

MAILERS TECHNICAL ADVISORY COMMITTEE (MTAC)

# **Workgroup 145**

## **Promote Significant Usage of 24-Digit Tray Labels**

---

### **Final Recommendations Report**

**USPS – Stephen M. Dearing / Himesh Patel / Balu Forna  
Paula Stoskopf – GrayHair Software  
MTAC 145 Co-Chairs  
October 20, 2011**

## **1 Executive Summary**

The workgroup's efforts included bi-weekly conference calls that spanned from August 2, 2011 – November 2011 and two face-to-face meetings. The workgroup comprised 20+ members from the mailing industry and the US Postal Service. The industry was represented by mail owners, mail service providers, publishers, printers, software providers and consultants. The US Postal Service was represented by the Mailing Standards, Business Service, Mail Entry and Payment Technology groups.

The recommendations developed by WG 145 will be entered into the MTAC MITS RITS tracking system for follow up by MTAC Executive Committee and the MTAC Leadership Foursome responsible for this workgroup's efforts.

In addition to the recommendations, the workgroup created and distributed an industry workgroup to better understand barriers to the adoption of 24-Digit Tray Labels and created an IMTL Technical Fact Sheet that reinforced the concept that the 24-Digit Tray Label was not limited to Full Services mailings and reinforced the USPS's encouragement that the industry adopt the 24-Digit Tray Label. These efforts are expanded upon in this report.

## **2 Issue Statement**

The USPS would like to expand the use of IMTb on all commercial mail mailings - today; the only requirement is for Full Service. The extension of IMTb to all commercial mail mailings - all trays, flat tubs and sacks - will allow for increased visibility in the network. This will:

- a. Enable commercial mailers visibility into USPS network
- b. Ensure unique identification of all tray and sack mail
- c. Enhance commercial mail measurement
- d. Improve forecasting and processing efficiencies
- e. Reconcile mailings and ensure revenue protection

## **3 Impact on Other Issues/Procedures**

Improve reconciliation of mailings to electronic documentation and enhance service performance measurement.

## 4 Desired Results

- Consensus on objective and modifications to mailing standards
- Develop an implementation plan/schedule
- Agreement on a schedule for retiring legacy tray labels – 10-digit and 10/24-digit formats
- Identify and document implementation issues

## 5 Scope of Input

The team began their efforts by discussing possible industry barriers to the adoption of the 24-Digit Tray Labels. This exercise led to the identification of six primary issues.

- Cost to Implement
- Reprints
- Available Space on the Labels
- Serial Number Management
- Mail Service Providers and owners do not have “sophisticated” internal data or IT support staff
- Adequate Time

These six issues drove the agenda for the following meetings and defined the additional input the workgroup would need to formulate their recommendations.

## 6 Input Organization

### **6.1 USPS Container Tag Overview**

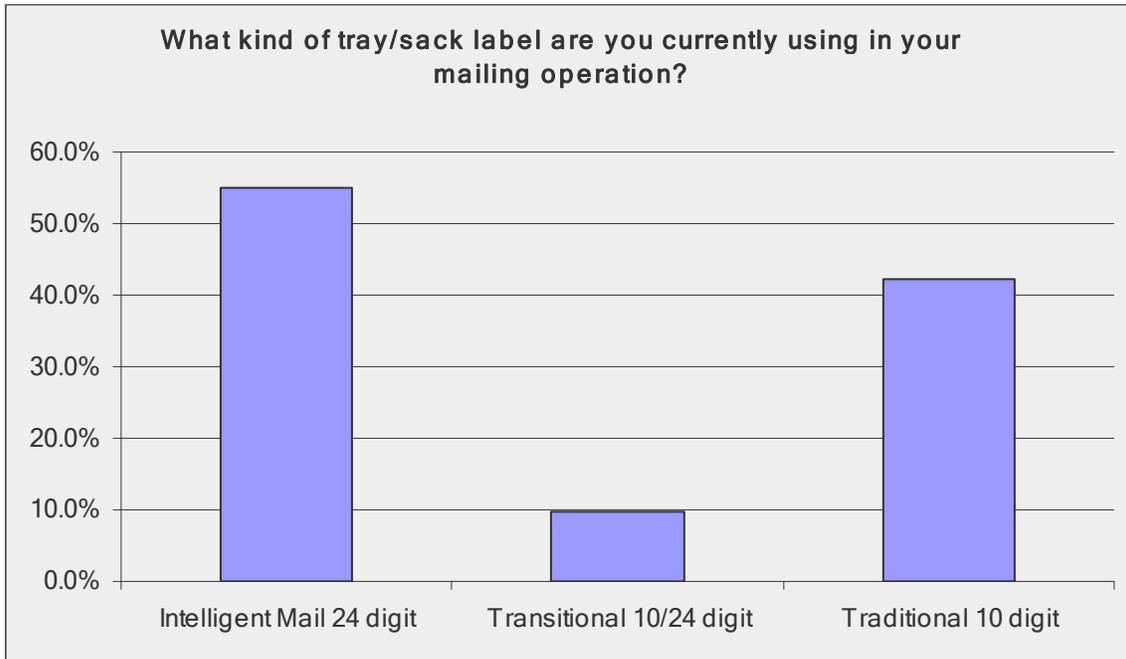
After initial issue identification, it was determined that the USPS would provide a Container Tag Overview as a level setting exercise for the team. This allowed the group to receive clarification on the existing container tag requirements and provided a historical summary of the container tag evolution. <??? Insert Presentation Here>

