

Migrating to Intelligent Mail[®] Barcodes

From POSTNETTM....

....To IMb™

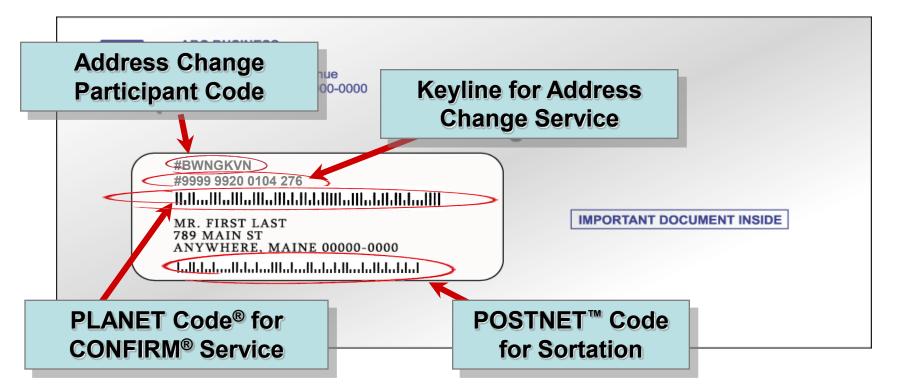
ուղելիիկելութիվերություններներություններ

Presented by: Cathy Buchanan Mailpiece Design Analyst - USPS



Intelligent Mail[®] Barcode – Overview

As the Postal Service introduced services such as CONFIRM[®] for tracking and Address Change Service for change of address notification, more information needed to be printed on the mailpiece. With all this extra information, the mailpiece was cluttered and in need of a serious make over.





Intelligent Mail[®] Barcode – Overview

So, the Postal Service undertook the task of creating a new barcode...

A better barcode than the POSTNET[™]···

A barcode that could hold more information...

Different information...

It would need to be smarter...

Intelligent...

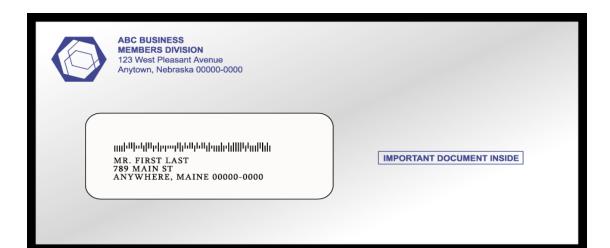


Intelligent Mail[®] Barcode – Overview

And so, in 2006, the Postal Service introduced the Intelligent Mail[®] barcode to mailers.

լեթեվիկիու կեկ կկուսով իրկիլի իկիլի իսի ներելու

All the services fit neatly into a single barcode, the mailpiece is once again free from clutter!





Important Dates

- November 29, 2009
 - USPS offers Full-Service option prices
- Future Plans
 - Retirement of POSTNET[™] and PLANET[®] barcodes
 - Outgoing and Reply mailpieces
 - IMb required on all BRM, QBRM and PRM letters
 - Proposed rule to require IMb on all BRM flats and barcoded CRM
 - Transition to IMb[™] complete
 - Transition to the IMb[™] will be required to continue receiving automation discounts
 - Optional for the non-automation portion of a mailing



րդԱլ||իլ|նկրդել||իլլ||ինկիԱրդ||իսոոդեկող



Comparison of IMb and POSTNET Barcodes

	11-digit POSTNET™	13-digit PLANET Code®	Intelligent Mail® Barcode
			<u>իվեղեվերիներին կերերին</u> երիներիներիներին
Number of Bars	62	72	65
Bar Width	0.020 0.005 inch	0.020 0.005 inch	0.020 0.005 inch
Horizontal Pitch	22 2 bars per inch	22 2 bars per inch	22 2 bars per inch
Height of Full Bar	0.125 0.010 inch	0.125 0.010 inch	0.145 0.020 inch
Vertical Barcode Clearance	Min: 0.040 inch	Min: 0.040 inch	Min: 0.028 inch
Voids	Max: 0.005 inch	Max: 0.005 inch	Max: 0.010 inch



Classes of Mail

- IMb[™] services apply to the following classes of mail and processing categories:
 - First-Class Mail[®] letters and flats
 - Standard Mail[®] letters and flats
 - Periodicals letters and flats
 - Bound Printed Matter flats
 - Reply Mail



