

# NCOA<sup>Link</sup>® MPE and Cloud Processing Frequently Asked Questions

---

## MPE Data Users

- Q1:** Will hardware users receive a new three-character MPE Platform ID for each MLOCR that must be printed on the mailpiece if change-of-address information is sprayed on the mailpiece?
- A1:** Yes, hardware users that are transitioning from a *FASTforward*® LPE system to an MPE system will be assigned a new three-character MPE platform ID, which must be printed on the mailpiece after the COA information when the mailing is processed in MPE mail forwarding mode.
- Q2:** What ID will be printed in the MLOCR marking as the machine identifier, the MASS ID or MPE ID? Also will this ID always be printed or will it change based on whether or not the mailpiece has a COA?
- A2:** For MPE processing, the MPE ID is the machine identifier. This ID should be applied whether there is a COA match or not. This is an indicator that the mailpiece has been exposed to a Move Update method.
- Q3:** When will MPE users have to have new MPE PAFs on file for their customers?
- A3:** Licensees will have one year to transition MPE PAFs to their customers. This means if MPE certification is completed Sept. 1, 2012, licensees must collect (renew) MPE PAFs from existing customers by Sept. 1, 2013.
- Q4:** For PAF and reporting purposes, what should be used as the NAICS code for jackpot and consolidator mailers?
- A4:** Use the generic code **561499** for jackpot mailers and consolidators.
- Q5:** Will all MLOCR customers complete the NCOA<sup>Link</sup> MPE Data User License Agreement regardless if they are an Enhanced (electronic COA return) or Standard MPE user?
- A5:** Any site using the Standard MPE hardware will be required to complete the MPE licensing and certification process. Sites electing to return the electronic COA data should select 'Enhanced' box under 'Type of Processing' on the MPE application. This will flag their profile and they will be billed the appropriate amount (\$15,750.00).

If the site has other secondary locations using the MPE process, then those sites should check the 'Secondary Site' box when completing the application. This will grandfather them so they can return electronic COA information to their customers. These secondary sites will only pay the standard MPE license fee of \$7,950.00. If this box is not selected, it will be assumed they are not a secondary site and will not be allowed to return electronic COA data.

# NCOA<sup>Link</sup>® MPE and Cloud Processing Frequently Asked Questions

---

**Q6:** If I initially license as a Standard MPE Data User, can I later switch to Enhanced so I can return electronic COA information back to my customers?

**A6:** Yes; however you will be required to pay the prorated fee for Enhanced since the fee for this method is \$15,750.00. As a Standard MPE Data User, the fee is \$7,950.00.

**Q7:** If I have additional sites, can they also switch to Enhanced? Will they also be required to pay the \$15,750.00 fee?

**A7:** Additional sites may also switch from Standard to Enhanced. These sites will not have to pay the additional fees since the primary site has already paid the fee to return electronic COA data back to their customers. Once the primary site has paid the required fees, the additional sites may also begin returning electronic COA data to their customers.

**Q8:** Do MPE Data Users have to submit reports? If so, which ones?

**A8:** MPE Data Users are required to submit the PAF, BALA and CSL logs by the 7<sup>th</sup> of each month. The report file layout is outlined in Exhibit B of the NCOA<sup>Link</sup> MPE Data User LPR.

**Q9:** Will MPE Data Users receive the 00 table?

**A9:** Yes, all MPE Data Users will receive the 00 table as part of the weekly DVD fulfillment.

**Q10:** What should be marked on the postage statement to show that the mailing was exposed to a Move Update method?

**Q10:** NCOA<sup>Link</sup> should be checked on the postage statement.

## Cloud Users

**Q1:** Regarding Cloud, I understand there is not any machine IDs associated with the NCOA<sup>Link</sup> MPE process. How does this change the existing machine operation? For example, the current systems have a standard MLOCR ID that is sprayed for a MASS lookup. If the address is exposed to *FASTforward*, it sprays a different *FASTforward* ID next to the barcode. If a match is made, it sprays the *FASTforward* ID next to the above COA line as well. For cloud users, will they only spray the standard machine ID? Will this cause any concern with local acceptance units since there is no visual indicator the mailpiece was exposed to a Move Update method.

**A1:** For sites using the cloud method, they will only spray the standard MASS ID. Upon submitting mail for acceptance, they will indicate NCOA<sup>Link</sup> as the Move Update method on the postage statement. This is no different than a list

# NCOA<sup>Link</sup>® MPE and Cloud Processing Frequently Asked Questions

---

owner submitting their mail to acceptance after it was processed by an NCOA<sup>Link</sup> Limited Service Provider because there is no indication on the mailpiece identifying the Move Update method that was used. Yes, there will be a learning period for postal acceptance clerks and managers.

**Q1:** Will the *FASTforward* ID go away for the Cloud user?

**A1:** Yes, once the user has transitioned to MPE cloud, they will no longer be required to spray the *FASTforward* ID.

**Q2:** What will Cloud users print in the MLOCR marking for the machine identifier?

**A2:** Cloud users will continue to spray the MASS platform ID as the machine identifier.

**Q3:** As a Cloud user, which PAF do I need to complete?

**A3:** Cloud users will complete the NCOA<sup>Link</sup> Service Provider PAF as the List Owner.

**Q4:** Do Cloud users have to submit any reports to the USPS?

**A4:** No, all reporting for Cloud users will be submitted by the NCOA<sup>Link</sup> Limited Service Provider as part of their reporting requirement.

