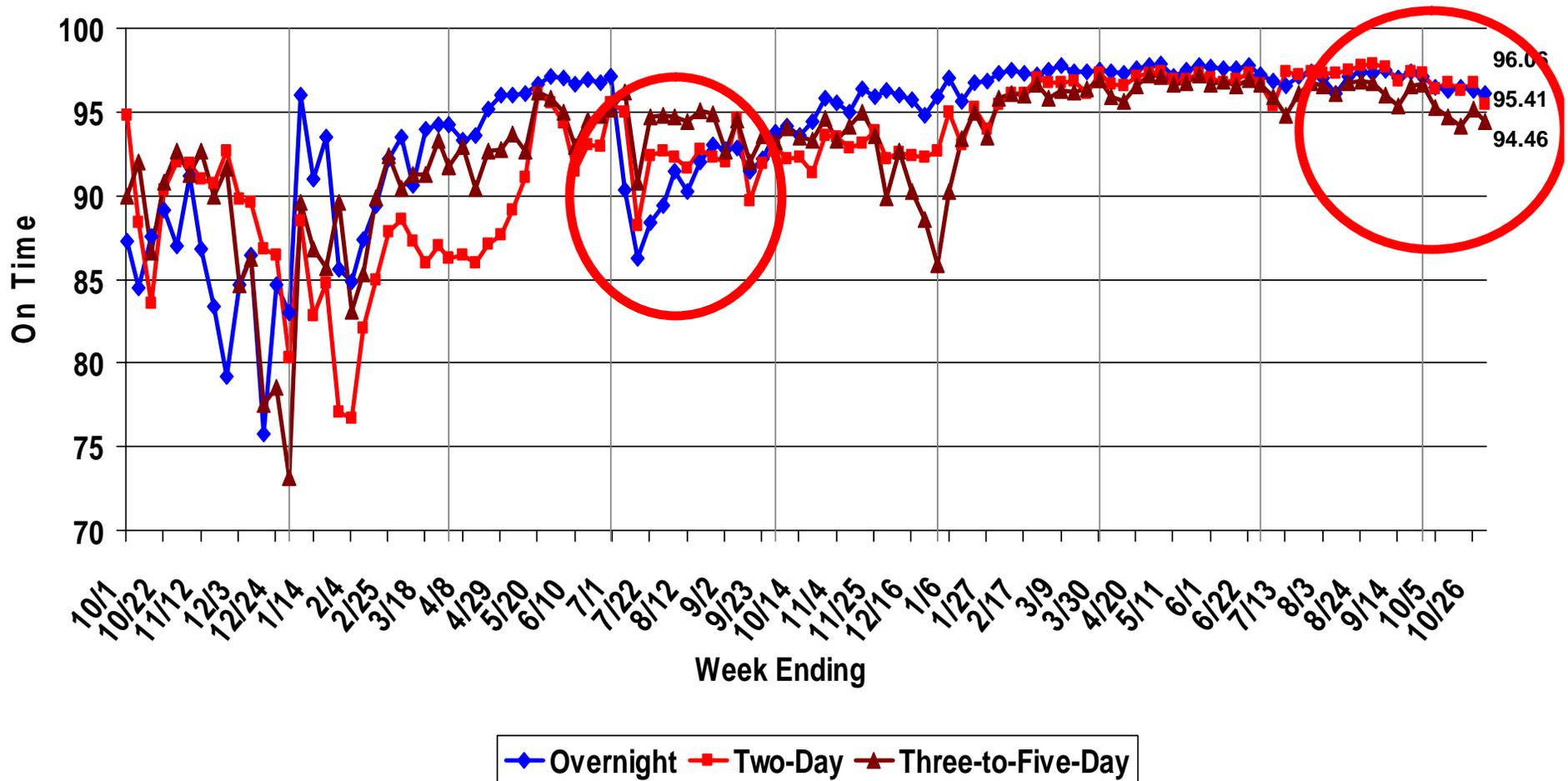
