data Users to have access to the following address correction services:
 - New address information when a name and address match to the change-of-address file
 - Detection of undeliverable addresses due to change of address

2 *General Requirements*

- 2.1 The Licensee, in order to sell and/or distribute its NCOA^{Link} MPE software interface, must meet all requirements and specifications contained within the License Agreement and the most current version of this document.
- 2.2 Additionally, under separate license with USPS, Licensee must first develop an MPE software interface and obtain certification for that Interface. The interface must comply with the most current version of the Software Developer Guide (SDG) and the Software Performance Requirements, unless explicitly allowed, prohibited, or modified by the USPS in writing.
- 2.3 Copies of this document and any new updates to the License Agreement, the Performance Requirements or Certification Procedures will be posted on the RIBBS website.

3 *Specific Requirements*

- 3.1 Licensee must distribute only USPS certified NCOA^{Link} MPE software interfaces to access the NCOA^{Link} Product according to USPS specifications.
- 3.2 Licensee must be capable of:
 - a) Validating customer authorization codes prior to distribution of software.

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- b) Recalling or disabling software of customers suspended and/or terminated by USPS.
- 3.3 Licensees must adhere to the provisions of Standards of Performance as detailed in section 4 below.
- 3.4 Licensees must provide all specified reports as required in section 5 below.
- 3.5 The Licensee will be assigned a unique four-character Platform ID for use on all required reports.
- 3.6 The Licensee shall provide the USPS with access to any resource used in the performance of this license and with the necessary equipment and/or reports to monitor performance at the NCOA^{Link} MPE Licensee's facility.
- 3.7 Licensee shall establish a central email address for receipt and disbursement of USPS electronic correspondence within Licensee's organization.

4 Standards of Performance

- 4.1 Licensee must maintain a distribution log, which will be maintained and made available for Postal Service review for a period of five (5) years. This distribution log shall also be kept on a computer file and made available to the USPS electronically or on approved media.
- 4.2 The Licensee shall repair or have repaired all equipment, hardware and/or software deficiencies related to the NCOA^{Link} MPE system within 30 days of identification of said deficiencies.
- 4.3 Licensee is responsible for providing all necessary customer support for its interface. All inquiries concerning the software and any of its processes/procedures must be directed to a customer support group managed by Licensee.
- 4.4 It shall be the Licensee's responsibility to ensure that its customers understand the NCOA^{Link} process and output. Each potential User wishing to purchase NCOA^{Link} MPE software must be provided with a product/service brochure by the Licensee. This brochure must explain the NCOA^{Link} MPE process in detail.

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The Postal Service will provide the Licensee with the required text that, in addition to the Licensee's own marketing material, must be included in, or with, its product/service brochure. Inclusion of the required text information in the product/service brochure provided to the customers shall be at the Licensee's own expense. This required text may be revised from time to time without prior notice to Licensees. Required text revisions shall be provided to Licensees' customers within 30 days of receipt from the Postal Service. The required text document is available as a separate document and is contained within the Licensee Performance Requirements as Exhibit A.

- 4.5 Pursuant to the advertising guidelines of the License Agreement, each approved advertisement must contain the document tracking number assigned by USPS during the review and approval process. For specific information with regard to the review and approval process, reference the Advertising Technical Guide on the RIBBS website at http://ribbs.usps.gov/ncoalink/documents/tech_guides/.
- 4.6 Licensee is responsible for distributing license related electronic correspondence from USPS to the appropriate personnel within Licensee's organization. Pursuant to section 3.7, all electronic correspondence will be directed to a central email address within Licensee's organization. The email address must be ncscinfo@<yourcompany.com>. In the event that this address is already assigned for some other purpose, an alternate address must be submitted to USPS for approval. Licensee will subsequently distribute all applicable USPS notifications internally to ensure receipt by the proper staff. Such correspondence will also be sent to the pertinent contacts provided during the application process; however in the event of "bounce backs" successful delivery via the central email address will be considered confirmation of receipt.

5 Reports

- 5.1 The Licensee must maintain a monthly report of MPE interface distribution by each MPE platform. The report will be maintained and made available for Postal Service review for a period of five (5) years at the Licensee's facility.

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5.2 At a minimum, the monthly interface distribution report must contain the following information:

- Customer name
- Delivery address
- City, State and ZIP +4 code
- Each customers' authorization codes as assigned by the USPS
- Software name, version and release date
- Date interface provided to customer

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EXHIBIT A

**MPE SOFTWARE INTERFACE DISTRIBUTION
REQUIRED TEXT DOCUMENT**

<<Licensee company name>> is a non-exclusive Licensee of the United States Postal Service[®] (USPS[®]) to provide USPS certified NCOA^{Link®} Mail Processing Equipment (MPE) interface software to authorized NCOA^{Link} MPE Data User Licensee candidates.

The NCOA^{Link} Product is a USPS proprietary system of move information that on average contains approximately 160 million permanent changes-of-address (COAs) filed with the USPS. These COAs are retained on the file for a four-year period from the move-effective date and the file is updated weekly.

MPE Data Users receive an 18-month dataset. All data fulfillments are provided under direct license from the USPS.

