

# ***Informed Delivery APP MTAC Workgroup #174***

**Session 4**

**Friday, Oct 16, 2015**

**12:00 p.m. – 1:00 p.m. EST**



- ❑ Review of Session 3 (10/9/15)
  - Open issues, questions, etc.
- ❑ Wrap up discussion for:
  - Issue 3.0: USPS and Industry Critical Success Factors
    - ◆ Issue 3.1: Impact on Response Rates
  - Issue 4.0: Timing / Content Discrepancies
    - ◆ Issue 4.1: Data Reliability
- ❑ Start new Discussion
  - Issue 6.0: Data Security
- ❑ Wrap up
- ❑ Next steps

- ❑ Issue 3.0: USPS and Industry Critical Success Factors
  - CSF's were reviewed by the group on 10/2 and 10/9
  - Additional factors will be added as necessary
  - A sub-group is being established to provide more input on what would be necessary to deem the test result CSF's statistically valid
    - ◆ Concerns with MID level being insufficient for testing (as compared to a sequence level within a MID)
- ❑ Issue 3.1: Impact on Response Rates
  - This pilot program will provide input on response rates based on more registered users and more mailer interactivity tests
  - Consider having saturation mailers monitor their response rates in the same ZIP Code locations to see if there is any impact
- ❑ Issue 4.0: Timing / Content Discrepancies
  - USPS will be capturing and measuring customer issues/concerns to help determine the scope of this issue, understand the root cause of these discrepancies, and help determine what can be done to minimize
- ❑ Issue 4.1: Data Reliability
  - In addition to the item mentioned above, WG members can provide more examples of instances where 919 scans were received but the mail piece was reported as undelivered

## ❑ Issue 6.0: Data Security

- What anti-hacking features will USPS employ? Who/what is detecting/securing access to the data & how will USPS protect the data within the USPS systems?

## ❑ The USPS updated security handbooks in May 2015 to reflect new security policies and procedures

- <http://about.usps.com/news/electronic-press-kits/faq/welcome.htm>
- <http://about.usps.com/handbooks/as805h/welcome.htm>
- <http://about.usps.com/handbooks/as805/welcome.htm>



What precautions have been taken since the breach?

We are instituting numerous additional security measures, some of which are equipment and system upgrades that will not be visible to users, and some are changes in employee policies and procedures that we will be rolling out in the coming days and weeks.

Have any lessons been learned from this?

The security of our information systems has always been a top priority of the Postal Service. Despite this, the Postal Service has now joined the growing list of major companies and governmental agencies that have been breached in similar ways. Customers can count on the Postal Service to safeguard personal information. This is a responsibility we continue to take very seriously. The entire leadership of the Postal Service is committed to taking steps to strengthen the security of its systems.

Independent surveys show customers identify the Postal Service as a highly trusted government agency and company. Why should customers and employees continue to trust the Postal Service with their sensitive information?

The Postal Service has earned its reputation as one of the most trusted companies and government agencies in the country. The privacy and security of employee and customer data is of the utmost importance to us. Despite devoting a great deal of time and attention to the security of our information systems, the Postal Service joins the list of major companies and government agencies that have had similar cyber intrusions. The remediation efforts we took to address the cyber breach have resulted in an even stronger system to protect our data. The entire leadership of the Postal Service is committed to taking steps preventing something like this from happening again.



# Wrap Up & Next Steps



All Friday meetings held via WebEx from 12:00 noon – 1:00 p.m. EST

September 2015

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October 2015

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November 2015

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December 2015

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January 2016

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2016

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

March 2016

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- Telecom Meeting Dates (21 sessions)
- F2F Meeting Dates (3 sessions)
- MTAC, USPS HQ/Washington DC
- NPF/MTAC, Nashville TN



# Proposed Schedule

#	Issue	Proposed Meeting Date	
7.0	Consumer Pilot Selection Process	09/25/15	✓
8.0	Mailer Pilot Selection Process	09/25/15	✓
3.0	USPS and Industry Critical Success Factors	10/02/15	Ongoing
3.1	Impact on Response Rates	10/02/15	Ongoing
4.0	Timing / Content Discrepancies	10/09/15	✓
4.1	Data Reliability	10/09/15	✓
6.0	Data Security	10/16/15	
11.0	Feedback Loop	10/23/15	
14.0	Integration with Postal One	10/30/15	
5.0	Identity Validation Process	11/06/15	
10.0	Change of Address Process	11/13/15	
13.0	Mail Moment Impact	11/17/15	
12.0	Suppression of Images	12/04/15	
12.1	Suppression of Images	12/04/15	
12.2	Suppression functionality for mail pieces	12/04/15	
9.0	Flats Participation	12/11/15	
2.0	Do NOT Mail	12/18/15	
1.0	Postal Inspection Service - Surveillance Program/Mail Covers	01/08/16	
15.0	Non-Automation Mail	01/12/16	



- ❑ Workgroup WebEx – Session 5
  - Friday, October 23, 12:00 noon EST
  
- ❑ Planned content
  - Review of Session 4 – open issues
    - ◆ Issue 6.0: Data Security
  
  - New Discussion
    - ◆ Issue 11.0: Feedback Loop