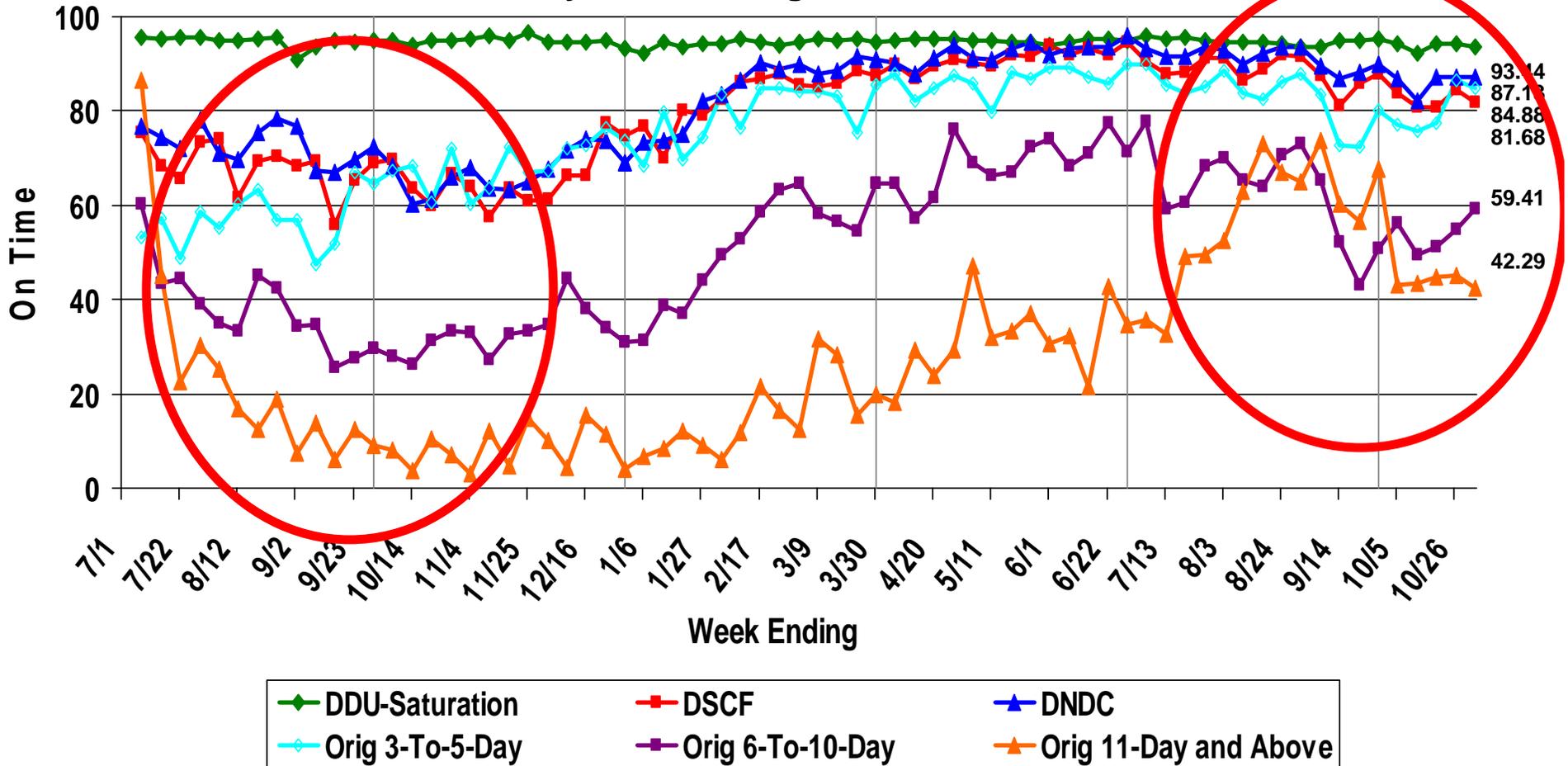


