

Proposed MTAC Work Group

Issue Title: Informed Visibility Data Provisioning Improvements

Expected Date of Completion: 10/31/2014

Issue Originator: Angelo Anagnostopoulos

Issue Statement: The mailing industry has become more reliant upon timely availability of Informed Visibility data. When combined with Intelligent Mail barcode tracing data, it provides a more effective way to manage mailing campaigns which in turn, improves the overall value of mail. Unfortunately, the current distribution path for Informed Visibility data has inherent delays of 24 to 96 hours, thus rendering the information not (or at least less) “actionable”.

Impact on Other Issues/Procedures

Seamless Acceptance and Service Performance (SASP), PostalOne!

Desired Results:

Industry representatives (Mail Owners and Mailing Service Providers) and the USPS will work together to discover alternative data distribution methodologies to reduce the current data distribution time delays by at least 50%. In addition, the group will present recommendations regarding best practices for data distribution and time lines for development, testing and implementation of all recommended approaches.

Recommended Sponsors: Industry - Lisa Bowes, MTAC Focus Group Leader:
Service Performance, Measurement and Address Quality

USPS - Robert Citron

USPS - Steve Dearing

Recommended Work Group Leaders: Industry – Mark Rheume, MTAC
Representative for NAPL

USPS - Himesh Patel

USPS - Steve Dearing