The sole purpose of NCOA^{Link} MPE processing is to provide an address correction tool for mailpieces and facsimiles that will be used for the preparation of mailings for acceptance and delivery by the USPS. The NCOA^{Link} Product may not be used to create, generate, or maintain new movers lists or as a source to any other proprietary database for the purpose of redistribution or sale.

An input name and address must match the name and old address on a COA in order to obtain a match. When queried with a matching name and old address as input, the NCOA^{Link} MPE process will yield the new address as the result. New address information is provided only when a match to the input name and address is attained.

Before being added to the NCOA^{Link} file, the **Old** address supplied by the Postal customer must be ZIP + 4[®] coded. The **New** addresses must be ZIP + 4 coded and validated using the USPS' proprietary database of actual delivery points. (NOTE: The delivery point database does not include NAMES or COA information.) Each delivery point confirmed **New** address is included on the NCOA^{Link} file. If unable to validate the **New** address, the NCOA^{Link} process will indicate that a move exists but will not provide the undeliverable **New** address.

The typical profile of the **New** address information contained on the NCOA^{Link} file is as follows:

- 80.92% Forwardable moves containing delivery point confirmed **New** addresses – **New** address provided
- 1.18% Moves containing unconfirmed **New** addresses – **New** address not provided
- 13.80% Moved, Left No Address**
- 3.92% PO Box Closed**
- 0.18% Foreign moves**

** The literal "NEW ADDRESS INFORMATION UNKNOWN" is provided in lieu of address information for Mailpiece Facsimile, Notification via Returned Mailpiece, DBCS and Flats processing only.

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When possible, postal customers who move multiple times within the NCOA^{Link}TM time period are “linked” or “chained” to ensure that the latest address is furnished when an NCOA^{Link} match is attained. This is not always possible if subsequent COAs are not filed in exactly the same manner as a COA filed previously (e.g., name spelling differences or conflicting secondary information).

The provision of change of address information is controlled by strict name and address matching logic. NCOA^{Link} MPE processing will only provide new address information when queried with a specific algorithm of the name and input address from a mailers address list which matches the information on the NCOA^{Link} Product. Data contained in and information returned by the NCOA^{Link} MPE process is determined by the name and move type (Business, Individual, or Family) indicated on a Postal customer's Change of Address form.

The NCOA^{Link} Product is comprised of approximately 6% business moves, 54% individual moves, and 40% family moves.

All matches made to the NCOA^{Link} file require a ZIP + 4[®] coded, standardized old address.

There are five separate and distinct services that may be provided to a mailer by the NCOA^{Link} MPE Licensee. These services fall under the NCOA^{Link} MPE Active mode of processing in which address information is sprayed on mailpieces only when there is updated COA information.

- **Forwardable Mailpiece** – Processing in which mailpiece redirection due to customer moves via the Licensee's NCOA^{Link} Mail Processing Equipment.
- **Notification Via Returned Mailpiece** – Processing in which updated COA information is sprayed on mailpieces and returned to the mailer via hardcopy or photocopy mailpieces.
- **Mailpiece Facsimile** – Processing in which updated COA information is sprayed on mailpiece facsimiles and returned to the mailer.
- **DBCS (Delivery Barcode Sorter)** – Processing of letter mail on DBCS equipment in which no COA information is sprayed on mailpieces.
- **Flats** – Processing of flat mailpieces on DBCS equipment in which no COA information is sprayed on mailpieces.

The USPS has established a process called the “Rules Table.” This process will produce matches that otherwise would not be possible, i.e. JOHNY and JOHNNY.

All nickname possibilities are derived from a standard USPS[®] nickname list. In considering alternate presentations of an input name and addresses do not match to the NCOA^{Link} file and alternative queries are attempted, any variations which obtain NCOA^{Link} matches will be provided to the NCOA^{Link} MPE customer for analysis, depending on the mode of processing.

When a match or a near match of an input name and address to the NCOA^{Link} Product is identified, a report of the standard NCOA^{Link} return codes may be provided by the MPE Data User, upon customer request. This report indicates the type of match made or reason that a match could not be made.

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The return code provided is the final result of an NCOA^{Link} query. At the option of the NCOA^{Link} MPE Data User, additional return code values from intermediate queries may be provided. The query name and/or address which generated the specific return code may not be the exact input or final query name and address provided in the standard output of a USPS[®] NCOA^{Link} process.

MPE Data Users must offer the standard output format of the NCOA^{Link} MPE process to customers, if requested, with no file manipulation by the Data User.

NCOA^{Link} MPE processing has the potential to reduce returned mail, yet the USPS does not make any guarantees, express or implied, on the reduction of such mail. Thus any costs associated with returned mail are the MPE Data Users' and/or their customers' sole responsibility.

An NCOA^{Link} MPE Licensee with questions about specific processes within an NCOA^{Link} MPE software interface and/or results returned from an NCOA^{Link} MPE process must first contact the software distributor for explanation and resolution.

The following trademarks are owned by the United States Postal Service[®]: NCOA^{Link}, ZIP + 4, USPS and United States Postal Service.