
User Guide

For

Intelligent Mail and Move Update DVD

February 19, 2009

Version 2

Introduction

As part of our efforts to educate mailers about Move Update and Intelligent Mail® requirements and benefits, we have developed the Intelligent Mail® and Move Update DVD and User Guide.

The DVD includes four segments covering the following topics in order:

- Move Update
- Intelligent Mail®,
- Service Standards
- Customer/Supplier Agreements (CSAs)

The Move Update segment covers the Move Update options that are available to help mailers improve the quality of their addresses. It also describes the changes in the requirements for First-Class Mail and Standard Mail. The Intelligent Mail segment describes how the use of the Intelligent Mail services will enhance the value of your mail stream and describes the Basic and Full-Service options available in May. The third segment of the DVD focuses on Service Standards requirements and describes the USPS standards for each class of mail.

The first three segments of the DVD contain essential information for all mailers, while the last segment regarding Customer Supplier Agreements is only needed in certain situations. The Postal Service will contact you if and when a Customer Supplier Agreement is needed for your operation.

We ask that you watch each DVD segment in turn and stop the DVD after each segment to read the accompanying information contained in the User Guide, which is a step by step informational brochure. The User Guide is designed to walk you through the first three DVD segments and provide additional important information that you need to know.

With respect to timing, the first three segments of the DVD run for approximately forty five minutes and we anticipate that the reading between each segment will last between twenty and thirty minutes. Considering these estimates we suggest you allot a two and a half hour time slot for the entire program.

Segment # 1 – MOVE UPDATE

Stop the DVD after the Move Update segment then read the following:

Effective November 23, 2008, the Postal Service revised the Move Update standards. The Move Update standards provide ways for mailers to reduce the number of mailpieces that require forwarding, return or are undeliverable-as-addressed by the periodic matching of a mailer's address records with customer-filed change-of-address orders. The final rule published in the September 28, 2007, Federal Register, included the following changes related to the Move Update standard:

First-Class Mail® Discount Price mailings

- Increase the minimum frequency of Move Update processing from 185 calendar days to 95 days prior to the date of mailing.

Standard Mail® mailings

- Extend the Move Update standards to include all Standard Mail (letters, flats, parcels and Not Flat-Machinables)
- Minimum frequency of Move Update processing is 95 days prior to the date of mailing.

The mailer's signature on postage statements submitted in hard copy or in electronic format, such as *PostalOne!* or Mail.dat, or its agent, certifies compliance with the standards. The Postal Service can request additional substantiation of compliance, as described below, and reserves the right to use audit or other procedures to ensure that mailers comply with the Move Update standards.

Postage statements have been revised to provide checkboxes for the mailer to indicate the specific method(s) used to update the addresses in a mailing. Mailers must use this section to record the Move Update method(s) used for the mailing. Acceptance employees will review postage statements for completion of the Move Update method checkbox and make inquiries of mailers who have not identified a Move Update method.

For First-Class Mailings, if the mailer is not able to confirm a Move Update method, the mailing will not be eligible at the First-Class Mail discount prices. The mailer will have the option to withdraw the mailing or to pay additional postage based on the First-Class single-piece price for every piece in the mailing.

For Standard Mail customers, the Postal Service has established a transition period, which will run to May 2009. During this time, customers who are not compliant must select a USPS-approved Move Update method and use it with future mailings. After the transition period, noncompliant Standard Mail mailings will be charged an additional 7 cents per piece for every piece in the mailing.

As current standards allow, mailers have the right to appeal a decision made to assess additional postage in accordance with the standards for reviewing such decisions.

The Postal Service has developed a verification process that uses live samples from the mailing. The Postal Service is sharing the results of the verifications and is working with mailers to improve mail addressing quality. Beginning May 11 2009, we will use this information to assess additional postage on noncompliant First-Class Mail and Standard Mail mailings.