IMb Service Options – Basic and Full-Service

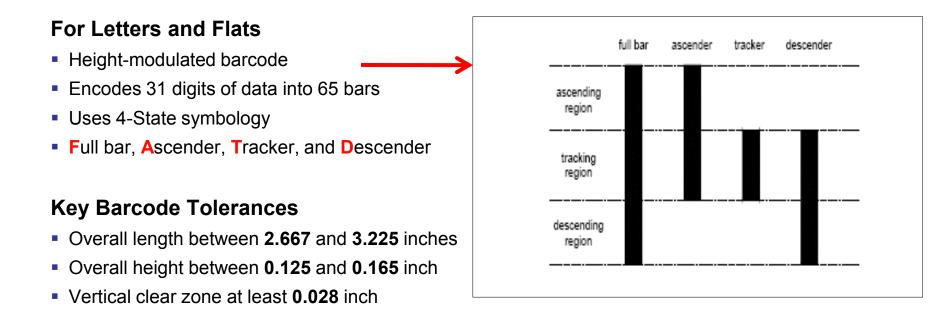
	Basic	Full-Service
IM™ barcode on mailpieces	Required	Required
IM tray barcode on tray & sack labels	Optional	Required
IM container barcodes on container placards	Optional	Required*
Electronic documentation (eDoc)	Optional	Required
Start-the-Clock	NA	Available
Automated address correction at no additional charge	NA	Available

* Only when containerization is required



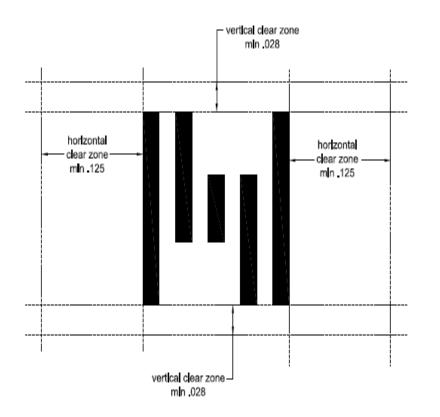
IMb Specifications

FATD





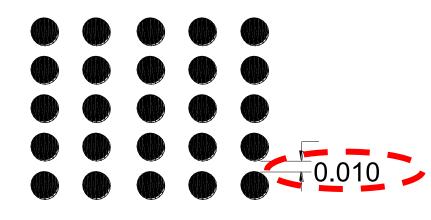
IMb Specifications



• Maximum dot matrix spacing must not exceed 0.010 inch.

• A minimum clear zone of 0.125 inch between the left and right edges of the barcode is required.

• A minimum clear zone of 0.028 inch above and below the barcode is required.





Placement

- Placement and processing rules are similar to POSTNET barcode
- Placement on letters:
 - Address block or
 - Barcode clear zone in the lower right
- Placement on flats:
 - On address side and
 - At least 1/8 inch from any edge of the piece
- Only one IMb[™] should be placed in the same area
- May have an IMb[™] on the non-automation portion of a machinable mailing

AGC BUSINESS MEMDERS DIVISION 123 West Pleasant Avenue Anytown, Nebraska 00000-0000	
ախ ¹¹¹ -կ ¹¹ -ի ¹¹ -ի ¹¹ -ի ¹¹ -կ ¹¹ -k ¹	MPORTANT DOCUMENT INSIDE
)





Intelligent Mail Basic Option Requirements

Barcode ID Ex: 00 for No OEL	Service Type ID Ex: 300 for First-Class Mail®	Mailer ID Ex: 123456 USPS [®] assigned	Serial Number Ex: 000000000	Routing Code Ex: 6449 Amberview Ct., Memphis, TN
	i i i i i i i i i i i i i i i i i i i			38141834649

- Apply Intelligent Mail barcodes on letter and flat mailpieces
- Populate ALL fields in the barcode
 - Barcode ID
 - Service Type ID
 - Mailer ID
 - Serial Number
 - Routing Code





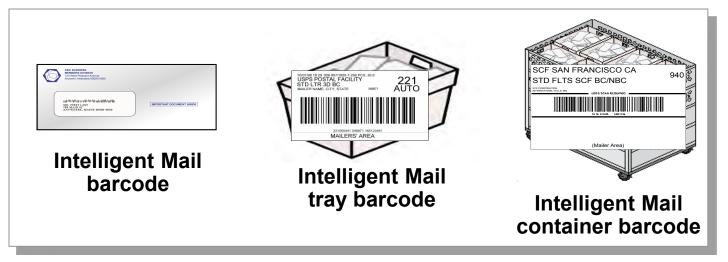
Benefits of the Basic Option

- Ensures compliance with POSTNET barcode retirement
- May continue to use Basic option for automation prices
 No requirement to go Full-Service option
- Enables an easier upgrade to Full-Service option
- Integrates value-added service in one barcode
 - Increases available marketing space on mailpieces
 - Offers OneCode ACS[®] at less cost than traditional ACS[®]
- Less costly to implement than Full-Service