Commercial First-Class Mail FY11 to FY13 Performance By Week through Nov 2, 2012

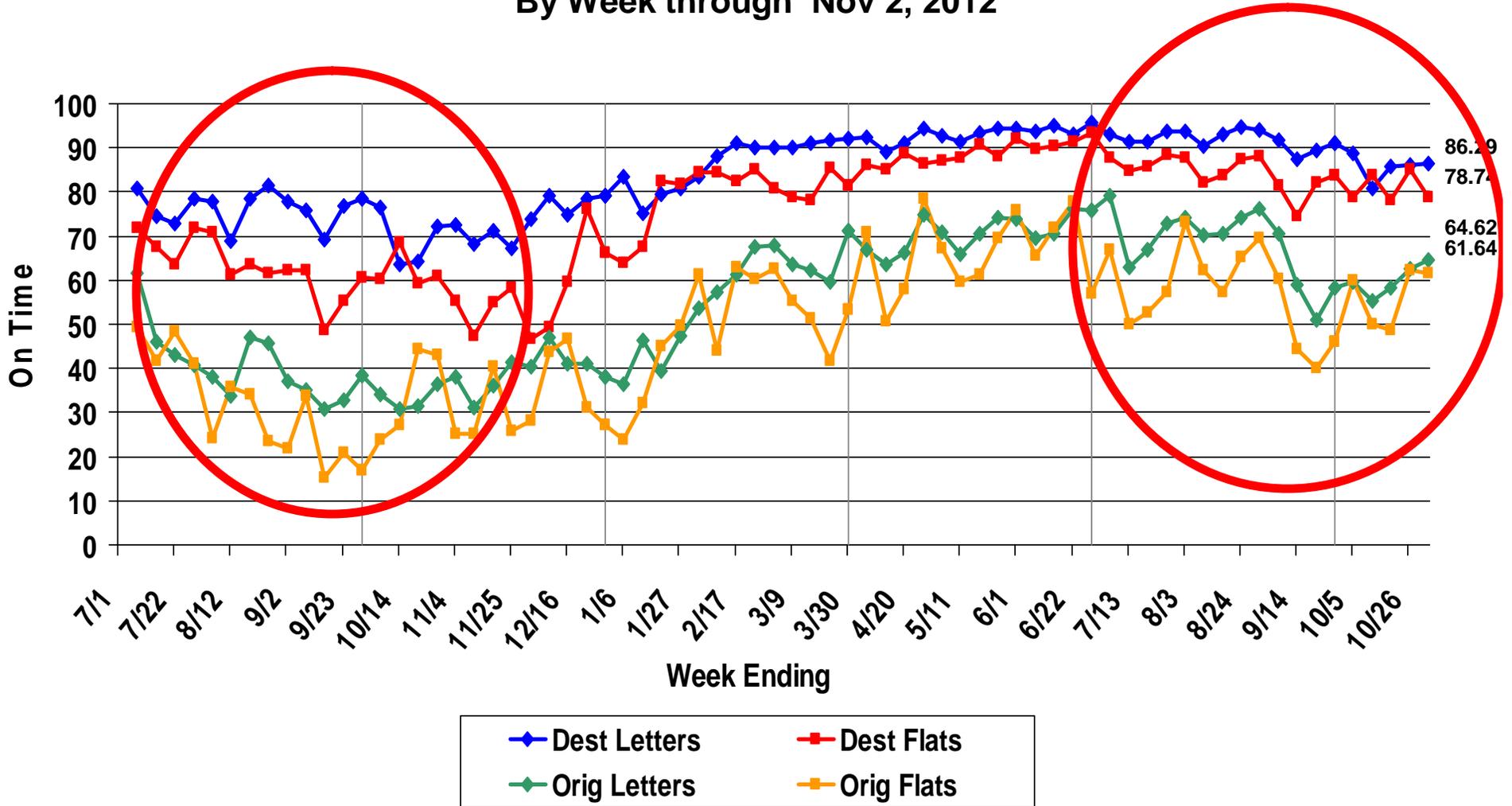


Source: iMAPS

Standard Mail FY11 to FY13 Performance
By Week through Nov 2, 2012

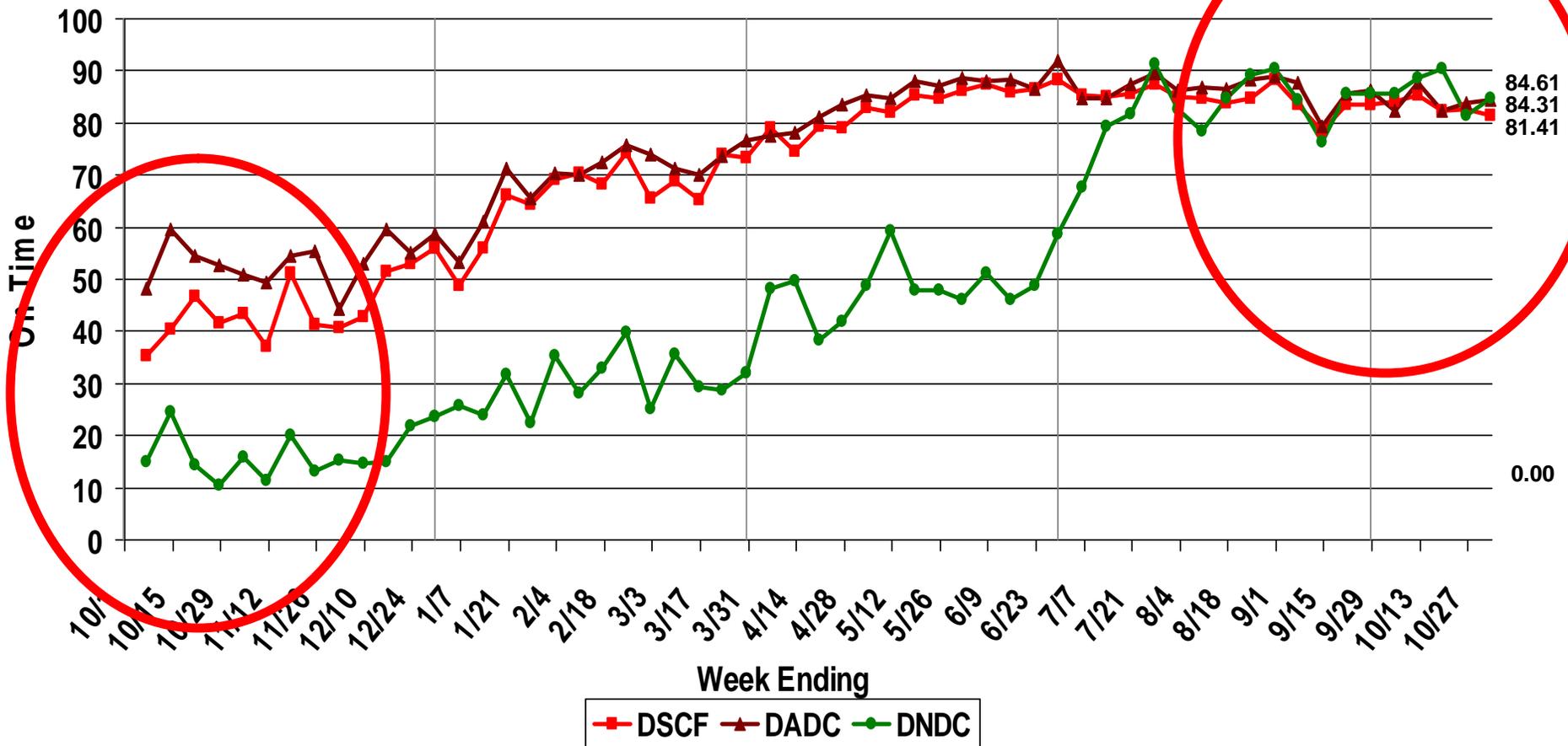


Standard Mail FY11 to FY13 Performance By Week through Nov 2, 2012



Source: iMAPS

Destination Entry IMb™ Periodicals FY11 to FY13 Performance By Week through Nov 2, 2012



Mail Visibility MTAC



November 27, 2012



The Mail Visibility Roadmap

DRIVEs

