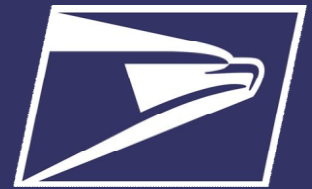


# IMb Tracing<sup>®</sup> Migration to Informed Visibility

Migrate to Informed Visibility by November 30, 2017



## Why is IMb Tracing<sup>®</sup> being retired?

IMb Tracing utilizes non-secure file transfer protocol (FTP) technology which will no longer be supported after November 30, 2017. By this date, mailers must be migrated to a secure option and enrolled in Informed Visibility (IV) to continue receiving mail tracking data. IMb Tracing will be retired and its functionality fully replaced by the IV application effective December 1, 2017.

Informed Visibility is a data-powerhouse, giving you a one-stop shop for all your mail visibility needs. IV provides a secure FTP technology and makes it convenient for you to track mailpieces (letters and flats), bundles, handling units (trays, tubs, and sacks), and containers in one, consolidated system as opposed to tracking this data via IMb Tracing<sup>®</sup> and PostalOne!<sup>®</sup> IV provides a convenient single-source for mail tracking, with near real-time expanded visibility into your mailings as mail moves through the mailstream, increasing the value of mail, and enabling you to better plan your mailing campaigns and resources.

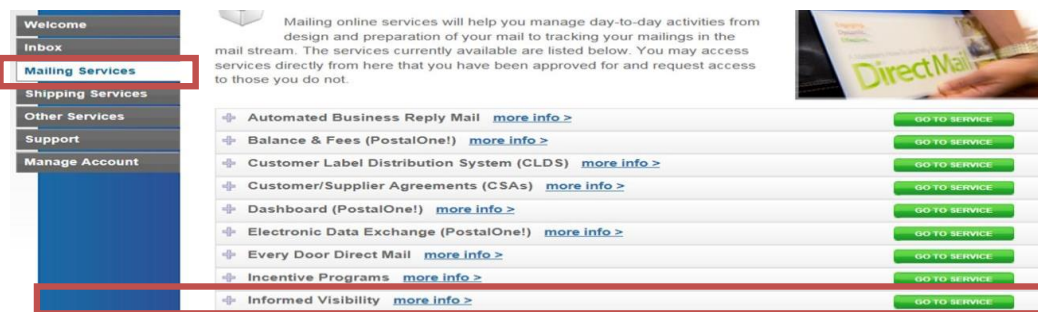
IMB Tracing customers access reports through online download or push/pull subscription utilizing non-secure FTP technology.

## Informed Visibility Helpdesk Enrollment

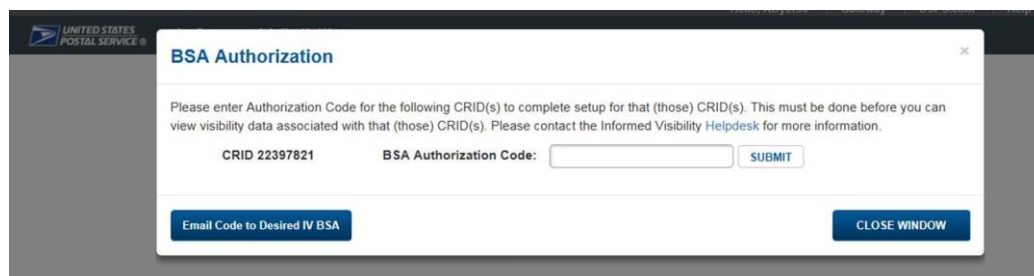
Informed Visibility allows users to self-enroll or receive a step-by-step walkthrough from the Informed Visibility Helpdesk. Our USPS Informed Visibility Helpdesk can be reached at [InformedVisibility@usps.gov](mailto:InformedVisibility@usps.gov) or 1-800-238-3150, Option #2. If contacting via email, please provide a point of contact (include full name, title, company name, email address, phone number) who will work with the USPS to establish the Informed Visibility Account.