Intelligent Mail Full-Service Option Requirements

- Unique Intelligent Mail® barcodes on mailpieces, trays, sacks and containers
- Electronic mailing Information which identifies mail owner and mail preparer must be submitted using:
 - Mail.dat®
 - Postal Wizard
 - Mail.XML®





Data Fields in the IMb

I	Intelligent Mail Barcode for Letters and Flats: 6-Digit and 9-Digit Mailer IDs																														
1	2	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Bar ID (rvic pe l \)			Ма	ailer	' ID	(6N)			Ser	ial N	lum	ber	(9N)			Ro	utin	g C	ode	• (0	, 5,	9, o	r 11	N)	
1	2	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID (2N) Service Type ID (3N)					ſ	Mail	er IC	D (9	N)			Se	erial	Nu	mbe	er (6	N)		Roi	uting	g Co	ode	(0 ,	, 5, 9	9, 01	· 111	N)				

- The Intelligent Mail® barcode for mailpieces is a height-modulated barcode that encodes up to 31 digits of mailpiece data into 65 vertical bars using 4-state symbology.
- The maximum 31-digit string contains a 20-digit Tracking Code representing the first 4 fields and a maximum 11-digit Routing Code.
- The IMb[™] is <u>always</u> 65 bars, regardless of ZIP Code[®] length, and does not require a check-digit or frame bars.
- All IMb fields can have numeric values only.



Data Fields in the IMb – Select the Barcode ID

	identi	igit field reserve fication printed i ptional Endorse	in human-read	able form on				
Barcode ID		ld be left as "00' ailpiece	if an OEL is n	not printed on				
Ex: 50 for Mixed AADC	with 0 Use t or the	 For automation flat-size mail, it must be popul with OEL coding corresponding to sortation le Use the Intelligent Mail Technical Resource G or the Intelligent Mail Barcode Specification to select the correct OEL code if producing auto 						
E	vice Type ID Ex: 300 for t-Class Mail®	Mailer ID Ex: 123456 USPS assigned	Serial Number Ex: 200800001 Mailer assigned	Routing Code Ex: 6449 Amberview Ct., Memphis, TN 38141834649				

https://ribbs.usps.gov/intelligentmail_mailpieces/documents/tech_guides/US PSIMB_Tech_Resource_Guide.pdf



Data Fields in the IMb – Select the STID

lde	ntifi _{Ex}	ce Type er (STID) : 300 Class Mail®	•	mail and any requested fo ACS, OneCo Defines the or Non-Auto Used to dete Undeliverabl	/ additional or or the piece suc ode Confirm, o mailpiece as F mation ermine the disp le-As-Address	ull-Service, Basic
				Must use ST	ID Chart for C	orrect Codes
Barcoc Ex: s for Mixed	50			Mailer ID Ex: 123456 USPS assigned	Serial Number Ex: 200800001 Mailer assigned	Routing Code Ex: 6449 Amberview Ct., Memphis, TN 38141834649



Data Fields in the IMb – Select the STID*

 *Consult Appendix A, page 105, from A Guide to Intelligent Mail for Letters and Flats for the STID List.

Class of Mail	Address Correction Option	Basic option ¹ or Non-auto ² w/o Confirm	Basic option ¹ or Non-auto ² w/ Confirm	Full- Service w/o Confirm ¹	Full- Service w/ Confirm ¹
	No Address Corrections	300	310	260	270
	Manual Corrections *	700	040	036	041
	Traditional ACS – ASR *	080	140	081	<u>14</u> 1
	Traditional ACS – ASR Opt 2 *	080	140	081	41
	Traditional ACS – CSR *	082	240	08:	241
	Traditional ACS – CSR Opt 2 *	082	<u>_</u> 40	183	241
First-Class Mail	OneCode ACS – ASR	30	140		
FIISI-CIASS MAII	OneCode ACS – AS ptic	80	40		
	One de A CS	08.	240		
		J8'2	240		
				081	141
	F_I-Sric_ACS – ASR Opt 2			081	141
	rull-Service ACS – CSR			083	241
	Full-Service ACS – CSR Opt 2			083	241

https://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/GuidetoIntelligentM ailLettersandFlats.pdf



Data Fields in the IMb – Select the STID

Basic Option Services (separate fees & STIDs)

- No services
- Manual address correction
- Traditional ACS[®]
- OneCode ACS[®]
- OneCode Confirm[®]
- Manual address correction with OneCode Confirm
- Traditional ACS with OneCode Confirm
- OneCode ACS with OneCode Confirm



Data Fields in the IMb – Use the MID

- Used to identify the mail owner or mail preparer
- A 6-digit or 9-digit field that is assigned by the USPS
- Required in the Intelligent Mail Barcode

Mailer ID (MID)