The verification process will be used to evaluate the use of Move Update change-of-address information for discounted First-Class Mail and Standard Mail letter and flat mailings using the *PostalOne!* system. At business mail acceptance, a sample is selected from the mailing for processing on MERLIN. In addition to the current verifications performed, the MERLIN machine captures barcode, name and address information into a data file that is electronically transmitted

to the National Customer Support Center (NCSC). The NCSC processes the data file using NCOA^{Link®} and returns results to the *PostalOne!* system where it is presented in a Move Update report. This process is completed before the postage statement is finalized in the *PostalOne!* system so that the results of the report can be discussed with the mailer. Pieces with addresses for which a change-of-address order is found are identified by a MERLIN mail piece ID and can be pulled from the MERLIN sample and provided to mailers. Move Update reports will be provided to the mailer whose mailings are processed on MERLIN at sites that are activated for the *PostalOne!* Move Update verification process.

Since revisions to the Move Update standards took effect in November 2008, the Postal Service has evaluated verification results to establish a fair and realistic tolerance threshold for non-compliance with the new requirements. The Postal Service is beginning with a generous tolerance level to provide customers the opportunity to improve their Move Update processes. As performance throughout the mailing industry improves, the Postal Service will tighten the tolerance levels; with the intent to update parameters every four months.

Beginning May 11, 2009, a First-Class Mail or Standard Mail mailing with a 30 percent or more error rate for Move Update will not pass the Move Update verification. For a Standard Mail mailing, this means that every piece in the mailing will be charged an additional 7 cents. For a First-Class Mail mailing, this means that every discount price piece in the mailing will be charged at the applicable single-piece price. As an example a one-ounce letter would be priced at the new single-piece First-Class Mail letter price of \$0.44. A one-ounce flat would be priced at the new single-piece First-Class Mail flat price of \$0.88. The mailer will have the option to withdraw the mailing or to pay the additional postage. Additional postage may be paid through the permit imprint used for the mailing or from another permit at the mailers discretion.

The Move Update calculation will be based upon the number of pieces sampled, and from within this sample, the number for which a Change of Address is detected. The passing percentage will be a comparison of the number of pieces that have a COA on file versus the number of pieces that had a COA on file and were updated with the new address. In addition to the 30% tolerance mailings found to have 5 or fewer Change of Address records that have not been updated will not be subject to the assessment process. Mailing using *Fastforward®* and 'Multiple' Move Update methods will be subject to a 95 days to 13 months date range. All other methods will be subject to a 95 days to 18 months date range as shown on the Move Update report.

Mail preparers submitting combined mailings (multiple clients within a single mailing) will have an option to limit the additional postage calculation to only those clients whose pieces were found as errors within the sample. Additional documentation by client will be required

USPS has also been providing customers with substantive feedback on their mailings via the new Move Update Reports. Move Update Reports are available on *PostalOne!* for mailers whose mailings are sampled using MERLIN (Mail Evaluation Readability Lookup Instrument) at sites activated with the new Performance-Based Verification process. Mailers should refer to the results of their Move Update Reports and work with local business mail acceptance personnel to improve their address quality.

USPS has posted a "Guide to Accessing Move Update Reports" on ribbs.usps.gov. This illustrated guide demonstrates verifications results, such as number of pieces tested, total Change of Address (COA) updated by mailer, and total COA not updated by mailer. The guide also describes how to gain access to *PostalOne!*. To view the guide, customers can visit ribbs.usps.gov, click on "Move Update," then click on "Latest News." The guide is listed in the blue box titled "Important Links."

Performance-Based Verification (PBV) is being deployed across the nation and will be fully enabled by March 31, 2009. A list of sites where PBV has been deployed is also available at ribbs.usps.gov. The link to the list of sites is under the link to the guide mentioned above.

Substantiation of Move Update Compliance

The following are suggestions on how mailers may substantiate the process used to update their addresses.

Ancillary Service Endorsement – Copies of mailpieces with an appropriate ancillary service endorsement shown. Maintain and provide copies of change-of-address notices received and demonstrate how new address updates are used to produce mailpieces reflecting the updated address.

