



**BÖWE BELL+HOWELL**



# Postal Update

October 2006



**BÖWE BELL+HOWELL**



**USPS Postal One and  
The New *OneCode*<sup>SOLUTION</sup>**

# What Is the PostalOne!® system?

- ❖ USPS Information Management System:
  - Supports BMEU business processes (verifying, accepting, and paying postage)
  - Designed to transform the business mailing experience to an Internet (web-based) process by offering a suite of electronic features and services
    - Electronic document processing
    - Online account and mailing information
    - Centralized payment processing
    - Online services (i.e. applications, deposits, and payments)

# How Can You Send Information?

- ❖ Structured approach to electronic documentation and postage that offers options for all mailers:
  - Mail.Dat™
    - File-based electronic exchange
  - Web services
    - Form-based electronic exchange
  - Postage statement wizard
    - Postage statements online
  
- ❖ Allows mailer to choose the one best suited for them



**PostalOne!®**

# What Is Intelligent Mail?

- ❖ **The use of one code to uniquely identify and allow end-to-end visibility into the mail stream.**
- ❖ **The new 4-State Barcode will be Required In 2009.**

# Today's Mail Piece

## Special Services

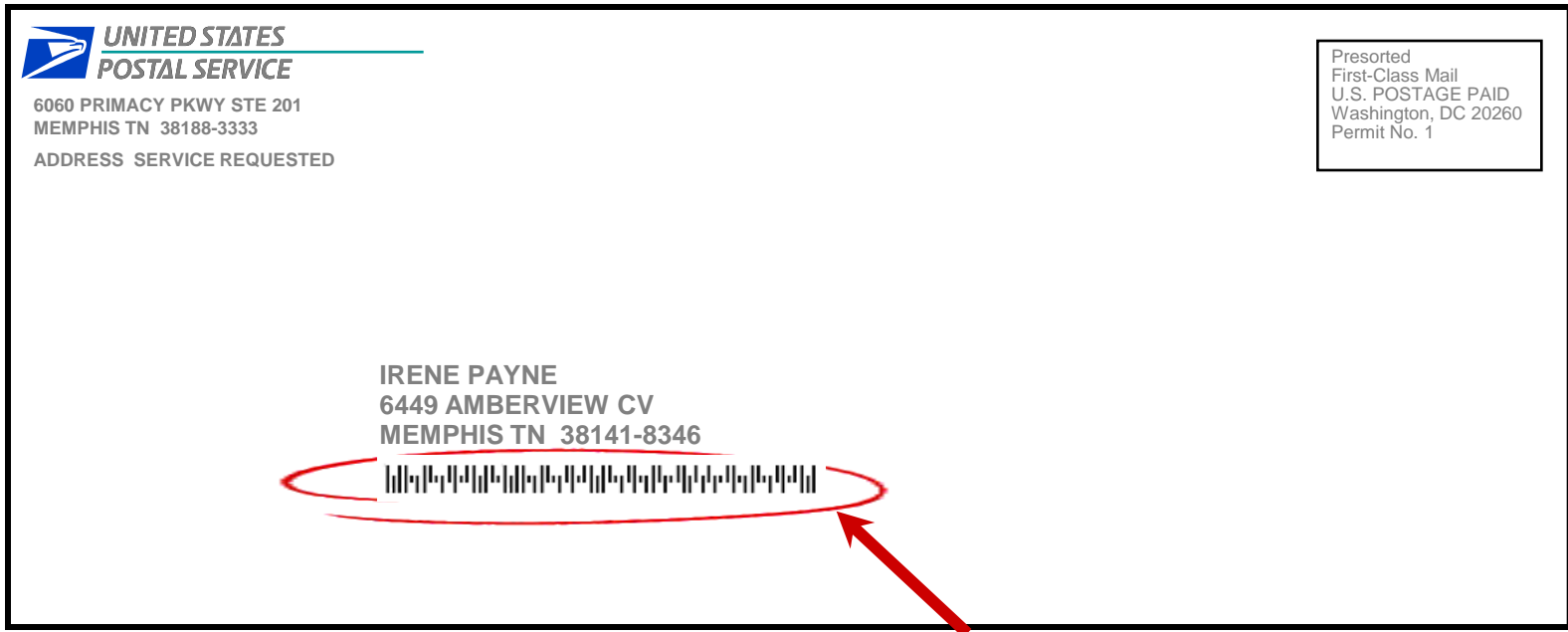
### Address Change Service Codes



PLANET Code for Confirm Service

POSTNET Code for Sortation

# The One Code Vision



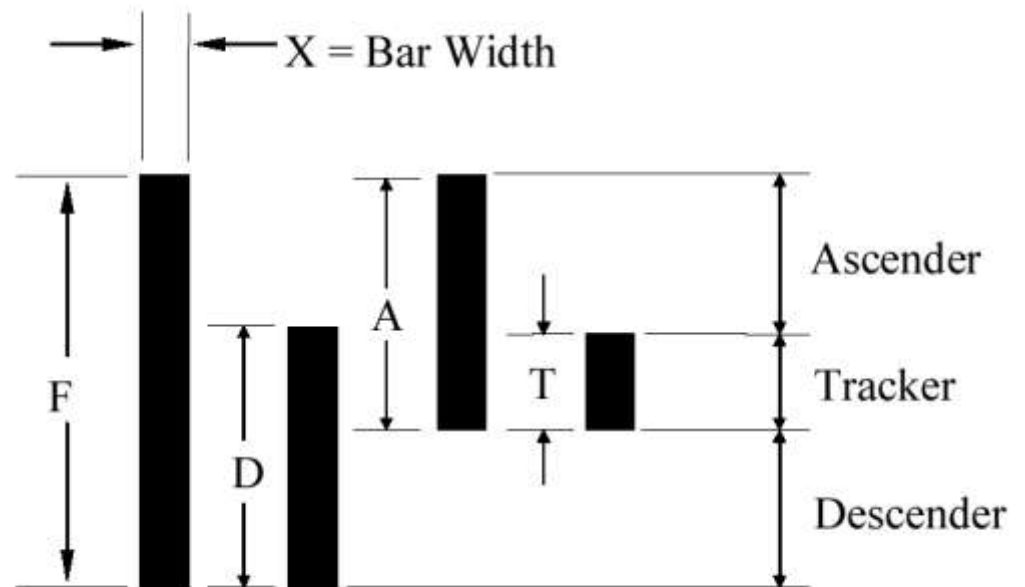
One code per mail type that points to a suite of services

# The 4-CB Code

- ❖ Uses 4 different height bars to encode data
- ❖ Includes error correction that will improve read rates
- ❖ Encodes 31 digits
- ❖ Field testing successful

# The 4-CB Code

- ❖ Uses 4 bar types:
  - Full length
  - Descender
  - Ascender
  - Tracker



# Comparative Address Block



Jessica H. Jones  
2990 Pittsburgh Drive  
Anytown, DC 01234-5678



# 4-State Compared to Postnet & Planet Code

Field	4SB	POSTNET	PLANET
Application ID	2 (2 <sup>nd</sup> digit must be 0–4)	0	0
Service	3	0	2
Subscriber ID	6	0	5
Unique ID	9	0	6
Routing ZIP	None, 5, 9, 11	5, 9, 11	0
<b>Total Max Digits</b>	<b>31</b>	<b>11</b>	<b>13</b>

- ❖ Automated tray label assignment system (ATLAS)
  - Replacement for PASSPORT system
  - Creation, distribution, printing, and maintenance of new labels
- ❖ Enhanced distribution label (EDL)
  - Replaces current tray tag
  - Each tag has unique ID
  - Tags identify originator

# 24-digit Enhanced Distribution Label (EDL)



Label with 10- and 24-Digit Barcodes



Label with a 24-Digit Barcode

Barcode Element	Position	Definition