- **Increased use of Intelligent Barcodes and electronic documentation**
- **Increased capture, transmission and store of Scans (physical, logical, assumed)**
- **Real-time processing and access to data**



UNITED STATES
POSTAL SERVICE®

Providing Value through Business Intelligence

The Mail Visibility Roadmap

builds

**business and
operational
intelligence**

to provide the **RIGHT data**

at the **RIGHT time**

to the **RIGHT people**

to enable the **RIGHT decisions**

The Mail Visibility Roadmap

adds value

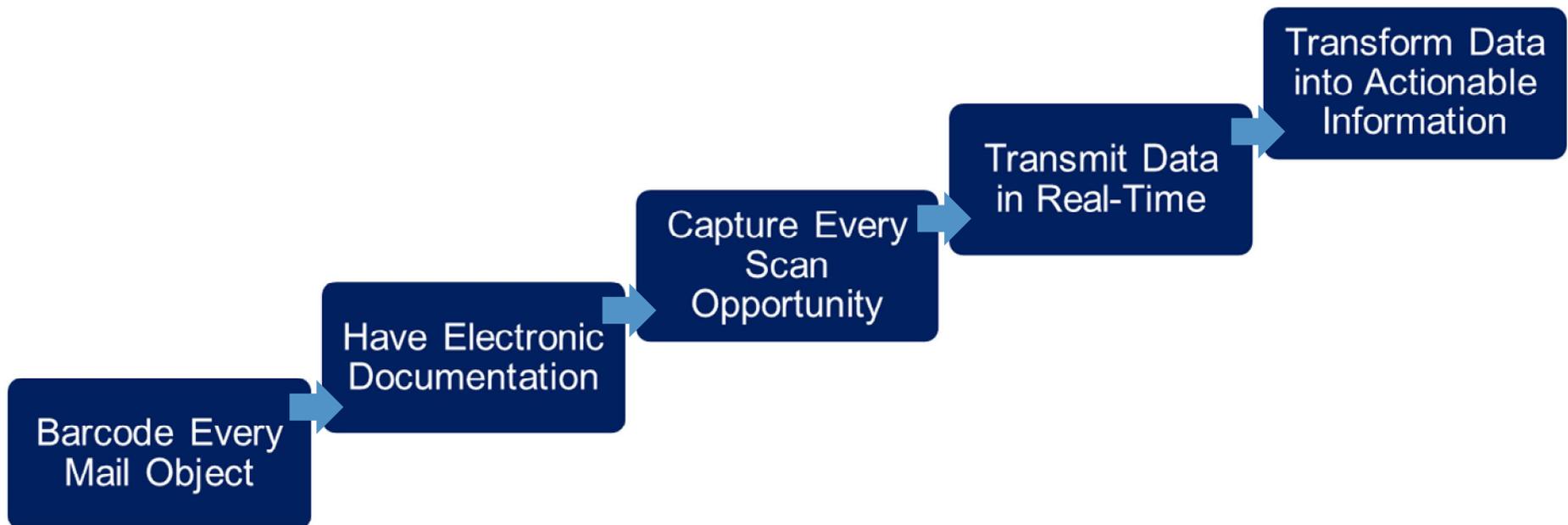
With MV, USPS can:

- **optimize operational performance and improve service**
- **drive cost savings**
- **make mail more relevant and regain customer confidence in the brand**

With MV, Mailers can:

- **optimize their operational performance**
- **improve customer relations**
- **create new opportunities for revenue growth and strengthen their position in the marketplace**

Steps to Achieving 100% Mail Visibility



Increase Barcodes

- **Full-Service Adoption**
 - Unique Barcodes
 - eDocumentation
- **MPE Spraying for IMb**
- **Tray Visibility projects**
- **Container Visibility projects**
- **Pre-Printed Mailing Materials**
- **IMb Barcode Mailing Tool for USPS**
- **Intelligent Mail for Small Businesses**
- **IMb on PARS and CFS labels**
- **Barcodes for EDDM and Saturation Mail Drop Shipments**

Increase Scans/Real-time

- **Next Gen Scanner**
- **Delivery Point Geo-fencing**
- **Surface Visibility**
- **Ring Scanners**
- **End-to-End Data Transmission**
- **Modify Flat MPE for 2 IMb's**

Increase Visibility

- **Pre IV**
 - IMb Tracing
 - Container, Tray, and Bundle Reports
 - Service Performance Measurement
 - Service Performance Diagnostics

Informed Visibility (IV)

- End-to-end Tracking
- End-to-end Measurement
- Enhanced SPD
- Mail Inventory
- Predictive Workloads
- Enhanced Business Intelligence & Analytics
- Enhanced Data Access
- Customer Reporting and Analytics

