

2008 NCOA^{Link}® Conference

LICENSING



LICENSING CLARIFICATION

NCOA^{Link}® Processing and Marketing Analysis

Current Policy

- **Licensees are allowed to process customers' address files for the purpose of performing marketing analysis.**
 - **Licensees can return statistics only; no COA information. All COA information must be discarded as sensitive information.**
 - **As with any NCOA^{Link} processing, a PAF is required.**
 - **See sections 9.8 (FSP LPR) and 8.8 (LSP LPR)**
 - http://ribbs.usps.gov/files/NCOALINK/FSP_INFO/FSP_LPR_V23.PDF





LICENSING – CURRENT POLICY

- **Reports are due by the 7th calendar day each month.**
- **NCOA^{Link}[®] processing and the minimum 100 unique names and addresses.**
- **If there are any personnel changes, please forward an updated Key Personnel Form to 901-681-4579 (fax) or ncoalink@usps.gov**



LICENSING CHANGES

For modifications to the licenses and supporting documentation, see the Modifications document under the appropriate product name.



PROCESSING ACKNOWLEDGEMENT FORM (PAF) CHANGES

Equivalent Alternative PAF Method

- **The Equivalent Alternate method is any system that meets the requirements for verification of client identity.**
- **Licensees will decide what method best suit their business needs, while still maintaining the required PAF information.**
- **The USPS® does not endorse any particular equivalent alternative method.**
- **If Licensee chooses to implement an equivalent alternative method, a brief overview of the alternative process must be submitted to ncoalink@usps.gov.**



PROCESSING ACKNOWLEDGEMENT FORM (PAF) CHANGES

Equivalent Alternative PAF Method

- **The PAF has been updated with the following language effective October 31, 2008:**
 - **Any signature upon this PAF shall be considered valid for all purposes and have the same effect whether it is an ink-signed hardcopy document or equivalent alternative.**
- **See sections 9.1 and 9.1.2 (FSP LPR) and 8.1 and 8.1.2 (LSP LPR) for updated language.**
 - http://ribbs.usps.gov/files/NCOALINK/FSP_INFO/FS_P_LPR_V23.PDF 



PROCESSING ACKNOWLEDGEMENT FORM (PAF) CHANGES

- **Additional information collected:**
 - List Owner's email address
 - List Owner's company website
 - USPS® Issued Mailer ID
 - If List Owner does not have any of the above information, populate field as N/A.
- **Deleted information:**
 - Tax ID



PROCESSING ACKNOWLEDGEMENT FORM (PAF) COMPLIANCE AND REVIEW

- **PAF Audits**
 - **Service Providers will periodically be contacted to submit copies of all PAFs for specific processing dates.**



PROCESSING ACKNOWLEDGEMENT FORM (PAF) GUIDE

- **For more detailed information on PAFs, see the PAF Guide located at http://ribbs.usps.gov/files/NCOALINK/PAF_GUIDE.PDF**



TECHNICAL CHANGES



SOFTWARE DEVELOPER GUIDE CHANGES

- **Cindy-Mary Table corrections**
 - **Corrections are described in the SDG and the NCOA^{Link} User Technical Reference Guide.**
- **Example of the first two rows of the Cindy-Mary table to follow.**



SOFTWARE DEVELOPER GUIDE

CHANGES

Cindy-Mary Table

	Cindy Mary	Cindy M	Cindy	C Mary	CM
Cindy Mary	Match	Match	Match	Match	No Match
Cindy M	Match	Match	Match	No Match	No Match



SOFTWARE DEVELOPER GUIDE

CHANGES

Cindy-Mary Table

	C	Mary	Mary C	Mary Cindy
Cindy Mary	No Match	No Match	No Match	Match
Cindy M	No Match	No Match	No Match	No Match



SOFTWARE DEVELOPER GUIDE (SDG) CHANGES

- **For return codes 04, 06, 07, 08, 09, 10, 11, 18, and 20 (No Match codes), the move effective date must be suppressed by the Developer in these cases.**
- **An updated SDG will be sent to all Developers.**



TECHNICAL ISSUES

New Side NCOA^{Link}® Records that do not DPV[®] confirm

Problem:

Records will not DPV confirm because the Software Developer Guide (SDG) instructs the hint bytes to be placed at the end of the primary number if an entry is not found in the left-right table.

Solution:

The SDG has been updated to place the hint byte in the secondary number field if an entry is not found in the left-right table.



TECHNICAL ISSUES

Old Side will ZIP + 4[®] confirm but does not DPV[®] confirm

Problem:

The old side address is found on the ZIP + 4 file but does not DPV confirm.

Possible Solution:

Developers may process any records that did not DPV confirm, but had a DPV footnote code of AA through the NCOA^{Link}[®] Product calculating the EMDP using the ZIP + 4 code from the ZIP + 4 Product. **This is optional.**



TECHNICAL ISSUES

New Side NCOA^{Link}® Records that do not DPV[®] confirm – Timing Issues

Problem:

The records added to the NCOA^{Link} Product are processed against the weekly DPV data; however customers are using the monthly DPV data.