Address Change Service (ACS) or OneCode ACS™– Billing reports or invoices. Provide copies of pieces mailed and describe and demonstrate how new address updates received are used to produce mailpieces reflecting the updated address.

FASTforward® – MLOCR user confirms that *FASTforward®* is turned on and used for a particular client. Copies of mailpieces must have *FASTforward®* identifiers printed on the mailpiece. If mailer/client participates in *FASTforward®* Move Update Notification, mailer/client may provide description and demonstrate the process on how new address updates are used to produce mailpieces reflecting the updated address.

NCOALink® - Processing summary report and date addresses processed from NCOALink® licensee. Mailer system output reports. Billing reports or invoices for NCOALink® services. Describe and demonstrate how new address updates are used to produce mailpieces reflecting the updated address. Suggest using the NCOALink® Processing Acknowledgement Form.

Alternative method (legal restrictions or 99% certified) – Letter of approval from National Customer Support Center.

Directly acquired addresses – A grace period of 95 days is allowed for use of addresses directly acquired from the customer. Retain records that show date the address was acquired or other documentation to demonstrate how addresses are received from customers and used for mailing purposes.

Additional documentation may be requested to demonstrate that the method used was used within the appropriate timeframes and on the specific mailing in question.

Note: Addresses using an alternative address format (occupant - addressed to occupant only, simplified addresses or exceptional - addresses using 'or current resident') are exempt from the Move Update requirement.

KEY RESOURCES:

For additional information regarding Move Update Standards, Move Update verification methods and Move Update reports, please access the resources found on our RIBBS® website at www.ribbs.usps.gov under the **Move Update tab**. Following is a list of some of the specific resource pages that are available in the Move Update section and directions on how to locate these pages.

'Latest News' page:

What is it?: The 'Latest News' page serves as the front page for the Move Update section and provides the latest news and up to date information regarding Move Update developments. Under this section you will find general Move Update developments and specifics regarding ACS, NCOA link, Fast Forward, Ancillary Service Endorsements and alternative methods for updating your address lists.

How to get there: click on the 'Latest News' tab, which is accessed by clicking on the Move Update tab found directly on the main RIBBS page. Alternatively you can access the direct URL at: <http://ribbs.usps.gov/index.cfm?page=moveupdate>

Move Update Federal Register Notices:

What is it?: On the Move Update front page you will find a link to the Federal Register Notices that document current Move Update standards. The Federal Register is the official daily publication for rules, proposed rules, and notices of Federal agencies and organizations, as well as executive orders and other presidential documents.

How to get there: Click on the 'Latest News' tab, which is found under the Move Update tab once clicked on the front RIBBS page. This will take you to the Move Update front page and a link for the Notices is provided in a box located at the right top corner of the page. Alternatively you can access the direct URL at:

http://ribbs.usps.gov/move_update/documents/tech_guides/Move_Update_FederalRegisters/

Move Update Advisement Policy:

What is it? : The Move Update Advisement Policy is a summary of the Move Update requirements and new verification methods.

How to get there : Click on the 'Latest News' tab, which is found under the Move Update tab once clicked on the front RIBBS page. This will take you to the Move Update front page and a link is provided in a box located at the right top corner of the page. Alternatively you can access the direct URL at:

http://ribbs.usps.gov/move_update/documents/tech_guides/Move_Update_Advisement_Policy.doc

Guide to Accessing Move Update Reports:

What is it?: This Guide provides information on what types of Move Update reports are available and how to access them. It also provides step by step instructions for using *PostalOne!* and how to access the Move Update reports through *PostalOne!*.