Ex: 123456 USPS assigned

Barcode IDService Type IDEx: 50Ex: 300 forfor Mixed AADCFirst-Class Mail®

Serial Number Ex: 200800001 Mailer assigned Routing Code Ex: 6449 Amberview Ct., Memphis, TN 38141834649

https://gateway.usps.com



Data Fields in the IMb – Use the MID

- MIDs are acquired and managed through the Mailer ID service on the Business Customer Gateway.
- The MID is a 6- or 9-digit number assigned by the Postal Service® based primarily on documented historic mail volume.
 - A 6-digit MID may be issued based on annual volume of 10 million pieces.
 - A single 9-digit MID may be issued regardless of annual volume.
 - Additional 9-digit MIDs may be issued based on annual volume in increments of one million pieces.
- 6-digit Mailer IDs begin with a 0 8
- 9-digit Mailer IDs begin with a 9

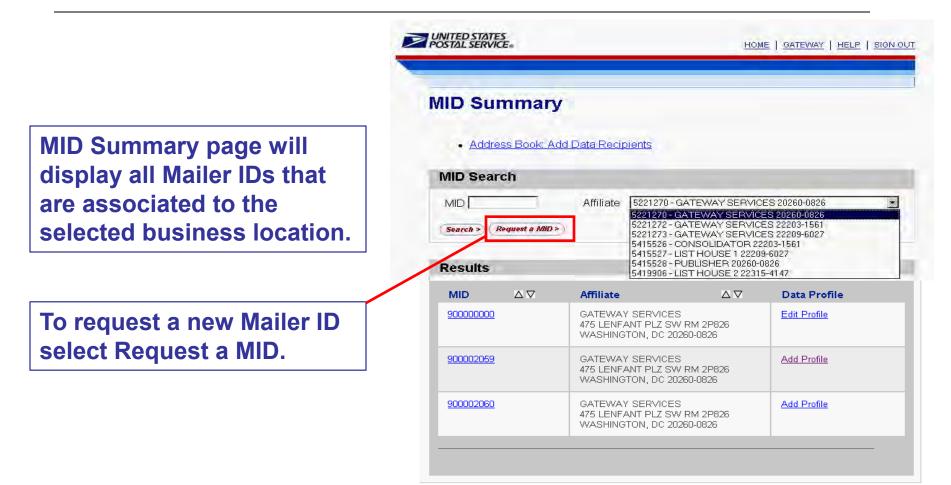


Business Customer Shipping and Mailing for Welcome to the new Busines Gateway! The Business Cust Gateway gives you a single, u landing point to access the P Service's online business off These channels consist of th that support Intelligent Mail Fc Mailing. This includes Postal (Facility Access and Shipmen CLDS (Customer Label Distr System), and Mailer IDs (MID)	s Customer omer nified sstal erings. e products III Service Dnel, FAST t Tracking), bution	THESE A	Login Existing Users Please fill in the following information: (* Required case sensitive fields) *Username: * Password: I forgot my password Sign In > New Users Register now for USPS online services, and create a business user account. Sign Up >
Design & Prepare	Mail & Transport	Track & Report	Customer Support
 Intelligent Mail Services Mailer ID 	 Centralized Account Processing System (CAPS) Customer Label Distribution System (CLDS) Customer/Supplier Agreements (CSAs) Electronic Data Exchange (PostalOnel) 	ADVANCE Delivery Confirmation Manage Mailing Activity Product Performance Reports Track & Confirm	National Customer Support Center - RIBBS Service Updates ePubwatch Business Service Network (BSN) eService Gateway Help Desk News & Information

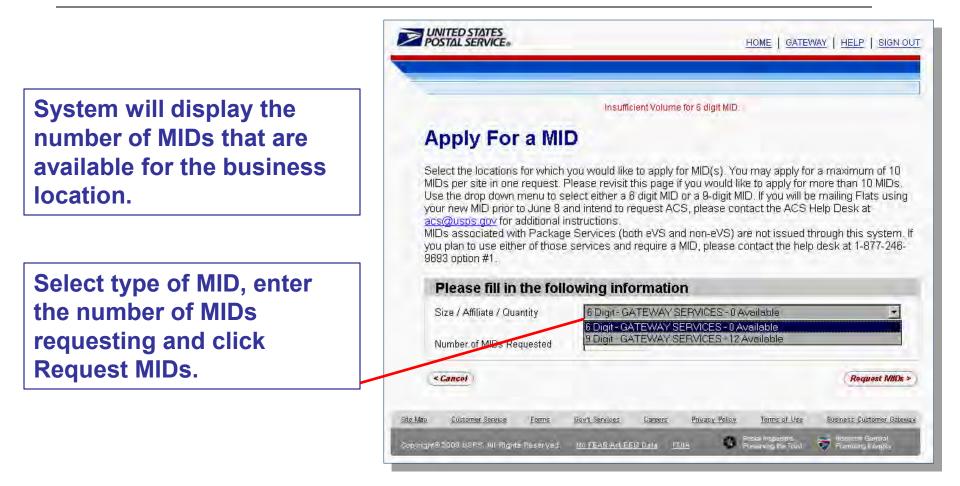
All postal business customers log on to the new Business Customer Gateway through a single sign on using Gateway usernames and passwords to access all online services.

