

IV Overview and Mail Tracking Data Migration Process

The Postal Service is introducing Informed Visibility™ (IV™), which provides the mailing industry with powerful insight into the USPS mailstream. This insight allows you, as a mailer, to more effectively plan and manage your mailings, thus increasing value to your customers. This document provides an overview of IV and additional details about the mail tracking data migration process.

What is IV and what does IV mean to your business?

IV is a data-powerhouse, giving you a one-stop shop for all your mail visibility needs. IV makes it convenient for you to track mailpieces (letters and flats), bundles, handling units, and containers in one, consolidated system as opposed to tracking this data via IMb Tracing® and *PostalOne!*®.

IV is an eye-opener and game-changer! IV not only provides a convenient single-source for mail tracking, it gives you near real-time expanded visibility into your mailings as mail moves through the mailstream, increasing the value of mail, and enabling you to better plan your mailing campaigns and resources.

The Postal Service is dedicated to improving mail visibility, and IV provides the power to do just that. As you may know and currently experience, the availability of tracking data is delayed, severely limiting its usefulness. By consolidating mail tracking into IV, the Postal Service's new and comprehensive mail data repository, you will receive near real-time tracking information for all letters, flats, and mail aggregates, which include containers, handling units, and bundles.

How is this possible? IV leverages the intelligence of Full-Service Intelligent Mail® and nesting associations to expand visibility through IV. For example, today, mailers who receive IMb Tracing data can only track letters and flats as individual pieces are scanned on automation equipment; however, IV leverages nesting associations between a mailpiece and mail aggregate to create an assumed handling events for the mailpiece whenever the mail aggregate containing that mailpiece is scanned. In addition, IV will leverage tracking information from carrier hand-held scanners to create logical delivery events, giving you insight into when your mail is delivered without the need for a physical scan. This will help fill in the visibility gaps, giving you powerful end-to-end tracking capabilities.

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

When will current mail tracking functionality be migrated to IV?

The Postal Service will migrate its current mail tracking functionality to IV according to the schedule in the table below.

Phase	Period
Migrate IMb Tracing and <i>PostalOne!</i> container and handling unit visibility to IV	June 10 – July 8, 2016
Implement logical delivery events, assumed handling events, and bundle visibility enhancements	July 25, 2016

Note: Mail tracking for packages and special services is not impacted and will continue to be supported through the Product Tracking System and USPS.com.

How will the mail tracking migration impact me?

IV is a powerful tool, and we encourage you to harness its power. The upcoming migration to IV will prove to be a simple transition with minimal impact to how you currently receive data. We are working fastidiously to ensure this migration is as seamless as possible. Impacts vary depending on how you currently receive tracking data. Please see below.

IMb Tracing Customer

If you currently receive mail tracking data from IMb Tracing, see the table below for how you will be impacted:

Current Method of Receiving Data	Impact
FTP Push or Pull	<ul style="list-style-type: none"> Subscriptions will be migrated as-is to IV; no service interruption Respond to the IV Help Desk when contacted about desired migration date After migration, data will come from IV instead of IMb Tracing
Online Download	<ul style="list-style-type: none"> Required to sign up for access to the IV website through Business Customer Gateway (BCG) to continue receiving data After migration, you will download the data from the IV website instead of IMb Tracing's Mail Tracking & Reporting website

***PostalOne!* Customer**

If you currently receive container and handling unit mail tracking data or Start-the-Clock data from *PostalOne!*, see the table below for how you will be impacted:

Current Method of Receiving Data	Impact
Mail.XML Push	<ul style="list-style-type: none"> Subscriptions and SSL certificates will be migrated as-is to IV; no service interruption Respond to the IV Help Desk when contacted about desired migration date After migration, data will come from IV instead of <i>PostalOne!</i>
Mail.XML Pull	<ul style="list-style-type: none"> Required to change Web service endpoint to IV instead of <i>PostalOne!</i> Required to download and install IV Secure Sockets Layer (SSL) certificate After migration, data will come from IV instead of <i>PostalOne!</i>

Online Download	<ul style="list-style-type: none"> • Required to sign up for access to the IV website through Business Customer Gateway (BCG) to continue receiving data • After migration, you will download the data from the IV website instead of <i>PostalOne!</i>
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Note: Container and handling unit mail tracking data is being migrated in June/July 2016, while Start-the-Clock data is being migrated in August. Other Mail.XML messages will continue to be supported through *PostalOne!*.

Do I need to sign up for the IV website?

If you currently download mail tracking data online from IMb Tracing or *PostalOne!*, you are required to sign up for access to the IV website through the Business Customer Gateway (BCG). At the start of the migration period, you will be notified by the IV Help Desk that enrollment for the IV website is available. Instructions will be provided at that time.

If you currently receive mail tracking data through Mail.XML Push or Pull **or** FTP Push or Pull, you are not required to sign up for access to the IV website. However, if you want to modify your Mail.XML or FTP Push or Pull subscription through the IV website, you must sign up for access to the IV website.

What will happen to IMb Tracing and PostalOne! after the migration?

IMb Tracing is both a service and an application. The IMb Tracing application will be fully subsumed by the IV application, so IMb Tracing will go away once we migrate all existing IMb Tracing customers to IV. However, the IMb Tracing service (which provides the ability to track mailpieces) will continue to be available to customers and will be supported by IV.

PostalOne! is an application that provides other data besides container and handling unit mail tracking and Start-the-Clock data. Only the *PostalOne!* functionality that provides the container and handling unit mail tracking data and Start-the-Clock data will be subsumed by the IV application once migration is complete.

How should I prepare for IV?

The excitement for IV is growing and we hope you want to take full advantage of IV's capabilities. In the coming weeks, you 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 you transition to IV. Webinars to go over the training curriculum will be hosted, recorded, and made available. Additionally, the IV Technical Guide will be provided at the end of April 2016 to educate your technical resources about the data that will be available through IV. Please reference the **IV Mail Tracking and Migration Training Matrix**, available on RIBBS, to see when training documentation will be released.

Comment [KS1]: Will link to document; getting it uploaded to RIBBS

The Postal Service is excited to bring Informed Visibility to the mailing industry. We will communicate frequently and provide you 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.