

NCOA^{Link}® MAIL PROCESSING EQUIPMENT

SOFTWARE INTERFACE DISTRIBUTION REQUIRED TEXT DOCUMENT

<<Licensee company name>> is a non-exclusive Licensee of the United States Postal Service[®] (USPS[®]) to provide USPS certified NCOA^{Link}® Mail Processing Equipment (MPE) interface software to authorized NCOA^{Link} MPE Data User Licensee candidates.

The NCOA^{Link} Product is a USPS proprietary system of move information that on average contains approximately 160 million permanent changes-of-address (COAs) filed with the USPS. These COAs are retained on the file for a four-year period from the move-effective date and the file is updated weekly.

MPE Data Users receive an 18-month dataset. All data fulfillments are provided under direct license from the USPS.

The sole purpose of NCOA^{Link} MPE processing is to provide an address correction tool for mailpieces and facsimiles that will be used for the preparation of mailings for acceptance and delivery by the USPS. The NCOA^{Link} Product may not be used to create, generate, or maintain new movers lists or as a source to any other proprietary database for the purpose of redistribution or sale.

An input name and address must match the name and old address on a COA in order to obtain a match. When queried with a matching name and old address as input, the NCOA^{Link} MPE process will yield the new address as the result. New address information is provided only when a match to the input name and address is attained.

Before being added to the NCOA^{Link} file, the **Old** address supplied by the Postal customer must be ZIP + 4[®] coded. The **New** addresses must be ZIP + 4 coded and validated using the USPS' proprietary database of actual delivery points. (NOTE: The delivery point database does not include NAMES or COA information.) Each delivery point confirmed **New** address is included on the NCOA^{Link} file. If unable to validate the **New** address, the NCOA^{Link} process will indicate that a move exists but will not provide the undeliverable **New** address.

The typical profile of the **New** address information contained on the NCOA^{Link} file is as follows:

89.68%	Forwardable moves containing delivery point confirmed New addresses – New address provided
1.19%	Moves containing unconfirmed New addresses – New address not provided
7.44%	Moved, Left No Address**
1.63%	PO Box Closed**
0.06%	Foreign Moves**

** The literal "NEW ADDRESS INFORMATION UNKNOWN" is provided in lieu of address information for Mailpiece Facsimile, Notification via Returned Mailpiece, DBCS and Flats processing only.

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When possible, postal customers who move multiple times within the NCOA^{Link}TM time period are “linked” or “chained” to ensure that the latest address is furnished when an NCOA^{Link} match is attained. This is not always possible if subsequent COAs are not filed in exactly the same manner as a COA filed previously (e.g., name spelling differences or conflicting secondary information).

The provision of change of address information is controlled by strict name and address matching logic. NCOA^{Link} MPE processing will only provide new address information when queried with a specific algorithm of the name and input address from a mailers address list which matches the information on the NCOA^{Link} Product. Data contained in and information returned by the NCOA^{Link} MPE process is determined by the name and move type (Business, Individual, or Family) indicated on a Postal customer's Change of Address form.

The presentation of name order is established using a pre-process before querying the NCOA^{Link} database. However, there are no restrictions on using a process to interchange the name order to yield the best possible results using the NCOA^{Link} database. It is ultimately the responsibility of the Mailer Owner working with the Licensee to determine the name order presentation correctly.

The NCOA^{Link} Product is comprised of approximately 6% business moves, 54% individual moves, and 40% family moves.

All matches made to the NCOA^{Link} file require a ZIP + 4[®] coded, standardized old address.

There are five separate and distinct services that may be provided to a mailer by the NCOA^{Link} MPE Licensee. These services fall under the NCOA^{Link} MPE Active mode of processing in which address information is sprayed on mailpieces only when there is updated COA information.

- **Forwardable Mailpiece** – Processing in which mailpiece redirection due to customer moves via the Licensee's NCOA^{Link} Mail Processing Equipment.
- **Notification Via Returned Mailpiece** – Processing in which updated COA information is sprayed on mailpieces and returned to the mailer via hardcopy or photocopy mailpieces.
- **Mailpiece Facsimile** – Processing in which updated COA information is sprayed on mailpiece facsimiles and returned to the mailer.
- **DBCS (Delivery Barcode Sorter)** – Processing of letter mail on DBCS equipment in which no COA information is sprayed on mailpieces.
- **Flats** – Flats processing in which mailpiece redirection due to customer moves via the Licensee's NCOA^{Link} Mail Processing Equipment. Can be processed in the following modes: Forwardable Mailpiece; Notification via Returned Mailpiece; and Mailpiece Facsimile. If flat mailpieces are processed on equipment in which COA information is unable to be sprayed on the mailpieces, mailpieces are either returned to the mailer, destroyed or mailed at full rate.

The USPS has established a process called the “Rules Table.” This process will produce matches that otherwise would not be possible, i.e. JOHNY and JOHNNY.

All nickname possibilities are derived from a standard USPS[®] nickname list. In considering alternate presentations of an input name and addresses do not match to the NCOA^{Link} file

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and alternative queries are attempted, any variations which obtain NCOA^{Link} matches will be provided to the NCOA^{Link} MPE customer for analysis, depending on the mode of processing.

When a match or a near match of an input name and address to the NCOA^{Link} Product is identified, a report of the standard NCOA^{Link} return codes may be provided by the MPE Data User, upon customer request. This report indicates the type of match made or reason that a match could not be made.

The return code provided is the final result of an NCOA^{Link} query. At the option of the NCOA^{Link} MPE Data User, additional return code values from intermediate queries may be provided. The query name and/or address which generated the specific return code may not be the exact input or final query name and address provided in the standard output of a USPS[®] NCOA^{Link} process.

MPE Data Users must offer the standard output format of the NCOA^{Link} MPE process to customers, if requested, with no file manipulation by the Data User.

NCOA^{Link} MPE processing has the potential to reduce returned mail, yet the USPS does not make any guarantees, express or implied, on the reduction of such mail. Thus any costs associated with returned mail are the MPE Data Users' and/or their customers' sole responsibility.

An NCOA^{Link} MPE Licensee with questions about specific processes within an NCOA^{Link} MPE software interface and/or results returned from an NCOA^{Link} MPE process must first contact the software distributor for explanation and resolution.

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