

**Mailer Technology Advisory Council (MTAC)  
Meeting Report  
04/20/2016 12:30 PM - 1:30 PM**

**USER GROUP 4 (UG4) SESSION**

**AGENDA**

- 1) Status of 1<sup>st</sup> message introducing IV™
- 2) Enhanced Visibility Data Access through IV™
- 3) Any other business

**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.

- **Status of 1<sup>st</sup> Message Introducing IV™**
  - Amy Cradic presented the revised message body and attachment (based on feedback from MTAC-UG4 meeting on 13 April 2016) intended for members of IMb Tracing and *PostalOne!* Help Desk customer distribution lists. It provides an overview of IV™ and the benefits, informs users of what changes are being made to mail tracking, describes impact to customers, and informs customers of timeline of events. The attachment to the email presented IV™ Overview and Mail Tracking Data Migration Process – What is IV™ and what does IV™ mean to your business? What will happen to IMb Tracing and *PostalOne!* after the migration? How should I prepare for IV™?
  - Amy Cradic also reviewed the Mail Tracking & Migration Training Matrix, Industry Alert Message that will go out to the attention of IMb Tracing and *PostalOne!* customers. This message is being reviewed internally. Lisa Bowes has additional feedback and will provide the information to Amy Cradic.
- **Executive-level overview of IV™ and Benefits to the Mailing Industry**

Steve Dearing provided an executive-level overview of IV™, it's value proposition and how IV™ will benefit the mailing industry:

  - Reiterated the pain points within the mailing industry and how IV™ will have the capability of generating and transforming information in near-real time, and how full-service customers can leverage container and tray visibility.
  - Discussed how strategies for greater intelligence have been implemented and are coming to fruition.
  - Outlined how IV™ will use Logical Delivery Events (transaction generated from carriers on the street crossing geo-fences Zip+4) and its usefulness for full-service customers.
  - Requested the industry to start thinking about “what if” scenarios. What can the mailing industry do with all that intelligence to keep mail relevant and grow? How would mailers leverage all that real-time information? He urged them to think about the value proposition to their customers.
  - IV™ will address customers’ pain points, help them interact and leverage the intelligence, identify data flow issues (be able to identify the issue and address it), and see how mail moves through the network.
  - IV™ will also provide information at a high level for customers requesting at those levels (e.g. small family-owned businesses).
- **Enhanced Visibility Data Access through IV™**
  - Amy Cradic gave a visual representation of how eDocs and nesting associations could

**PRODUCT INFORMATION**

be used to determine the mailing stakeholders – mail owner, mail preparer, eDoc submitter, MID on container, MID on tray, MID on piece, and FAST scheduler – and provided visibility into “where’s my mail?”. There was a lot of discussion around what the mailing stakeholders who are not the data owners would be able to see. The presentation deck will be revised to more clearly communicate the information.

The meeting was adjourned.