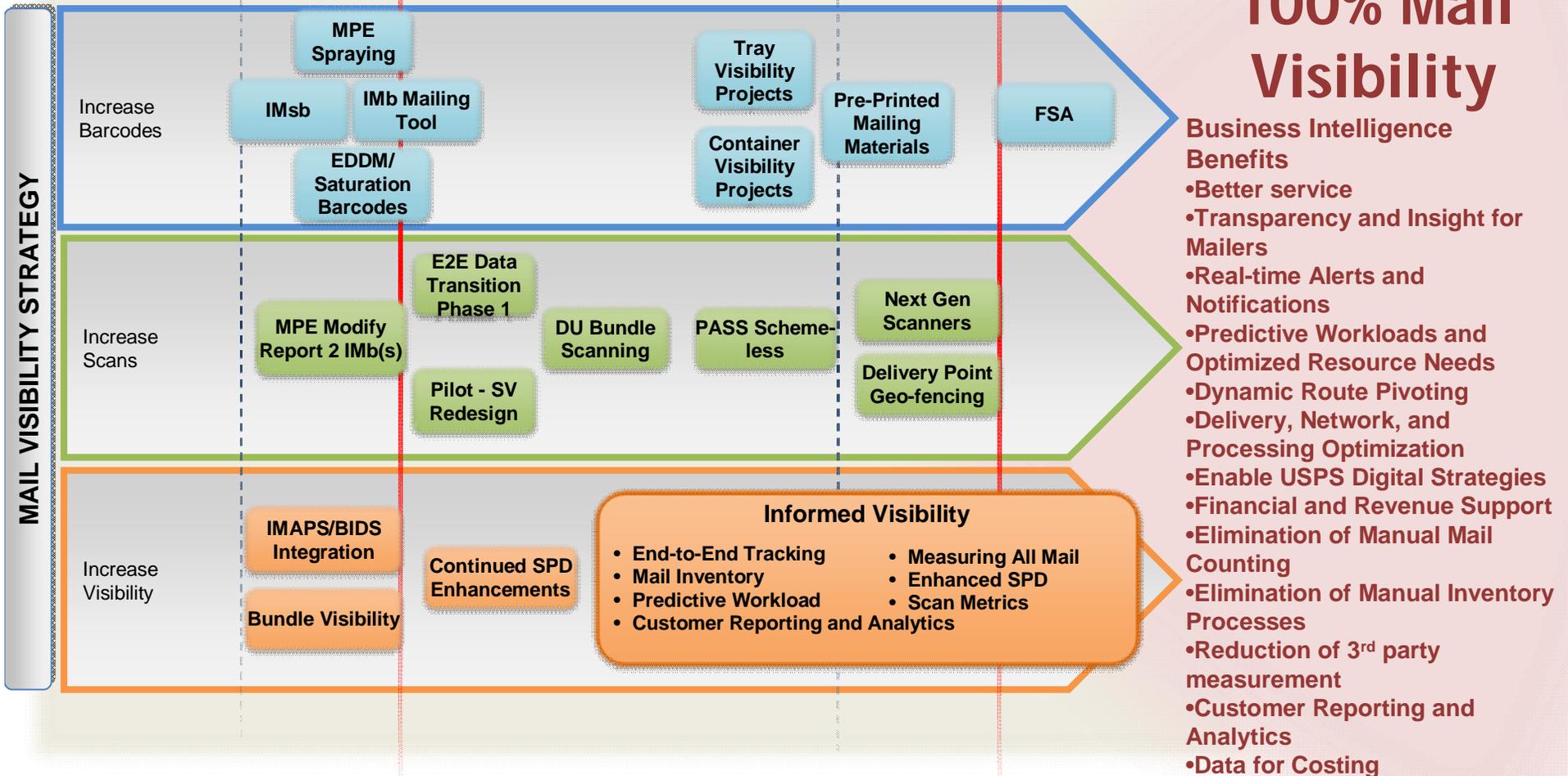
MV Program/Project Timeline

Mail Visibility Roadmap

	FY13				FY14				FY15
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1

POSTNET Discount Retirement
28 Jan 2013

Full Service Adoption
31 Jan 2014





Informed Visibility



TODAY'S SYSTEMS:

- **Challenged with growing data volumes or real-time requirements.**
- **Cannot ensure 100% availability.**
- **Multiple, stovepipe, disparate systems providing different results.**
- **Not customer friendly.**
- **Cannot optimize operational and cost efficiencies because of absence of operational and business intelligence.**