https://gateway.usps.com

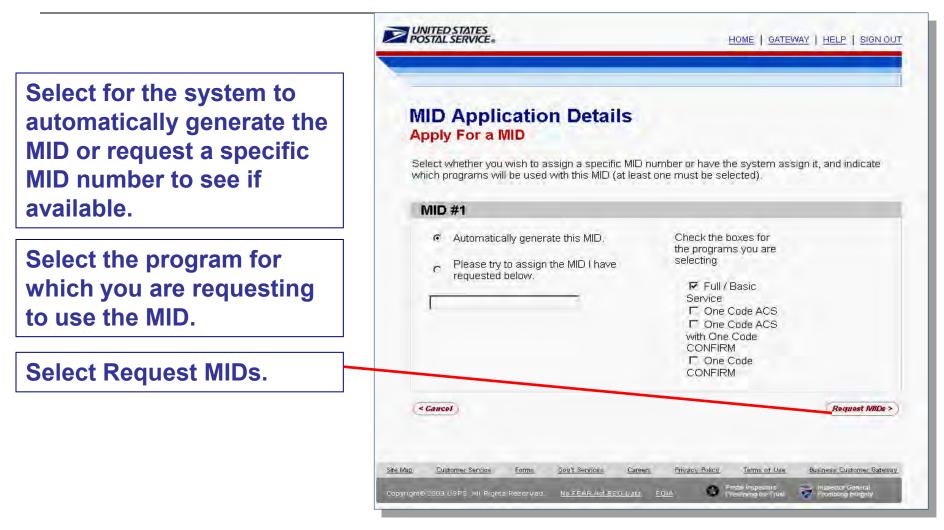














Barcode ID

Ex: 50

for Mixed AADC

Data Fields in the IMb – Select the Serial Numbers

Mailer ID

Ex: 123456

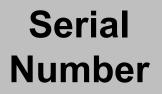
USPS assigned

- A 6 or 9-digit field defined by the mailer
- Can be populated with a number that uniquely identifies each mailpiece becoming a *unique Mailpiece ID*
- May be populated with a number that is unique to a mailing, becoming a *unique Mailing ID*
- Not required to be unique when qualifying for Basic automation prices

Service Type ID

Ex: 260 for

First-Class Mail[®]



Ex: 200800001 Mailer assigned

Routing Code

Ex: 6449 Amberview Ct., Memphis, TN 38141834649



Data Fields in the IMb – Select the Serial Numbers

- The uniqueness method is left up to the mailer.
- Can be zeroes or static non-sequential number for Basic option
- Uniqueness can be achieved by serializing the mailpieces.
 - Embedding Julian Date
 - Embedding Mailing Events
 - Using Recipient Identifier
 - Using Database or Mailing Record ID
- IMb must be unique for the Full-Service option for 45 days from the date of induction into the Postal Service.
- Uniqueness is determined by the 6- or 9-digit MID and the 6- or 9-digit Serial Number, *in conjunction* with the class of mail as indicated by the STID.



Data Fields in the IMb – Select the Routing Code

5-digit, 9-digit, or 11-digit field that identifies the
delivery ZIP Code data in the address (same
routing information currently used in the
POSTNET™ barcode)

- Routes the mailpiece during processing
- When used on automation-price eligible letters and flats, the routing code must contain an 11digit delivery point code
- 11-digit delivery point routing codes are not permitted on Business Reply Mail

Routing Code

Ex: 6449 Amberview Ct., Memphis, TN 38141834649

Barcode ID
Ex: 50Service Type ID
Ex: 300 forMailer ID
Ex: 123456Serial Number
Ex: 20080001for Mixed AADCFirst-Class Mail®USPS assignedMailer assigned



Key IM[™] Barcode Checklist

- **Barcode ID** must be "00" if an OEL is not printed on the piece.
- **Service Type ID** is required for processing.
 - At a minimum provide Mail Class; do not use "000"!
- Mailer ID is required for everyone.
 - OneCode ACS, OneCode Confirm, Basic and Full-Service options (can be yours or your mail preparer's)
 - Do not populate with fictitious number or zeroes.
- Serial Number
 - For the Basic service, the Serial number does not need to be unique and can be the same on all mailpieces.
- **Routing Code**, MUST be a valid ZIP Code.
 - Derived from CASS-certified software that accurately matches the delivery address
 - Must never be padded with zeroes, spaces or nulls; same as POSTNET