### **6.2 Industry Survey**

The workgroup determined that broader input from the industry was needed to develop recommendations. A subgroup met to create the survey. It was circulated through the DMM Advisory, industry associations and MTAC. It consisted of 5 questions. Approximately 180 responses were gathered.

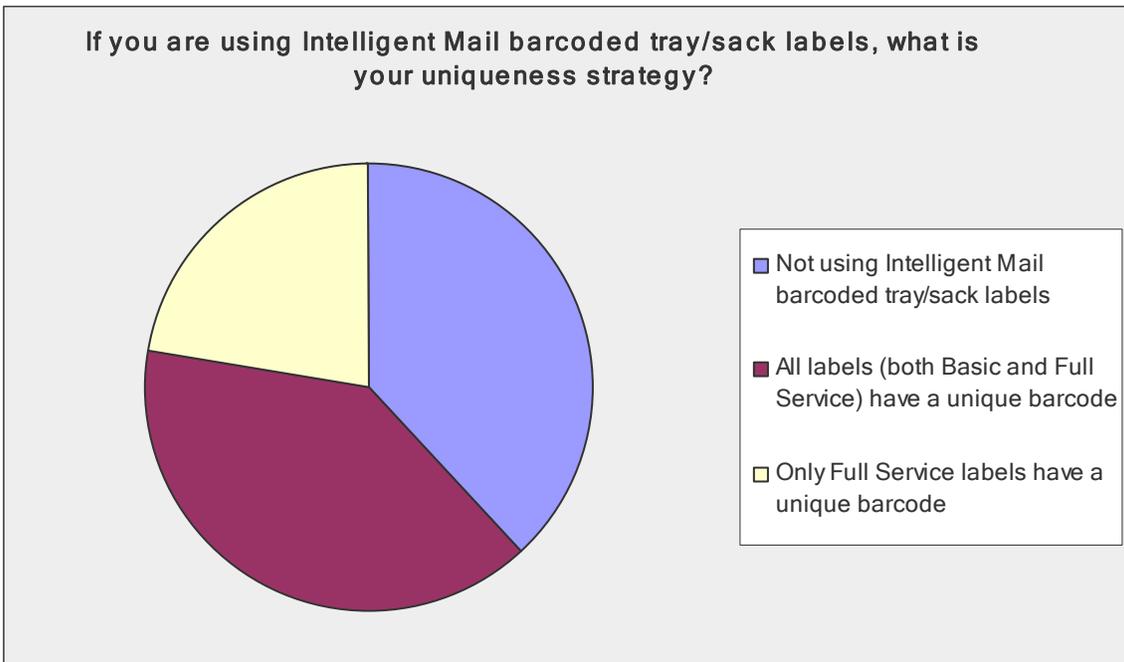
**Question 1 – What kind of tray/sack label are you currently using in your mailing operation?**

What kind of tray/sack label are you currently using in your mailing operation?		
Answer Options	Response Percent	Response Count
Intelligent Mail 24 digit	55.1%	184
Transitional 10/24 digit	9.6%	32
Traditional 10 digit	42.2%	141
<i>answered question</i>		<b>334</b>
<i>skipped question</i>		<b>14</b>



