

**Mailer Technology Advisory Council (MTAC)  
Meeting Report  
03/30/2016 12:30 PM - 1:30 PM**

**USER GROUP 4 (UG4) SESSION**

**AGENDA**

- 1) National Postal Forum (NPF) Debrief
- 2) Informed Visibility™
  - (a) IV Mail Tracking Communications Plan - Preview of 1st email
  - (b) RIBBS page for Informed Visibility
  - (c) Initial release – frequency for IV push subscriptions
- 3) Any Other Business (AOB)

**DISCUSSION POINTS**

The purpose of this meeting is to provide an ongoing forum to facilitate communications between the Postal Service and users, define and review improvements in process/production functionality and address and resolve issues.

**NPF Debrief**

- Lisa Bowes extended a warm welcome to new members from the NPF who will be joining UG4, and asked if there were comments/questions from those who attended the sessions with Jim Cochran, Robert Cintron, and Steve Dearing.
- In particular, the theme of Robert Cintron’s presentation (and T-shirts) was “Trailers, Trays and Containers, not necessarily in that order” and the emphasis on the expanded amount of data that the Postal Service is providing to Industry was noted.

**IV Presentation**

- Amy informed the group that the first e-mail communication is planned for the week of 4/4/16, and will be sent to all IMb and PostalOne customers.
- First Message: “What is Informed Visibility™ and What Does IV™ Mean to Your Company?” will include:
  - Overview of Informed Visibility and benefits of IV™
  - What changes to Mail Tracking will be made due to IV™?
  - What is the impact to customers? What changes do they need to make? What happens if they do nothing?
  - Implementation timeline
  - *Call to action* – What do they need to do to prepare for IV™
  - Send feedback to Customer Support
  - *Attachments*: Training matrix and timeline
- The following draft first message was reviewed with UG4:

***What is IV and what does IV mean to your company?***

Through IV, mailers are given visibility into their mailings, increasing the value of mail, and enabling mailers to better plan their mailing campaigns and resources. IV keeps mail relevant by giving mailers real-time, consistent, and detailed tracking and visibility information as mail moves through the mailstream.

Currently, there are gaps and limitations in mail visibility. It is our intention to fill those gaps by leveraging the intelligence of Intelligent Mail® and nesting associations to expand visibility through IV. For example, mailers who receive IMb Tracing data can only track letters and flats as the individual piece is scanned on automation equipment; however, IV will leverage the nesting associations between mailpieces and mail aggregates to create an assumed handling event for the mailpiece whenever a container, tray, or bundle containing the mailpiece is scanned. This will help fill in the visibility gaps, giving the mailer end-to-end tracking.

Moreover, IV will improve ease of use for mailers through flexible data provisioning and flexible data delegation allowing customers to receive what they want, when they want, and how they want it.

**PRODUCT INFORMATION**

- Angelo recalled that security certificates were involved in Mail.XML Push and asked if they would be moved over to new servers.
- It was confirmed that IV™ will check into how to prepare the certificates.
- Ken Metroff suggested assumed events be added as well as a description of logical delivery events.
- David Gorham asked if the email will speak to the timing and the release of the technical guide to mailers.
- Randy Randall emphasized that the email should be disseminated widely to alert as many mailers as possible of the changes coming. He agreed with David regarding the release of the technical guide.
- Second Message: "When will current tracking functionality be migrated to IV™?"
  - A sample message was reviewed with UG4, as follows:

**When will current tracking functionality be migrated to IV?**

Over the next several months, the Postal Service will migrate its current mail tracking functionality to IV. Refer to the attached **IV Mail Tracking & Migration Timeline** which outlines the migration process.

Phase	Period
Migrate IMb Tracing and Container & Tray Visibility to IV	June 10 – July 8, 2016
Implement Logical Delivery Events, Assumed Handling Events, and Bundle Visibility Enhancements	July 25, 2016
Migrate Start-the-Clock Visibility to IV	August 8 – 26, 2016

- Lisa, Judy and Amy agreed that sending the message out as an industry alert to as many mailers as possible is a good idea.
- Amy suggested scheduling the webinars in April, and adding information for the first webinar in the email message.
- Third Message: "What changes need to be made and what are the impacts?"
  - The following draft communication was discussed:

**What changes need to be made and what are the impacts?**

The Postal Service is working fastidiously to ensure this migration is as seamless as possible. During this transition customers may experience minimal-to-no impact to how they receive data.