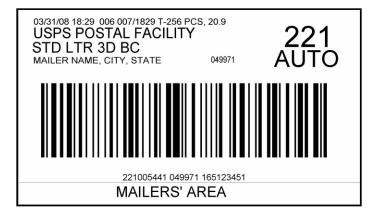


It's Time for Intelligent Mail[®] All About the Barcodes





Intelligent Mail[®] Tray Label – Overview

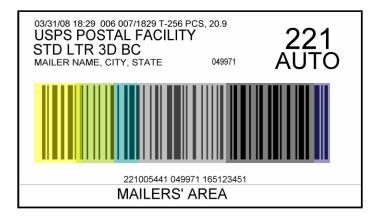


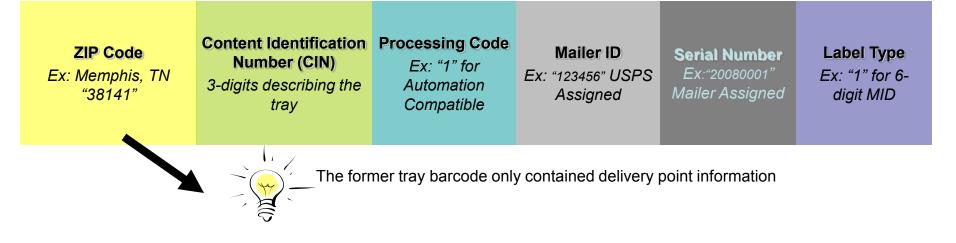
- The Intelligent Mail[®] Tray label has been used internally by USPS for years
- By attaching an Intelligent Mail[®] Tray barcode to each tray, sack or tub in a mailing, mail can be automatically directed through facilities by processing equipment



Tray Barcode - Overview

• What's in the Intelligent Mail[®] Tray barcode that makes it so smart?







Intelligent Mail[®] Container Label – Overview

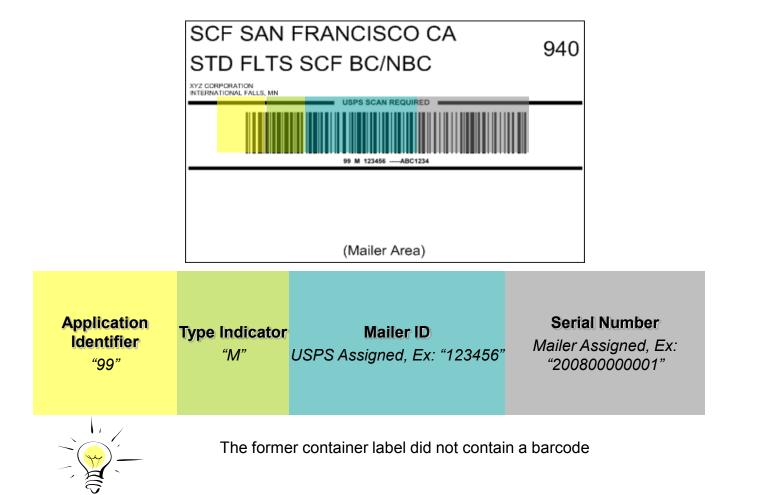


- The Intelligent Mail Container barcode and label has been tested over the past few years and is ready for deployment
- By attaching the Container label to containers and pallets that move mail, mail induction can be automated



Intelligent Mail[®] Container barcode – Overview

What's in the Container barcode that makes it so smart?









Future IMb Requirements for Reply Mail

Business Reply Mail

 All BRM letters and cards that mailers distribute, regardless of method, will be required to bear an IMb.

Qualified Business Reply Mail

- Any new QBRM letters and cards that mailers distribute must will be required to bear IMb.
 - QBRM is only a postcard and letter product.

Courtesy Reply Mail

- All CRM letters and cards enclosed in any automation mailings will be required to bear an IMb.
 - This is not a requirement for CRM flats.

Permit Reply Mail

 Any PRM letters and flats that mailers distribute, regardless of method, will be required to bear an IMb.