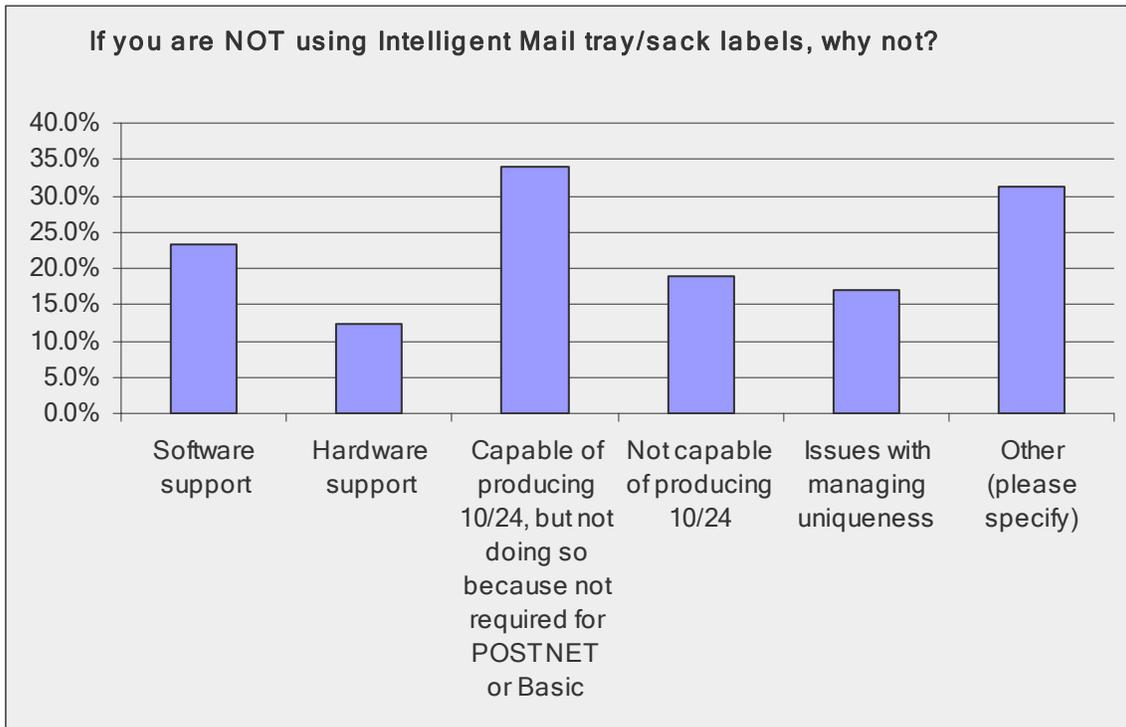
**Question 2 – If you are using Intelligent Mail barcoded tray/sack labels, what is your uniqueness strategy?**

If you are using Intelligent Mail barcoded tray/sack labels, what is your uniqueness strategy?		
Answer Options	Response Percent	Response Count
Not using Intelligent Mail barcoded tray/sack labels	38.0%	123
All labels (both Basic and Full Service) have a unique barcode	39.5%	128
Only Full Service labels have a unique barcode	22.5%	73
<i>answered question</i>		<b>324</b>
<i>skipped question</i>		<b>24</b>



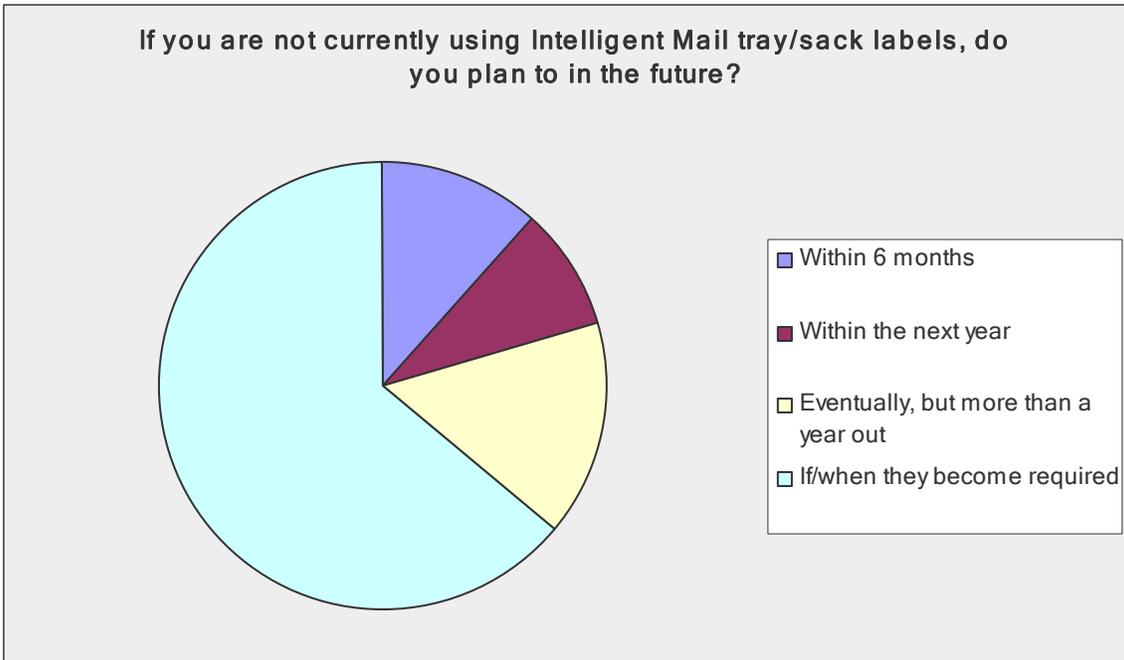
**Question 3 – If you are NOT using Intelligent Mail tray/sack labels, why not?**