Mailer impacts vary depending on how they currently receive tracking data. For example, IMb Tracing customers who receive data via FTP Push or Pull will not be impacted. They will still receive push data as normal and service will not be interrupted. However, IMb Tracing customers who download data online will be impacted as they will be required to get access to the IV Web Application in order to continue to receive data. See the table below for possible IMb Tracing migration impacts.

Likewise, there may be impacts to how mailers receive container and tray visibility information. For example, customers who receive data via Mail.XML Push Notification or Delivery will receive push data as normal and service will not be interrupted. However, customers who received data via Mail.XML Pull messages or online via the *PostalOne!* Data Distribution Dashboard, will be impacted as mailers will be required to get access to the IV Web Application in order to continue to receive data. See the table below for possible Container and Tray Visibility migration impacts.

Scenario How do you receive data?	Impact Yes or No?	Description
Mail.XML Push	No	<ul style="list-style-type: none"> <li>• Receive push data as normal</li> <li>• No service interruption</li> </ul>
Mail.XML Pull	Yes	<ul style="list-style-type: none"> <li>• Required to change web service end-point to direct to IV instead of to <i>PostalOne!</i></li> </ul>
Online Download	Yes	<ul style="list-style-type: none"> <li>• Required to sign up for access to the IV website through BCG</li> </ul>

With IV, mailers can avail of several attributes not offered today. This will require mailers to sign up for IV and select the desired attributes. Information regarding these new attributes and how to sign up for them will be provided at a later date.

- Third Message: A draft “How to Prepare for IV™?” Communication was reviewed, as follows:

***How to prepare for IV?***

In the coming weeks, customers will receive a series of communications which will provide additional information on the migration including how to sign up for the IV Web Application and take advantage of the new features. Educational tools will be provided to help mailers transition to IV. Please reference the attached **IV Mail Tracking & Migration Training Matrix** for a list of upcoming training documentation.

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The Postal Service is excited to bring Informed Visibility to the mailing industry. We will communicate frequently and provide customers with the necessary information to ensure a seamless transition. For more information on IV, check out the IV RIBBS® webpage at [https://ribbs.usps.gov/index.cfm?page=informed\\_visibility](https://ribbs.usps.gov/index.cfm?page=informed_visibility).

- A suggestion was made to add a reference to the availability of the Technical Guide to message number 3.
- The Training Matrix was presented. No changes were noted since the last meeting.
- Navigation to IV™ on RIBBS:
  - Users can access IV™ information on RIBBS under “Key Initiatives” or under “Index”.
  - A password can be requested on MITS.
  - RIBBS replacement is Postal Pro – the timeline will be verified.
- Angelo recalled that security certificates were involved in Mail.XML Push and asked if they would be moved over to new servers.
- As confirmed, IV™ will check into the process of preparing the certificates.
- Frequency for IV™ Push Subscriptions: The frequency that a mailer will receive Mail.XML Push is every fifteen minutes at a minimum, and is considered to be near real time.
- It was noted that additional attributes for Logical Delivery Events (LDE) are not yet available.
- The list of IV™ communications will include assumed events, curtailed mail and the data dictionary.
  - The intention is to provide a draft and review the list of communications and documents before going live.
- Lisa Bowes reminded the group of the Postal Service policy issues that still need to be resolved; she would like a confirmation of Steve Dearing as a guest speaker on this call; this was discussed at NPF.

**Action Item:** Amy to look into moving webinars to April and adding them to the first communication.

**Action Item:** Amy agreed to add a paragraph on assumed and logical delivery events to the first message.

**Action Item:** Amy to follow up on the timeframe for Postal Pro, and will include IV.

**Action Item:** Amy to check with PostalOne! to confirm handling of server security certificates in the transition to IV.

**Action Item:** Amy to confirm that new PostalPro (old RIBBS) will include IV.