**Q5:** Are Cloud users required to certify?

**A5:** No, Cloud users do not require certification; however vendors are required to certify.

**Q6:** Will Cloud users have to license through the USPS.

**A6:** No, Cloud users do not have to sign a license with the USPS since they are not receiving data.

## Returning Change-of-Address Data to Customers

**Q1:** Under the *FASTforward* License, licensees were required to make available to their customers FFMUN (COA) data. Going forward, does any electronic COA information have to be returned under the basic MPE license?

**A1:** Under the basic MPE license electronic COA data cannot be returned; however if processing in the Notification via Returned Mailpiece or Mailpiece Facsimile mode, COA data is returned on the hardcopy mailpiece. MPE Data Users can only return electronic COA data if they opt to become an Enhanced MPE Data User. In the Cloud environment, electronic COA data is returned directly to customers under the NCOA<sup>Link</sup> Limited Service Provider

# NCOA<sup>Link</sup>® MPE and Cloud Processing Frequently Asked Questions

---

requirement. Only Enhanced MPE Data Users and Cloud Users receive electronic COA data.

**Q2:** Are presort vendors required to return COA data to customers?

**A2:** Presort vendors are not required to return electronic COA data to customers in the Cloud or Enhanced MPE environment. They will only have to return hardcopy COA data if processing in Notification via Returned Mailpiece and Mailpiece Facsimile modes, if their customers request it. In the Cloud environment, electronic COA data will be returned directly to customers by the NCOA<sup>Link</sup> Limited Service Provider.

**Q3:** What electronic data is allowed to be returned under Cloud, basic MPE, and enhanced MPE processing?

**A3:** **Cloud** – Electronic COA data can be returned since it is required to be returned by the NCOA<sup>Link</sup> Limited Provider via the NCOA<sup>Link</sup> Processing Summary Report.

**Basic MPE** – Electronic data **cannot** be returned. If processing in the Notification via Returned Mailpiece or Mailpiece Facsimile modes, only hardcopy COA information can be returned.

**Enhanced MPE** – Electronic COA data **can** be returned to customers, in addition to Notification via Returned Mailpiece or Mailpiece Facsimile modes.

**Q4:** Under any of the NCOA<sup>Link</sup> license types, licensees are **not** required to provide address updates back to customers unless requested. Also there is no requirement for the mail owner to make list updates based on NCOA<sup>Link</sup> hits (matches). Is this true?

**A4:** In the context of the NCOALink MPE license, including the local hardware and the Cloud solutions, Licensees and Broker-Agents (Cloud) are not required to provide address updates back to the customers unless they request them.

The Move Update standard does not require List Owners to update their mailing lists. What is required is that each address and associated addressee used on the mailpieces in a mailing must be updated within 95 days before the mailing date, with one of the USPS-approved methods in DMM 602.5.2.

This information is located in the Guide to Move Update located at the following link:

[https://ribbs.usps.gov/move\\_update/documents/tech\\_guides/GuidetoMoveUpdate.pdf](https://ribbs.usps.gov/move_update/documents/tech_guides/GuidetoMoveUpdate.pdf).

## MPE PAFs

# NCOA<sup>Link</sup>® MPE and Cloud Processing Frequently Asked Questions

---

- Q1:** The MPE PAF states that COA information on mailpieces has to be returned within 72 hours. Is this still the case?
- A1:** Since the hardcopy COA return is still a requirement in the basic MPE license, this requirement will be changed to seven (7) business days, like the NCOA<sup>Link</sup> list processing requirement. The MPE PAF will be updated and posted to RIBBS.
- Q2:** Regarding the PAF, can the MPE PAF be used for both the basic and enhanced MPE license?
- A2:** Yes. The NCOA<sup>Link</sup> Service Provider PAF is used for NCOA<sup>Link</sup> Full and Limited Service and Cloud environments.
- Q3:** Do new MPE PAFs have to be signed by January 27, 2013?
- A3:** No. When the current *FASTforward* PAF expires, customers will then need to sign an MPE PAF.

## Move Update

- Q1:** If a mailing was exposed to NCOA<sup>Link</sup>, has the Move Update requirement been satisfied?
- A1:** Exposing each address to an approved Move Update method and updating it when a COA match is made satisfies the Move Update requirement. Exposing each address a Move Update method 95 days prior to the mailing date provides the opportunity to avoid the costs associated with forwarding or returning undeliverable as addressed mailpieces. The USPS understands that all potential updates may not be made during the Move Update process. Specifically within the MLOCR environment, this may be due to various reasons, e.g., piggy-backing, time-outs, readability issues, etc. That is why the USPS allows a tolerance of up to 30 percent for non-updated addresses to COAs older than 95 days.

For example, a mailing was prepared using an MPE-enabled MLOCR. At mailing acceptance the verification process determined that 25 percent of the sampled addresses that had a COA (older than 95 days but less than 18 months) were not updated to the new address. Since the error rate was below 30 percent the USPS deemed the mailing as Move Update compliant. Specifically, mailings for which the sample contains greater than 30 percent failed COAs out of the total COAs in the sample are subject to additional postage charges.