How to get there: Click on the 'Latest News' tab, which is found under the Move Update tab once clicked on the front RIBBS® page. This will take you to the Move Update front page and a link is provided in a box located at the right top corner of the page. Alternatively you can access the direct URL at:

http://ribbs.usps.gov/move_update/documents/tech_guides/Guide_to_Accessing_Move_Update_Reports.pdf

Move Update USPS® Site Activation Report:

“What is it?: A list of the sites that have been enabled to perform the Move Update verification using MERLIN and the Performance-Based Verification method.. This Report lists the dates for activation at various sites.

How to get there: Click on the 'Latest News' tab, which is found under the Move Update tab once clicked on the front RIBBS page. This will take you to the Move Update front page and a link is provided in a box located at the right top corner of the page.”

NOW RESTART THE DVD AND PLAY THE NEXT SEGMENT: THE INTELLIGENT MAIL BARCODE

Segment # 2 – Intelligent Mail® Barcode

Stop the DVD after the Intelligent Mail barcode segment then read the following:

The Postal Service will continue to allow Postnet™ barcodes on automation letters and flats until May 2011. However, effective May 2009, we will require all automation flats to bear barcodes that include delivery point routing codes, as currently required for automation letters.

As explained in the DVD portion, beginning in May 2009, mailers who want to use Intelligent Mail barcodes will have two options to choose from: Basic and Full-Service options.

The Basic option Intelligent Mail barcode will contain routing information for the delivery address but does not need to uniquely identify the mailpiece.

Under the Full-Service option, mailers must:

- use *unique* Intelligent Mail barcodes on mailpieces
- use *unique* Intelligent Mail tray barcodes
- use *unique* Intelligent Mail container barcodes and
- electronically submit postage statements and mailing documentation through the *PostalOne!*® system.

With the Full-Service option mailers will have three options to submit electronic mailing documents:

- Postal Wizard™
- Mail.dat®, and
- Mail.XML™

Postal Wizard and Mail.dat will be accepted in May 2009 and Mail.XML will be accepted beginning in fall 2009.

Also beginning in May 2009, customers who qualify for the Full-Service option will receive certain benefits including Start-the-Clock information and address correction information at no charge for qualified letters and flats that are endorsed as specified for OneCode ACS®. In addition to these benefits, beginning in fall 2009, the Postal Service™ will provide lower prices to mailers that implement the Full-Service option. The new prices are available at <http://www.usps.com/prices/pricechanges.htm?from=prices&page=NewMay09Prices>.

In order to transition mailers to using Full-Service, the Postal Service has established a Test Environment for Mailers (TEM) which will be available on May 18th. Mailers will be required to test for Full-Service situations in this test environment prior to moving to the production environment. Additional information on this process can be found in the Electronic Documentation and Intelligent Mail: Ready, Set, Go! Guide.

Resources Available to implement Intelligent Mail

Detailed Information on the Basic and Full-Service Options

There are several resources available to help you get started using Intelligent Mail, many of which can be reviewed by visiting our website at <http://ribbs.usps.gov/>.

The RIBBS™ Website

The USPS provides a number of technical and non-technical guides, informative documents and presentations, and other helpful tools to make it easier for you to take full advantage of the suite of Intelligent Mail® barcodes. These valuable resources can be found on the USPS RIBBS™ website <http://ribbs.usps.gov/>.

Guides

For those new to Intelligent Mail, there are four guides that will get you started and give a broad overview of the fundamentals of the program.

Federal Register Notice

The Federal Register Notice outlines the key elements of the Basic and Full-Service options for Intelligent Mail. It also provides a timeline and the requirements for using the Intelligent Mail program. The Federal Register Notice can be found at <http://ribbs.usps.gov/>.

A Beginners Overview to Intelligent Mail Services

In this guide, A Beginners Overview to Intelligent Mail Services, you will find fundamental information on what Intelligent Mail services offer and require, Intelligent Mail barcodes and their benefits, the two service level options being offered, how to get started with the Intelligent Mail program and where to find additional resources to help you. A Beginners Overview to Intelligent Mail Services can be found at <http://ribbs.usps.gov/>.