ZIP Code	1–5	The ZIP code identifies the tray/sack's destination. For trays prepared as five-digit trays in accordance with the USPS DMM, the destination ZIP Code shall be the five-digit ZIP Code without modification. For trays prepared as three-digit trays in accordance with the USPS DMM, the destination ZIP Code shall be the three-digit ZIP Code appended by double zero.
CIN	6–8	The CIN describes the contents of the tray and sack. The source of these values is the latest CIN list released by U.S. Postal Service Logistics for Mailers as published in the latest release of the DMM.
Label Source	9	The Label Source identifies the system or facility that generated the label.
Business Entity ID	10–15	The Business Entity ID field is a unique six-digit USPS assigned number used to identify each mailer, i.e., the business or organization that prepared the tray or sack.
Optional Program Field	16–18	A three-digit optional field that can be used for expanded Serial Number. The data content is assigned by the Mailer (with USPS approval). When not used for specific data, this field shall be filled with "000".
Serial Number	19–23	The Serial Number is a unique five-digit number for each tray or sack.
Label Type 1	24	The Label Type is used as a qualifier for systems to recognize and parse the data within this barcode. For Label Type 1, 6-digit Business Entity ID-to-Postal Service, the value is 1.

# The New Pallet Placard – Mailer Transport Equipment Labeler - MTEL

Field No.	Field Description	Field Size	Character Position	Logical Values	Allowable Values
1	Application Identifier	2	1-2	99	"99" Only
2	Placard Identifier	1	3	M	"M" Only
3	Mailer ID	6	4-9	123456	Numbers
4	Optional Program Field	3	10-12	123	Numbers
5	Serial Number	8	13-20	12345678	Numbers

# Seamless Acceptance

- ❖ **Objective: to streamline the mail acceptance process.**
  - Provide mailers with an efficient, cost-effective and seamless process for mail entry.
  - Promote flexible electronic payment solutions.
  - Optimize process in the mail value chain by creating electronic interfaces with customers.
  - Allows customers to submit mailing documentation electronically, transfer funds electronically, trigger mail induction appointments automatically, and verify when mail has been inducted into the postal service.
  - This system will also allow the usps to anticipate the arrival of mail and electronically verify the mail upon entry and through the mail processing cycle.

# Testing With USPS

- ❖ BBH is actively testing with the USPS
  - Testing 4CB spraying above address block & CONFIRM tracking at one site since August 2005
  - Adding 4CB/CONFIRM at a second site Spring 2006
  - Testing Mail.dat with USPS test system for first and standard class with dropship at two sites
  - Working with USPS and two sites to evaluate seamless acceptance possibilities with an MLOCR
- ❖ The 4CB Will Be Required On All MLOCR's in 2009.