

MAILERS' TECHNICAL ADVISORY COMMITTEE (MTAC)
Workgroup # 145
"Promote Significant Usage of 24-Digit Tray Labels"
Tuesday, October 25, 2011 Session

Meeting Report

Meeting was facilitated by Himesh Patel. Paula Stoskopf was on travel and sent in her apologies. The updated IM Technical Factsheet was well received as all discussed changes had been incorporated. A large part of the meeting was devoted to reviewing the draft of the *Final Recommendations Report* prepared by Paula. The workgroup members were asked to carefully read through the report and send comments and feedback to the entire group before the next meeting (November 8th).

Please see below for the resulting noteworthy discussion points and action items.

Discussion Summary

1. Review of the Updated Technical Summary Sheet Feedback
General feedback was that a great job had been done in incorporating the recommended changes:
 - Keep 10-digit format for some time but retire 10/24-digit format as soon as possible. Timelines will not yet be included in the factsheet but will be part of the final recommendation from the workgroup.
 - Include a note, if possible indicating that the 10/24-digit format is not the preferred format
2. Review Proposed "Mutual Benefit" Ideas
 - Need consensus on the underlying business case and the compelling business reason
 - Being able to track to the tray level within the network and respond directly to enquiries rather than simply informing customers as to when and where it was entered is the value to mailers.
 - Informed Visibility, output of MTAC Workgroup 146, will be implemented next year
3. Review Serialization/ Uniqueness
 - Need a unique identifier on all labels in order to answer the questions "Where's my mail?"
 - Need to better understand required environments:
 - Two types of producers– Software Manufacturer/ Software Vendor
 - Two flows of software – Homegrown/ COTS
4. Adoption
 - Vast majority of mailers will only switch when it becomes mandatory (as indicated by 64% of respondents on the recent survey). Industry only moves when it is a requirement.
 - USPS may have to make it mandatory in order to get the market to move.
 - Need to recommend switch over as soon as possible. It may be a good idea to tie it in to one of the major releases. Himesh suggested that the workgroup's recommendations should include a proposed release schedule.
 - Interim promotion campaign:
 - Need to define and articulate a clear message to increase adoption and lessen confusion
 - Need to state the advantages, as currently switching over does nothing for industry, hence the need for MTAC 146
 - Methodology for promoting – Discussion (Is this the best forum?)
 - Messages may include:

- USPS has a very user friendly statement which should be re-used: “Mailers are encouraged to switch to 24-digit IM tray label as soon as possible”
- Enhance basic level with more trackability

5. Review draft of the *Final Recommendations Report*

Paula had prepared the initial draft and had asked Himesh to work with the group to tighten up the recommendations in her absence. As all the members had not had time to review the report, the plan was to walk through the draft report, members would then go back and carefully read the document and provide comments before the November 8th meeting. Himesh then quickly ran down the various sections:

- Section 3 - *Impacts on Other Issues/Procedures*
 - Himesh may confer with Paula to reach agreement on the tie-in to the possible value proposition expected from MTAC Workgroup 146.
 - MTAC 146 and Informed Visibility – data provisioning plans and how they can be leveraged
 - Need to identify on how and what will drive mailers to full adoption
- Section 4 - *Desired Results*
 - Mailing Standards – agree and define a schedule for retirement of the 10- and 10/24-digit formats. This schedule should be reflected in the final recommendations
 - Last bullet – Close out all resolved issues and tie in all documented, unresolved, issues to final recommendations
 - Question from Group – Have the challenges for communication been addressed anywhere in the document?
 - Will be addressed in the final Report - recommendation for a promotional campaign that will tie all the pieces together:
 - Use DMM Advisory, other 3rd party, PCC (on the road), etc.
 - Need to ensure that the message is clear that all users, basic as well as full-service, should adopt the 24-digit tray label format
 - MTAC 146 should come up with a communication plan as that's where the value proposition is being developed
- Section 7 - *Workgroup Output*
 - 7.1.2 *Create Awareness –for Non-Full Service Mailers*
 - Recommend promotional campaign to encourage migration
 - Tie in messaging to MTAC Workgroup 145 Survey responses
 - Recommend MTAC Workgroup 146 as “driver” of campaign
 - 7.1.3 *Reprints*

There were quite a few questions around the issue of Reprints. Rich volunteered to succinctly document the issues and possible solutions associated with Reprints. Some of the questions/concerns raised are listed below:

 - It's a fact of life – tray labels fall out
 - During production, there is always the possibility of something going wrong and the question has to be answered as to whether a brand new tray tag is needed or the damaged tray tag just needs to be reprinted.
 - Will entire mailing get rejected if one tray label is missing? If one label is missing or incomplete, there should be a mechanism in place for including a tray label, possibly a non-serialized label
 - Need to articulate tolerances; If possible Full Service tolerances should be used to maintain consistency
 - Need to ensure clarity in messaging

o 7.1.4 *Serial Number Management*

Rich recommended listing examples of serialization proposals and strategies so mailers could see that it was their decision as to what they chose to implement.

o 7.1.5 *Adequate Time*

Need to include migration, retirement timeline/strategy

Action

	Item	Owner	Status
1.	Review suggestion to skip the November 22 nd meeting. This is just prior to the November 29 th – Face to Face meeting at USPS HQ.	All – Need consensus	Open
2.	Review draft <i>Final Recommendations Report</i> and provide feedback	All members of MTAC 145 Workgroup	Open
3.	Investigation into Full service Tolerances – What’s allowable without affecting discounts?	Himesh	Open
4.	Collect and document the issues and possible solutions associated with Reprints for inclusion in Final Report	Rich	Open
5.	Examples of Serialization Strategies for inclusion in Final Report	Rich	Open
6.	Update Technical Factsheet	Balu	Completed
7.	Complete Final Recommendations Report	Paula/Himesh/Steve	Open – Awaiting Comments and Feedback

Note: All suggestions, comments, feedback should be sent in to Balu Forna (Mbalu.m.forna@usps.gov), copy Paula and Himesh.

Next Meeting

November 08, 2011: 11:00 am to 12:00 noon

Possible Agenda Items:

- Review Feedback/Comments on the draft *Final Recommendations Report*

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