IV WILL



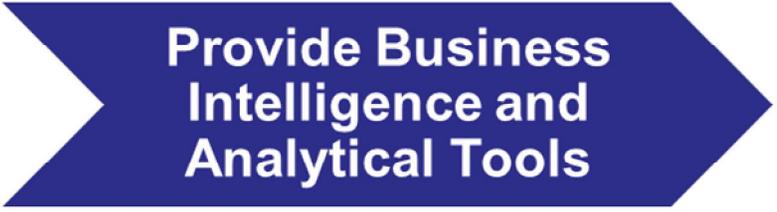
**Manage our Growing
Data Volumes**



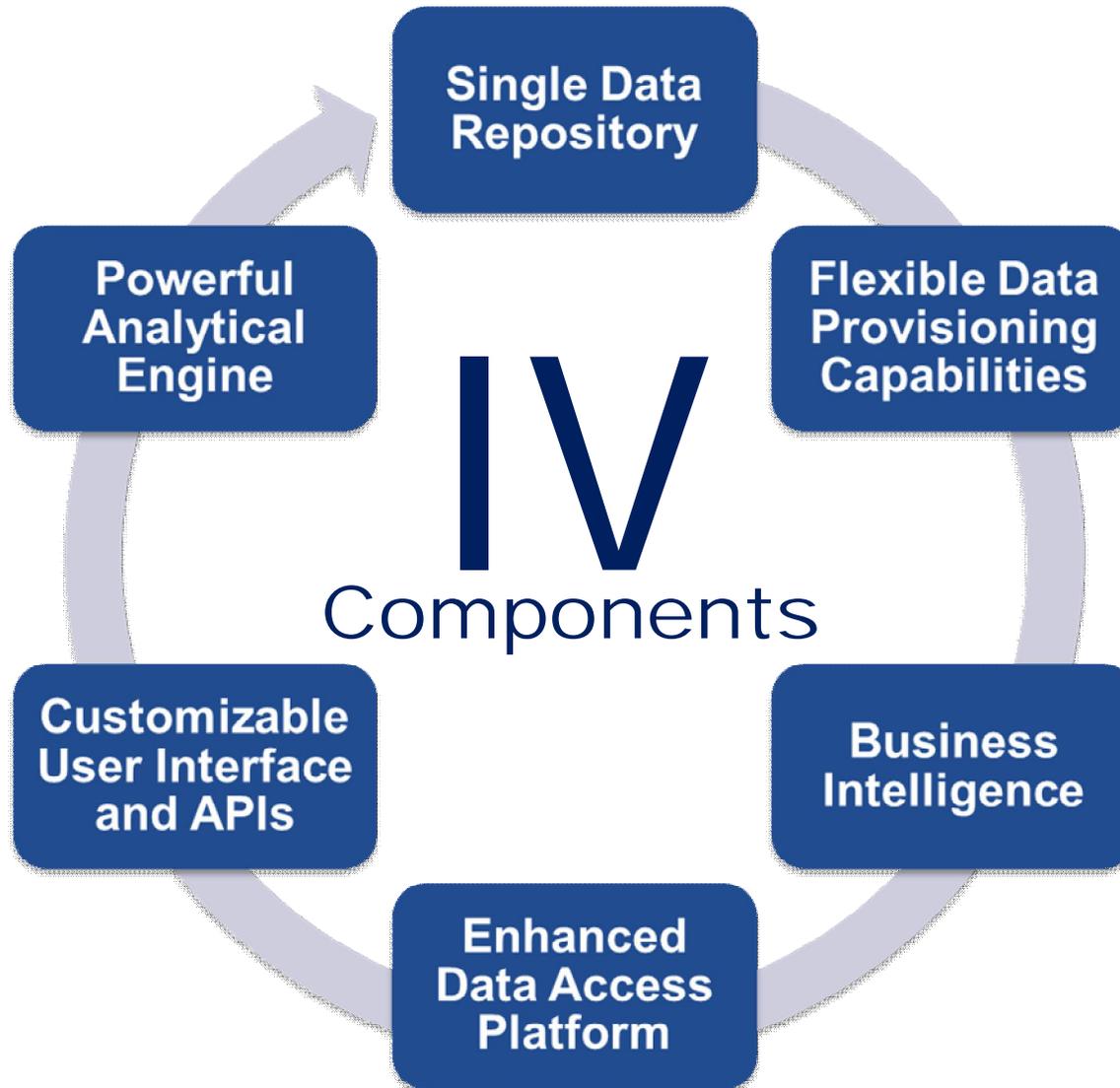
**Enable Real-Time
Processing**

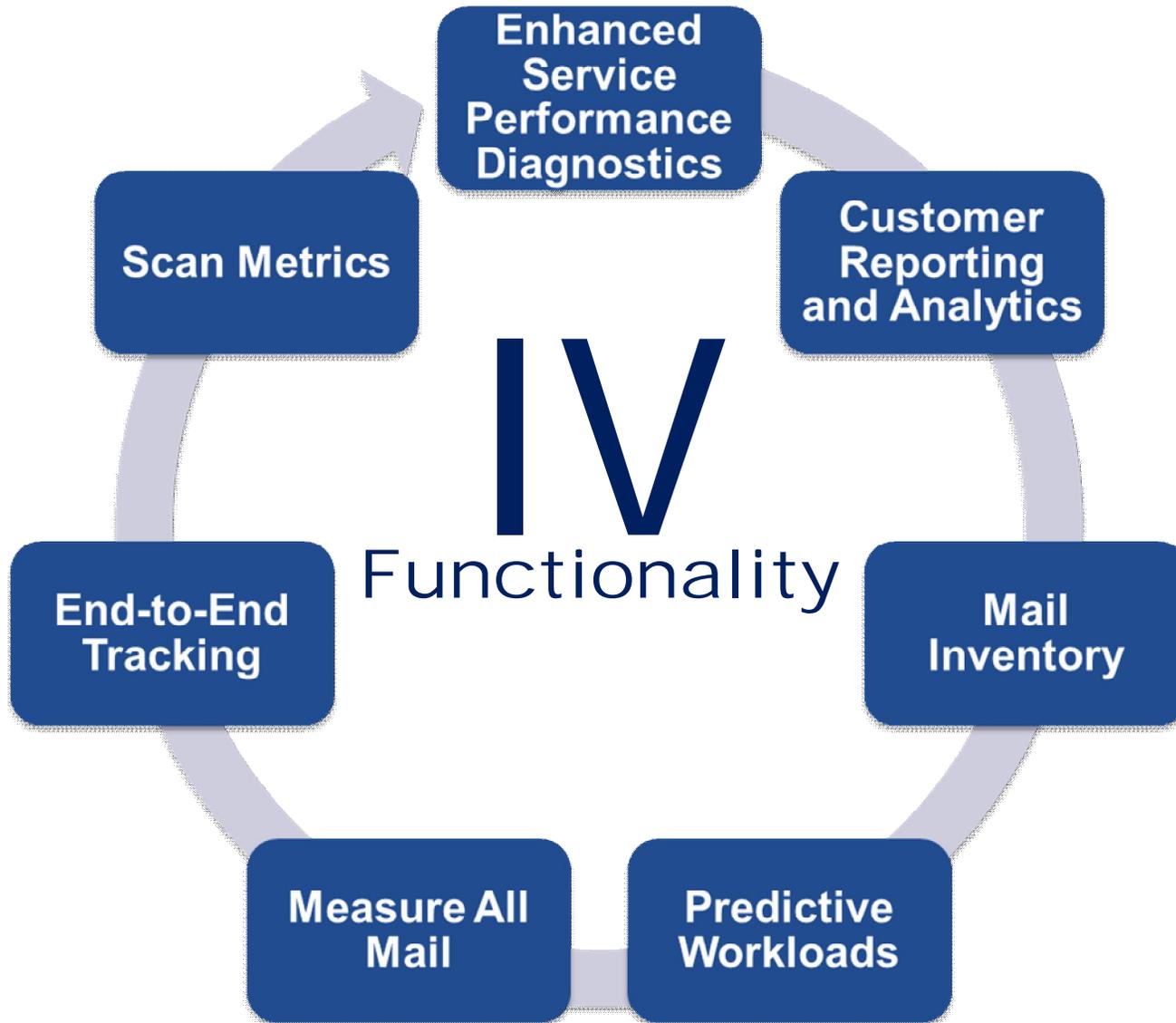


**Ensure Accuracy,
Consistency and
Reliability**



**Provide Business
Intelligence and
Analytical Tools**





Enhanced Service Performance Diagnostics

- End-to-End Mail Processing Work-In-Progress (MP-WIP)
 - Reduce cycle times and remove variation in our processing (apply LSS principles)
- Improve service-level performance
- Reduce and/or mitigate service risks through proactive system monitoring, identification of bottlenecks and systemic issues, with real-time alerts
- Containers/Trays-at Risk (CAR/TAR) for all classes of mail
- Narrowcast Mail Movement Reports

Customer Reporting and Analytics

- Simplifies access to data with one-stop-shop for all mail visibility data, a user-Friendly Interface and flexible and customizable data provisioning and reporting
- Eliminates costly and repetitive mailer interactions regarding service performance and scan data inconsistencies by providing a single data repository

Mail Inventory Management

- Eliminates Manual Mail Measurement, Counting, and Data Entry (at Delivery Unit and Plants)
 - Replaces Mail Condition and Reporting System (MCRS)
 - >Estimated Savings \$XXM/Year
- Eliminates Annual Rural Mail Counting
 - >Estimated Savings \$XXM/Year
- Reduces level of effort associated with Accountable Cage
- Supports and maximizes network optimization
