

Intelligent Mail Barcode Accounting (IMbA)

Summary for Qualified Business Reply Mail (QBRM)

September 25, 2014

Overview	Leveraging the power of data
Benefits	IMbA increases efficiency and reduces risk through automation
Process	IMbA integrates a number of existing technologies to create a new solution
Technology	IMbA helps Intelligent Mail barcode technology realize its potential
Timeline	IMbA Timeline targets QBRM migration for early 2015

- ❑ QBRM - Qualified Business Reply Mail
- ❑ IMbA – Intelligent Mail Barcode Accounting

- ❑ Front-end technology scan/sort automates handling
 - ❑ Proven technology integrated and currently operational

- ❑ Back-end accounting leverages data and hierarchy
 - ❑ ZIP + 4 assigned to QBRM permit, product
 - ❑ Customer, account, location, postcard, 1 oz., 2 oz.
 - ❑ System uses ZIP + 4 to aggregate scan records and create count
 - ❑ Count used to generate invoice
 - ❑ Sampling information generated from and

- ❑ Service level maintained

Intelligent Mail barcode Accounting (IMbA)

- ❑ Facilitates automated counting, rating, invoicing, and billing processes
- ❑ The IMbA system will:
 - ❑ Collect all scan records for an enrolled mailer
 - ❑ Generate a count for each product type by mailer
 - ❑ Determine the correct postage rate to be applied
 - ❑ Generate an invoice for the mailer

Benefits to USPS

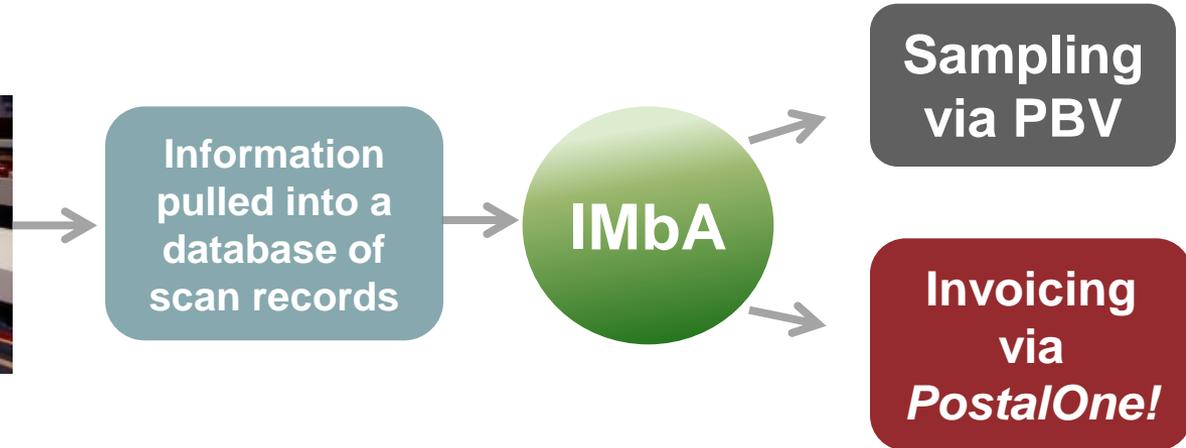
- ❑ Push-button invoicing
- ❑ Eliminates need to count and weigh each mailpiece
- ❑ Keeps customer account records, invoicing and sampling in one location

Benefits to USPS Customers

- ❑ Reduced risk of human error
- ❑ Reduced delays in processing
- ❑ Traceability of transactions via *PostalOne!* account
- ❑ Continued customer-focused service

Qualified Business Reply Mail (QBRM)

Using IMbA:



1) Existing Scanning Equipment pulls information off IMb

2) Central repository of scans catalogues information from machines

3) IMbA integrates scan database with a system for scanning and a system for invoice generation

Leveraging existing physical technology and integrating multiple systems to create a platform that increases the USPS capacity to handle the mailstream via automated processes.

IMbA helps Intelligent Mail barcode technology realize its potential

IMbA utilizes the intelligence imbedded in mailpiece barcodes to increase operational efficiency.

From **POSTNET™**...



...To **IMb™**



Type	Field	Digits
Tracking Code	Barcode Identifier	2 (2nd digit must be 0–4)
	Service Type Identifier	3
	Mailer Identifier	6 or 9
	Serial Number	9 (when used with 6 digit Mailer ID) 6 (when used with 9 digit Mailer ID)
Routing Code	Delivery Point ZIP Code	0, 5, 9, or 11
Total		31 maximum

As of 28 January 2013, mail with a POSTNET barcode is no longer eligible for an automation discount

IMbA Timeline targets QBRM migration for early 2015

28 Jan 2013	Automated rates no longer honored for POSTNET barcode users
15 September	Deployment of IMbA technology (does not imply migration)
22 September	Launching of first pilot customers. Initially handled in IMbA concurrent to present QBRM processing
Oct - Jan 2015	Pilot period of IMbA with live customers. Pilot customers experience no disruption or difference in the service received.
Feb 2015	Opening of window for mandatory migration of QBRM customers from manual to IMbA process.