A Guide to Intelligent Mail[®] for Letters and Flats

A Guide to Intelligent Mail for Letters and Flats provides guidance on how to prepare your mail and electronic documentation and identifies the data that will be provided at no additional charge for Full-Service compliance. In addition, the Guide also describes what will be available in the first release of the Intelligent Mail[®] program. A Guide to Intelligent Mail for Letters and Flats can be found at <http://ribbs.usps.gov/>.

Electronic Documentation and Intelligent Mail: Ready, Set, Go!

This guide provides clear guidance on how to participate in electronic documentation (eDoc) submission of postage statements and supporting documentation to the USPS acceptance unit. It also describes how to migrate from existing electronic documentation options to the new Full-Service capabilities. The guide can be found at <http://ribbs.usps.gov/>.

Technical Help for Intelligent Mail[®] Barcodes

Once you have a good understanding of the Intelligent Mail program, there are several technical documents that will help you create barcodes and the electronic documentation required for the Full-Service option.

Intelligent Mail Barcodes

To create and print Intelligent Mail[®] barcodes, obtain and use specifications USPS –B-3200, available at <https://ribbs.usps.gov/onecodesolution/>.

To help you with encoding and decoding Intelligent Mail barcodes, the USPS offers an on-line Intelligent Mail[®] barcode encoder and decoder. You can access these tools at <http://ribbs.usps.gov/onecodesolution/Default.aspx>.

Intelligent Mail Tray Labels

To create and print tray Intelligent Mail Tray Label, review specifications USPS-L-3191 and USPS-L-3216 available on <http://ribbs.usps.gov/>.

Intelligent Mail Container Labels

To create and print container labels, obtain and use specifications USPS-B-3215, available at <http://ribbs.usps.gov/>. Unlike tray labels, there is no ordering system – so for now, mailers must print their own or work with a third-party vendor.

Technical Help for Generating Electronic Documentation

PostalOne! Mail.dat Technical Guide for Full-Service

The *PostalOne!* Mail.dat Technical Guide for Full-Service provides detailed specifications for how to populate your Mail.dat files to comply with the requirements for the Full-Service option. The *PostalOne!* Mail.dat Technical Guide for Full-Service can be found at <http://ribbs.usps.gov/>.

PostalOne! Mail.XML Technical Guide for Full-Service

The *PostalOne!* Mail.XML Technical Guide for Full-Service outlines the specifications for the messages used to send and receive data from *PostalOne!*. The *PostalOne!* Mail.XML Technical Guide for Full-Service can be found at <http://ribbs.usps.gov/>.

Individual Service

In addition to the guides and specifications listed above, you can also get help from USPS Intelligent Mail® experts.

To find your local Business Mail Entry (BME) Manager, go to:

<http://www.usps.com/ncsc/locators/find-bme.html>

To find your local Mailpiece Design Analyst (MDA), go to:

http://pe.usps.com/mpdesign/mpdfr_mda_lookup.asp

To contact the *PostalOne!* Help Desk call 1-800-522-9085.

Segment # 3 – Service Standards

Stop the DVD after the Service Standard segment then read the following:

The Service Standards DVD segment explained that our Business Entry Units and Post Office™ locations have hours of operation that are determined locally. Within those business hours there are time windows for presenting mailings based on class of mail. These windows end at the Critical Acceptance Times or CATs, and represent the latest time mail can be presented for verification to have mail processed that day.

Please contact your local Business Mail Entry office to understand hours of operation and critical acceptance times for each class of mail.

Segment # 4 – CUSTOMER SUPPLIER AGREEMENTS

As we explained previously, Customer Supplier Agreements are needed only in specific instances and this segment will not apply to everyone.

Customer Supplier Agreements (CSAs) standardize many of the informal agreements currently in place regarding the acceptance and entry of Origin-Entered, DMU-Verified Mail. More specifically, CSAs will be used to set the separation and containerization standards for First-Class Mail, and to set transportation schedules for Standard mail.

We will contact you and let you know if a when and to whether you should view this segment of the DVD.

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