IMb Artwork Offered by USPS

- Available for:
 - Courtesy Reply Mail (CRM)
 - Business Reply Mail (BRM)
 - Qualified Business Reply Mail (QBRM)
- Artwork offered at no charge.
- Requested through the Mailpiece Design Analyst (MDA)
- Software used by USPS
 - Envelope Manager and Dazzle
 - Available for purchase by contacting manufacturer at Endicia.com
- USPS will supply online artwork capabilities in the future

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Validating Intelligent Mail® Barcodes

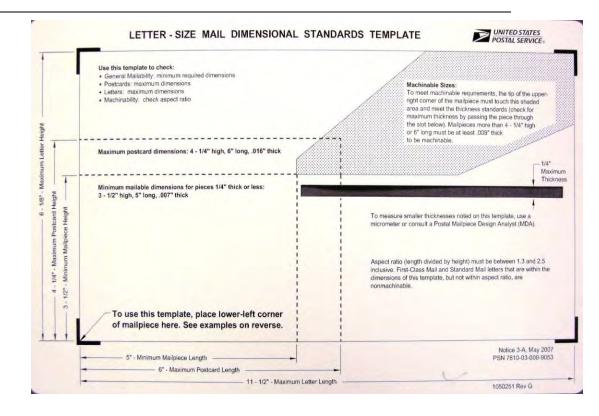


- Manual Tools
 - Visual Inspection
 - Plastic Templates
 - Optical Comparator
- Software
 - Online Encoder/Decoder
 - Scanners and Verifiers
- Local postal resources



Letter-Size Mail Dimensional Standard Template – Notice 3-A

- This template is used to determine the size, shape, aspect ratio, and thickness requirements for letter processing.
- Provided to mailers at no charge

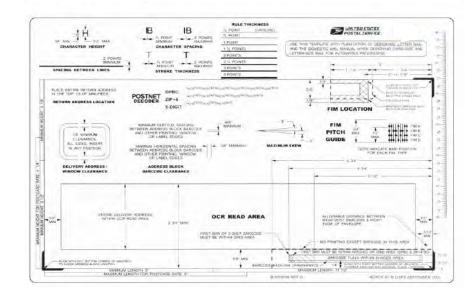




Automation Template – Notice 67

- Multi-purpose template used to determine the automation compatibility of letter-size mailpieces.
- Will evaluate:
 - Delivery address area
 - Address & window clearances
 - Address print characteristics
 - Address block barcode clearances
 - Lower right barcode placement
 - Reply Mail guidelines
- Provided to mailers at no charge

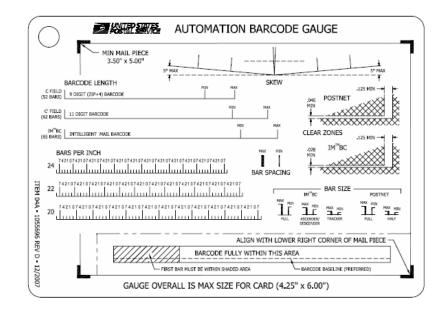
Exhibit 1-2 Notice 67, Automation Template





Automation Barcode Gauge – Item 04A

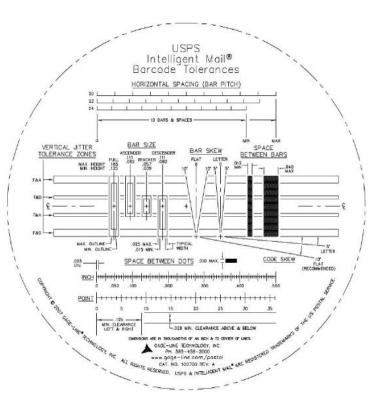
- Automation Barcode Gauge Template (Item #04A)
- Measures barcode length skew, pitch, clear zones, and bar parameters of the POSTNET[™] and Intelligent Mail[®] barcodes
- Latest version produced Dec 2009, Revision G
- Provided to mailers at no charge





Optical Comparator – Eyepiece Reticle

- Optical Comparator 6X (Eye Gauge) by Gage-Line Technology
- Complements Item 04A with ability to measure bar parameters, bar skew, bar pitch, etc.
- Mailers can purchase from vendor





Technical Resources

Basic online decoder tool is available at: http://ribbs.usps.com/OneCodeSolution

NITED STATES OSTAL SERVICE				Intelligent Mail [®] Baro
First, convert each bar		ode into its character eq	uivalent (F, T, A, or D) as des	jent Mail [®] barcode into its numeric equivalen scribed in the legend below. Then type the ch
proto and a second seco	nter a string of sixty five F, D	the state while related and provide the state	and the state of the state	
ADITITATITETDEAD	TDTFTAATATADDDDFTTI	DTDFFDFTTATAFFDD	ADDTFFADFDFTTTAD	
Decode Retu	im to Main Page			
Success				
Barcode:	կոմովգիրինին	կլլիորվիլոնվիրկ	վկվուկ	
Barcode ID;	00	Кеу	Description	
Special Services:	040	F	I Full Bar	
and a second second second	And an and a second secon	D	Descending Bar	
Customer ID:	123456	A	Acsending Bar	
Sequence Number:	200800001		I Track Bar	
Delivery Point ZIP Code	e: 987654321	Backspa	ce Clear Previous Clear Next	
A CONTRACTOR OF CONCERNING AND A	Press of some	Delete	Clear IVEAL	