Possible Solution:

A new auto DPV confirmation of these records with a footnote of TI (timing issues). The software will set the DPV confirmation to 'Y' and the footnote will be AATI. All other DPV/DSF²® fields will be blank. This will only be used if the new address did not DPV confirm. **This is optional.**

REPORTING CHANGES



REPORTING CHANGES

- **CSL Report Changes**
 - **Clarification of specific fields**
 - **Consolidated Software Information fields**
 - **Count Fields were deleted based on CASS™ Cycle L**
 - **Changes to report section descriptions/definitions**
 - **Added Result Indicator fields**
 - **Added DPV® counts**



CUSTOMER SERVICE LOG (CSL) REPORTING CHANGES

- **Clarification of specific fields**
 - List Owner NAICS Code replaced SIC Code (Position 5-10)
 - Total Number Records Rejected – Should equal number of Matches not Returned due to customer selecting a shorter processing time (Position 104-114)
 - Total Number of Records ZIP + 4[®] Coded changed to Total Records Matched to ZIP + 4 (should equal DPV[®] Response: AA) (Position 115-125)
 - Total Number of Records DPV Confirmed should equal total of DPV Return Codes: Y, S & D (Position 126-136)



CUSTOMER SERVICE LOG (CSL) REPORTING CHANGES

- **Software Information Fields**
 - (Software Name, Version & Data Dates)
- **Change**
 - ZIP + 4[®] Software Information Fields to CASS[™]/MASS[™] Software Information (Position 137-186)
- **Maintain**
 - NCOA^{Link}[®] Software Information Remains the Same (Position 187-236)
- **Eliminated and replaced with Filler:**
 - DPV[®] Product Information (Stand Alone FSP Only) (237-286)
 - LACS^{Link}[®] Product Information (Internal CASS) (Position 1717-1766)
 - Suite^{Link}[™] Product Information (Internal CASS) (Position 2143-2192)
 - DPV Product Information (Internal CASS) (Position 2435-2484)
 - LACS^{Link} Product Information (Stand Alone) (Position 2485-2534)
 - DSF²[®] Product Information (Internal CASS) (Position 2535-2584)
 - DSF² Product Information (Stand Alone) (Position 2585-2634)



CUSTOMER SERVICE LOG (CSL) REPORTING CHANGES

- **Fields Replaced with Filler**
 - **Five Primary Number Count Fields were replaced with Filler based on CASS™ Cycle L Requirements in Positions 1618-1672**
 - **Street (S) Records with Primary Number Error**
 - **High Rise (H) Records with Primary Number Error**
 - **PO Box (P) Records with Primary Number Error**
 - **RR/HC (R) Records with Primary Number Error**
 - **Firm (F) Records with Primary Number Error**
 - **Four Indicator Fields (Position 2635-2638) were replaced with Filler**
 - **DPV® Results Returned to Customer**
 - **DSF2® Results Returned to Customer**
 - **LACSLink® Results Returned to Customer**
 - **SuiteLink® Results Returned to Customer**



CUSTOMER SERVICE LOG (CSL) REPORTING CHANGES

- **New Fields**

- **Eight fields were added to capture DPV[®] Return Codes and Indicators**

- Count of DPV Return Code = "Y" (Positions 2639-2649)
 - Count of DPV Return Code = "S" (Positions 2650-2660)
 - Count of DPV Return Code = "D" (Positions 2661-2671)
 - Count of DPV Return Code = "N" (Positions 2672-2682)
 - Count of DPV Return Code = Blank (Positions 2683-2693)
 - Count of DPV Vacant Flag = "Y" (Positions 2694-2704)
 - Count of DPV CMRA Flag = "Y" (Positions 2705-2715)
 - Count of DPV No Stat Flag = "Y" (Positions 2716-2726)



PROCESSING ACKNOWLEDGEMENT FORM (PAF) REPORT CHANGES

- **Replace Tax ID in position 322-333 with Filler**
- **Add the following fields:**
 - **Mailer ID in position 307-321 (formerly the Postal ID field)**
 - **Email Address of person signing the PAF in position 490-554**
 - **Company Website in position 555-619**
 - **Equivalent Alternative PAF Indicator in position 620**
- **If information does not exist for the above fields, then populate with N/A. DO NOT PREPOPULATE.**
- **Position 5-10 should be the customers' NAICS code.**



BROKER/LIST ADMINISTRATOR (BALA) REPORT CHANGES

- **Replaced the Tax ID in position 166-177 with Filler**
- **Added the following field:**
 - **Company Website in position 243-299**
- **If information does not exist for the above fields, then populate with N/A. DO NOT PREPOPULATE.**
- **Position 5-10 should be the customers' NAICS code.**



IMPLEMENTATION DATE

All reporting changes must be implemented by October 1, 2009.



DISTRIBUTION REPORT

THIS REPORT WILL BE DISCONTINUED.