- Supports pricing and costing models through end-to-end visibility data
 - Historic mail inventory, trends, etc.

Predictive Workloads

- Improves resource management and allocation for Plants and Delivery Units by providing enterprise-wide mail inventory, views of mail arrival/departure, and early identification of equipment and labor resource needs
- Eliminates Manual Run Plan Generation

End-to-End Measurement

- Eliminates 3rd Party measurements
 - >Estimated Savings \$XXM/Year
- Provides more comprehensive measurement through census data and does not require seeding of mail
- Assists in managing customer expectation

End-to-End Tracking

- Replaces IMb Tracing/CONFIRM
- Replaces Business Intelligence Data Store (BIDS)

Scan Metrics

- Improves visibility by measuring expected versus actual scans and identifying areas for improvement

Business Intelligence and Analytics

- Expanded forecasting and simulation capabilities through powerful analytical engine
- Provides mailers mail data to coordinate marketing campaigns and call center/resource allocation

Keeping Mail Relevant

- Retains confidence in the relevance of mail by giving mailers real-time, consistent, and detailed tracking and visibility information of mail in the mailstream

Keeping Mail Attractive

- Provides potential revenue opportunities through the IV Enhanced Data Access environment which allows for the development of new products and services

Keeping Mail Available

- Addresses Mailers' and Customers' need to get their data when they want it, how they want it, & where they want it