The RIBBS Website provides extensive resources on Intelligent Mail®





You can view or download the Guides and Specifications from RIBBS

National Customer Support Center

Intelligent Mail® Services Latest News **Business** Customer Gateway An Overview **Barcode for** Mailpieces Benefits Calculator Guides Mailer ID **OneCode™** Services OneCode Solution[™] Presentations **Q8.A** Suite of Barcodes

Intelligent Mail® Services For those new to Intelligent Mail, there Latest News several guides, specifications and manuals **Business** that will get you started and give a broad **Customer Gatewa** overview of the fundamentals of the An Overview program. Following is a list of primary Barcode for Mailpieces sources of information. Benefits Calculator Federal Register Notice/ Vol. 73, No. 163/, August 21, 2008: Implementation of Guides New Standards for Intelligent Mail Mailer ID Barcodes OneCode™ Services The Federal Register Notice outlines the key elements of the Basic and Full-Service OneCode **Solution™** Intelligent Mail barcode options. It also Presentations provides a timeline and the requirements for using Intelligent Mail services. The A80 Federal Register Notice can be found at Suite of Barcodes http://ribbs.usps.gov/files/fedreg/usps2008/E8-Flats Sequencing 19339.PDF. Strategy Address Quality Products A Resource Map to Intelligent Mail Documents (PDF/49KB) Certifications A Resource Map to Intelligent Mail Move Update Documents lists all the documents, guides MTAC and source materials that you will need in **Price Calculator** transitioning to Intelligent Mail services.

UNITED STATES POSTAL SERVICE

Intelligent Mail® **Guides & Specifications**

Printable View

Address Qualit

Site Index

by Topic

Important Links

Federal Register Notice

A Resource Map to Intelligent Mail Documents (PDF/49KB)

A Beginner's Overview to Intelligent Mail Services (PDF/516KB)

Home

Sile Index

A Guide to Intelligent Mail for Letters and Flats (PDF/1,26MB)

User Access to Electronic Mailing Information and Reports Guide (PDF/6.16MB)

Postal Service Mail.dat Technical Specification(PDF/1,7MB)

Postal Service Mail.XML Technical Specification (PDF/703KB)

A Guide to Customer Supplier Agreements (PDF/1.03MB)

Specifications for Intelligent Mail Barcodes

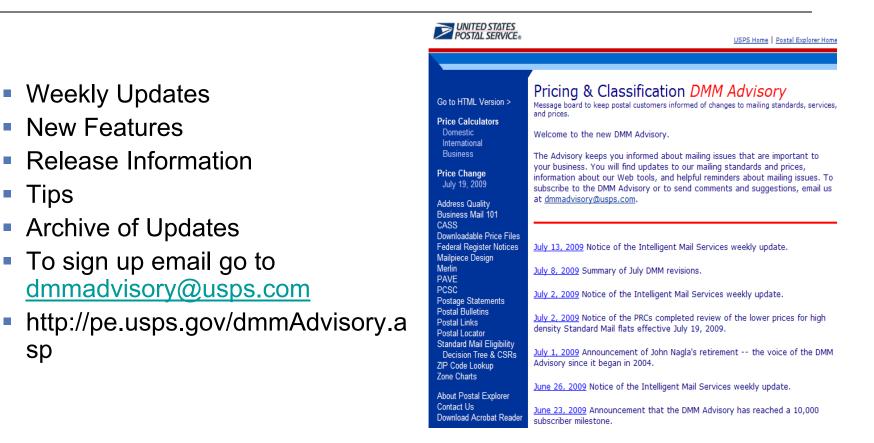
PostalOne! Transportation Management (TMS) Guide (PDF/458KB)

PostalOne! Release Notes

It provides evaluations of each document and information on how to find and print



DMM Advisory is published weekly and provides current information on Intelligent Mail[®]





Technical Resources

Scanners and Verifiers

- The Culver Group
 - HHP4600 Area Imager
- Videk
 - VisionSensor 2030 and PostnetVerifier
- BCC Software (A BÖWE BELL+HOWELL Company)
 - Mail Verifier Plus (MVP)
- Motorola / Symbol
 - Scanners DS3408, DS3478 and DS6707
 - Mobile computers MC50, MC70, MC3000, MC9000



Information about these companies is available at ribbs.usps.gov/OneCodeSolution



When is the Right Time for you to Implement Intelligent Mail®?

The Time is NOW...