SUBMISSION REQUIREMENTS

- **Reports should be named as follows:
AXXXXMYY.dat**
 - **A = Type of report – C = CSL; P = PAF; or B = BALA**
 - **XXXX = Unique four-byte platform ID**
 - **M = One-byte month indicator (1 – 9 for Jan – Sept; A – C for Oct – Dec)**
 - **YY = Two-year indicator**
 - **File extension should be .dat**
- **Mandatory compliance by January 31, 2009**



PROPOSED SUBMISSION CHANGES

- **All reports should be zipped into a single file named XXXXMY.Y.zip using a WinZIP® version 9.0 compatible format.**
 - **This will standardize operations and minimize file transfer sizes.**
- **Reports should be submitted to ncoastat@usps.gov with the subject line: Company Name Month/Year, i.e. ABC Company December 2008.**
- **Monthly reports should be generated based on the Processing Completed Date in position 63-70 of the CSL.**

FULFILLMENT



FUTURE FULFILLMENT ENHANCEMENTS

- **DPV[®], DSF²[®] and LACS^{Link}[®] will be provided on DVD media effective with the March 15, 2009 product release.**
- **DPV transactional updates**
 - **Beta testing has been completed.**
 - **Implementation date – Spring 2009**
- **Evaluating future electronic product fulfillment**
- **Distribution of the NCOA^{Link}[®] Product**
- **Weekly ZIP + 4[®] Product updates**
- **Fulfillment consistency**

COMPLIANCE



MOVE UPDATE COMPLIANCE

- **November 23 Compliance update**
- **MTAC Workgroup #127 – PS Form 6014 Redesign**
- **Report Move Effective Date distribution analysis on the NCOA^{Link}® Processing Summary Report**



WHY IS THE PAF SO IMPORTANT?

The PAF is an essential part of the NCOA^{Link}[®] process because it enables USPS[®] and the mailing industry to comply with the Privacy Act of 1974 by way of a written request to use COA information for mailing purposes. Specifically section 552a of Title 5 states in part:

“...No agency shall disclose any record which is contained in a system of records by any means of communication to any person, or to another agency, except pursuant to a written request by, or with the prior written consent of, the individual to whom the record pertains...”



LICENSEE OBLIGATION

- Licensees are obligated to notify the USPS® of any customers that are not in full compliance with the PAF requirements.
- If any Licensee is found to be non-compliant, they will be subject to an immediate 30-day suspension with no appeal.
- Sections 9.3.1 (FSP LPR) and 8.3.1 (LSP LPR) states:

Under no circumstances shall a third party Broker, Agent, or List Administrator be considered the Mailing List owner nor have the authority to sign on behalf of the Mailing List owner.

- http://ribbs.usps.gov/files/NCOALINK/FSP_INFO/FSP_LPR_V23.PDF





BROKER REGISTRATION

- **Possible solution to require NCSC issued Broker ID.**
 - **NCOA^{Link}® Licensees not allowed to process without validating the Broker ID.**

NEW PRODUCTS/POLICIES AND SUGGESTED CHANGES



NEW PRODUCTS/POLICIES/PROCESSES

- **Combined Products License**
- **ANK^{Link}48 – COAlertTM**
 - **About To Move (ATM)**
- **List Certification**
- **Foreign Processing**
- **Combine NCOA^{Link}[®] and CASSTM testing**



BRAINSTORMING

- **Return Code consolidation across multiple products**
- **Identify deleted COAs**
- **Temporary COAs, including expiration periods**
- **Applying NCOA^{Link}[®] updates to customer and proprietary databases**
- **Replacing the 99 Percent testing using FSP Licensees**
- **Cross-linking NCOA^{Link} and IMTM Barcode**

FEEDBACK AND QUESTIONS & ANSWERS



VALUE OF NCOALink®

- **How can 25 BILLION addresses be updated?**
- **Where is the benefit in the reduction of UAA volumes?**
- **Why is the match rate declining?**
- **Mail volumes were constant or declined.**



LICENSEE OPEN QUESTIONS/SUGGESTIONS

- **The impact of OneCode ACS[®] on NCOA^{Link}[®] processing volumes.**
- **If we run NCOA^{Link} and return only the reports to the Client, do we need to have a PAF?**
- **Regarding PAF enforcement, we continue to hear stories about vendors ignoring the PAF requirements. What is the USPS[®] doing to protect the licensees who are playing by the rules?**
- **Not all address changes flow through NCOA^{Link} because customers are not providing the USPS with their move. What efforts are under way to increase the rate from 60 to 100 percent?**



LICENSEE OPEN QUESTIONS/SUGGESTIONS

- **We would like to receive weekly CASS™ and DPV® updates.**
- **There are a number of anomalies within the USPS® reference files. Is there any work under way to clean up the files?**
- **Future moves are not on the NCOA^{Link}® master; FSP should have access to that data.**
- **On-line interactive NCOA^{Link} to allow interactive systems to check for address change.**
- **Provide FSP with the AEC history file.**



LICENSEE OPEN QUESTIONS/SUGGESTIONS

- **Suggestions on modifications to Change-of-Address forms.**
- **NCOA^{Link}[®] data and deceased mailings.**
- **NCOA^{Link} database changes.**
- **Master file developed by USPS[®] of all name and address combinations.**



WHEN TO IMPLEMENT CHANGES

- **Feedback Period**
- **Response Period**
- **Timeframe of response period to final implementation**