If you are NOT using Intelligent Mail tray/sack labels, why not?		
Answer Options	Response Percent	Response Count
Software support	23.2%	38
Hardware support	12.2%	20
Capable of producing 10/24, but not doing so because not required for POSTNET or Basic	34.1%	56
Not capable of producing 10/24	18.9%	31
Issues with managing uniqueness	17.1%	28
Other (please specify)	31.1%	51
<i>answered question</i>		<b>164</b>
<i>skipped question</i>		<b>184</b>



**Question 4 – If you are not currently using Intelligent Mail tray/sack labels, do you plan to in the future?**

If you are not currently using Intelligent Mail tray/sack labels, do you plan to in the future?		
Answer Options	Response Percent	Response Count
Within 6 months	11.6%	18
Within the next year	9.0%	14
Eventually, but more than a year out	15.5%	24
If/when they become required	63.9%	99
<i>answered question</i>		<b>155</b>
<i>skipped question</i>		<b>193</b>



**Question 5 – If you are not currently using Intelligent Mail tray/sack labels, do you plan to in the future?**

Questions or comments regarding Intelligent Mail tray/sack label adoption?	
Answer Options	Response Count
	63
<i>answered question</i>	<b>63</b>
<i>skipped question</i>	<b>285</b>

## 7 Workgroup Output

### 7.1 Recommendations

#### 7.1.1 Build Value

The Postal Service must develop the value story to justify the cost to the industry through the identification of the value of the 24-Digit over the 10-Digit.

The focus should be on the value to the USPS in addition to the industry.

In addition to the value statement, the USPS must build value to drive adoption, for example, provide container scan data to non-Full Service mailers when they uniquely identify the containers.

#### 7.1.2 Create Awareness for non-Full Service Mailers

Create awareness that the use of 24 digit barcodes for non-Full Service mailings does not require unique serialization.

#### 7.1.3 Reprints

Reprints are a part of the production environment. Allow for a tolerance in Full Service mailings to accommodate reprints.

#### 7.1.4 Serial Number Management

Recommended taking an approach to drive adoption that does not require unique serial numbers or if unique was required it would apply to that job and not for a period of time.

### 7.1.5 Adequate Time

Timing (if it becomes a requirement), the USPS should use a phased approach

- Encouragement and awareness
- Retire 10/24 in 12 months
- Tie the adoption (requirement) to a USPS major or minor release schedule with a minimum of 24-months (unless a compelling value add is tied to the requirement - access to container scans)

### 7.2 *IMTL Technical Fact Sheet*

Through discussions it was determined that industry often confuses the phrase “Intelligent Mail” with “Full Service Intelligent Mail” and noted that current USPS resource do not emphasize that non-Full Service Mailers can use Intelligent Mail tags.

The USPS created an IMTL Technical Fact Sheet that clearly stated the use of Intelligent Mail tags was not specific to Full Service mailings.



C:\Documents and Settings\pstoskopf\D

## 8 Appendix 2: Workgroup Roster

Name	Organization	Role
Steve Dearing	U S Postal Service	USPS Group Leader
Himesh Patel	U S Postal Service	Alt USPS Group Leader
Paula Stoskopf	GrayHair Software, Inc.	Industry Work Group Leader
Balu Forna	U S Postal Service	USPS
Angelo Anagnostopoulos	GrayHair Software, Inc	Member
Beth Bigelow	Accenture	Member
Christine A. Wacker	Verizon – VSO Print & Mail	Member
Christopher A. Andrews	Verizon – Richmond/Durham BP&D - VSO	Member
J. Meyers	World Marketing®	Member
J. Radgowski	World Marketing®	Member
Lisa Bowes	Intelisent	Member
Michelle Billmann	ALG Worldwide Logistics	Member
Monica Lundquist	Window Book Inc.	Member
Norine Butte	<a href="http://www.nasml.com">www.nasml.com</a>	Member
Randy Randall	AT&T Mailing Solutions	Member
Richard Casford	Whittier Mailing Service Inc	Member
Robert Dorre	Mailing & Logistics Support for World	Member

	Marketing	
Sharon Harrison	AT&T Mailing Solutions	Member
T. Mayfield	World Marketing®	Member
Ty Inman	MidSouth Technologies, a Division of NPI	Member
Wallace Vingelis	Window Book, Inc.	Member