

**DirectDPV Meeting Minutes
October 23, 2006**

The core function of Intelligent Mail & Address Quality (IMAQ) is to provide value added product and service offerings. These offerings enable the USPS customers to better manage the quality of their mail while maximizing USPS' field operations ability to efficiently deliver mail as addressed.

IMAQ CORPORATE VISION

The IMAQ corporate vision is the “ability to meet new challenges, solve problems of today and anticipate the needs of the future.”

This meeting was hosted by the National Customer Support Center (NCSC) in Memphis TN on October 23, 2006. Jim Wilson opened by welcoming everyone and provided a brief overview of initiatives to be discussed. The following minutes constitute a record of the discussions held during the DirectDPV Product Teleconference.

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MEETING ATTENDEES

USPS Attendees:

Jim Wilson (speaker)
Ruth Jones
Charles Arnette
Gail Fletcher
Ed Wanta
Liz Flake
Earl Johnson
Bob Snapp
Lue Harris
Latonya Reed
Josephine Stevenson
Kendall Russell
David Payne
Rick McConville
Jennifer Thornton
Sondra Washington
Ray Murphree
Scott Calliham
Chris Gonzales
Angela Lawson

Call-in Participants:

Accuzip
Address Vision
Acxiom
Business Objects (Paul Wells)
BCC
Creative Automation
DST Output
Experian
Harte Hanks
Merkle
One Pass Software
PER Software
Pitney Bowes
Sentel
Works Right.

OVERVIEW

The United States Postal Service, in cooperation with the mailing industry, developed the certification programs to evaluate the accuracy of software and equipment - Five Digit, ZIP + 4[®], Carrier Route, and Delivery Point code. Address management has a long standing tradition of developing new addressing tools. CASS is following this tradition. As address matching technology evolves, CASS[™] continues to evolve.

Jim Wilson opened the meeting by announcing this was in response to mailing industry and software developers' concerns over the DPV^{™™} requirement with CASS[™] Cycle L. He also announced a possible solution to many of the concerns through a DPV[™] enhancement, DirectDPV.

DirectDPV

DirectDPV Purpose

Jim provided DirectDPV's purpose and use, stating that the frequency of delivery point changes after an initial ZIP + 4[®]/DPV[™] validation are low. Therefore, there are a low volume of records that need to be reprocessed through CASS[™]/DPV[™] to maintain valid addresses.

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Z4Change identifies when ZIP + 4[®] changes at the Geoseg/ZIP + 4[®] occur; however, there's currently no process to indicate when delivery point changes occur. The DirectDPV table provides additional information to identify these changes.

Using records that have been processed and validated through Cycle L record as input, a mailer can probe DirectDPV to determine if a record is still valid. A record in DirectDPV requires reprocessing. If a record is not in DirectDPV table, it requires no CASS reprocessing. Less than 5% of records will get a hit in DirectDPV while 95% of previous ZIP + 4[®] confirmed and delivery point validated records do not need to be reprocessed.

Benefits

- Throughput/speed for DPV™ and performance improvement to CASS overall
- Data Table Descriptions
 - 3 components: old zip11, new zip11, new address text
- Table size
 - 400m – complete table
 - 40M – old 11 digits only
 - 40M – additional for new 11 digits
 - 320M – additional for address text

Do not have to update address text except on CASS test

Can use other mechanisms such as NCOALink RV9 to reconstruct addresses

Use of this DirectDPV table is optional. It will be provided with DPV™ like the No stat table

NOTE: *This is not a new product, only an additional table to enhance performance.*

Additional instructions for completing 3553 will be provided

Minimal amount of integration

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DirectDPV QUESTIONS & ANSWERS

Q & A's

1. Question: What is the customer required to maintain in their file?

 Answer: Need to store ZIP + 4® codes that were administered with CASS cycle L software (DPV™ and ZIP + 4® coded)

2. Question: How are 11-digit assignments determined?

 Answer: In table, use new 11-digit provided by product. If the 11-digit is not in the DirectDPV table, consider the address valid

3. Question: Is the carrier route assignment included? If not included, what do we do?

 Answer: The carrier route assignment is not included. If the carrier route assignment is needed, you must do traditional CASS™ processing.

4. Question: MLOCR environment – does the customer bring the mailing to the service provider with the Form 3553?

 Answer: Rules established apply to read and spray ZIP + 4® only. Without the Form 3553 provided with cycle L logic, service provider must do ZIP + 4® full lookup.

At this point the meeting, the meeting was opened to questions:

5. Question: (Pitney Bowes, Sterling Durgeuos)
 How long will records be retained on DirectDpv product file?

 Answer: (Jim Wilson)
 Currently the product contains 5 years of data. This was actually created for another technology. However, going forward, it's possible that we will retain perpetually. Realistically, since CASS customer are required to reprocess files every 6 months, we should never need to retain more than 7 months. The current size is so small; we will keep until we determine that they are not needed.

6. Question: (Pitney Bowes, Sterling Durgeuos)
 Will we need to recertify with DirectDPV each cycle?

 Answer: (Jim Wilson)
 Not really my area but my thoughts are if already certified with Cycle L, you don't have to recertify Cycle L. However, there will be a DirectDPV utility test that is required. Liz Flake confirmed Jim's response.

7. Question: (PER Software, Phil Robinson)
 When will it be on product?

 Answer: (Jim Wilson)

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It will be on the DPV™ fulfillment product in 6 weeks. However, preliminary release will be available within 10 days on a separate media fulfillment so that software implementation can begin as soon as possible.

8. Question: (Merkle)
Will Service Providers need to complete two 3553's: one for CASS™ and one for DirectDPV?

Answer: (Jim Wilson)
No. More complete 3553 requirements will be published regarding DirectDPV.

9. Question: (Experian)
What's [the scheduled] fulfillment cycle?

Answer: (Jim Wilson)
Fulfillment of DirectDPV will be part of normal DPV™ weekly/monthly fulfillment.

10. Question: (BCC)
I have additional questions including questions about old side of address that I missed in first part of teleconference.

Answer: (Jim Wilson)
We invite you to attend tomorrow's teleconference at 2pm central time regarding same topic.

11. Question: (Business Objects)
How about security of [the DirectDPV and return] file?

Answer: (Jim Wilson)
[There is adequate security provided for DirectDPV since the] Old and new 11-digits will be AES encrypted.

12. Question: (Address Vision)
So this is not useful in the MLOCR environment?

Answer: (Jim Wilson)
It's not as valuable; however, we welcome you to continue considering creative ways to use these products.

(Address Vision): I have a couple of ideas that I will email you.

13. Question: (Accuzip)
When fulfilled?

Answer: (Jim Wilson)
Available on monthly fulfillment to coincide but will consider other fulfillment frequencies and possibly electronic download.

(Bob Snapp)
This product is also practical for transactional updates.

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SUMMARY AND CONCLUSION

Jim concluded conference call by stating we are hoping to accomplish a way to confirm the vast majority of addresses without a full lookup so that there is a ONE TIME performance hit on the initial coding of an address. Overall this will improve CASS coding speed as a whole.

There are no costs of fees from USPS. We need to focus on accuracy of answer and not the method used to get to that answer.