## Informed Visibility Self Enrollment

1. Log into your Business Customer Gateway Account. If you do not already have a BCG account register for one at <https://gateway.usps.com/eAdmin/view/signin>
2. Go to mailing services and select Informed Visibility. Identify the desired IV BSA (Business Service Administrator) Contact; Each CRID will receive an email with a link to the Desired IV BSA form. Complete this form to submit contact information for the Desired IV BSA.



3. The Desired IV BSA will contact the Informed Visibility Helpdesk at 1 (800) 238–3150 and choose option two to request the IV Service and Enter IV Authorization Code.





## Informed Visibility: Establishing Reports

- Once you enter the BSA Authorization Code you will have access to the IV application to access your subscription. For more details - view [Applying for Access to Informed Visibility<sup>®</sup> Mail Tracking & Reporting \(IV<sup>®</sup>-MTR\)](#).

### Online Download Reports

Users who download IMB Tracing reports from the IMB Tracing's Mail Tracking & Reporting website today will download mail tracking data from the IV website once enrollment is complete.

### FTP Subscriptions

To receive your subscriptions from IV, you must follow the steps below. Once you have completed these steps you will be able to access your subscriptions through IV.

- Get Access to the IV Application:** Follow the same steps as above. For more detail - view the [Applying for Access to Informed Visibility<sup>®</sup> Mail Tracking & Reporting \(IV<sup>®</sup>-MTR\)](#).
- Establish a Secure FTP server:** Work with your technical team to determine which secure transfer method you will use to receive IV data. The following methods available in IV: Secure FTP, USPS Provided FTP Server, JSON File Format via Web Service or Secure FTP, Online Download and One-time Queries. Additional information on these methods can be found in the [Informed Visibility<sup>®</sup> \(IV<sup>®</sup>\) Mail Tracking & Reporting User Guide](#)
- Add the IV-specific IP addresses to your server firewall:** If you will use a Secure FTP (SFTP) to receive data from IV, ensure your system can receive data from the IV servers by adding IV-specific IP addresses to your server firewall. Please contact the IV Help Desk to receive the IP addresses to be added. If new IV-specific IP addresses are added in the future, the IV Help Desk will notify customers. Take action for special FTP scenarios, if applicable.

For additional information on establishing reports and subscriptions in IV reference the [Informed Visibility<sup>®</sup> \(IV<sup>®</sup>\) Mail Tracking & Reporting User Guide](#) located on the [PostalPro Informed Visibility](#) page.

### Getting Started with IV-MTR

<p><b>PRESENTATIONS</b> 06/19/2020</p>	<p><a href="#">Orientation Training for Informed Visibility<sup>®</sup> - Mail Tracking &amp; Reporting (IV<sup>®</sup>-MTR)</a> This presentation provides an introduction to the IV-MTR application, including its purpose, user access, layout, navigation controls, and support resources.</p>
<p><b>USER GUIDES</b> 09/21/2019</p>	<p><a href="#">Applying for Access to Informed Visibility<sup>®</sup> Mail Tracking &amp; Reporting (IV<sup>®</sup>-MTR)</a> This presentation provides instructions for applying for access to the IV Mail Tracking &amp; Reporting application (IV-MTR). The instructions include how to register for a Business Customer Gateway (BCG) account, add the IV-MTR service in the BCG, and receive and enter the authorization code.</p>
<p><b>QUICK SERVICE GUIDES</b> 06/19/2020</p>	<p><a href="#">Quick Start Guide for Informed Visibility<sup>®</sup> - Mail Tracking &amp; Reporting (IV<sup>®</sup>-MTR)</a> This document provides high-level instructions for completing One-Time Queries and Data Feeds in the IV-MTR application.</p>

### IV-MTR User Guides and Training

<p><b>USER GUIDES</b> 06/30/2020</p>	<p><a href="#">Informed Visibility<sup>®</sup> Mail Tracking &amp; Reporting (IV<sup>®</sup>-MTR) User Guide</a> The User Guide describes the prerequisites for receiving mail tracking data through IV-MTR, the data provisioning options available, and how to use the application.</p>
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