IMpb Compliance

Webinar

Start Time: 10:00 AM EST

United States Postal Service

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To listen to a recording of this presentation please visit: Click here
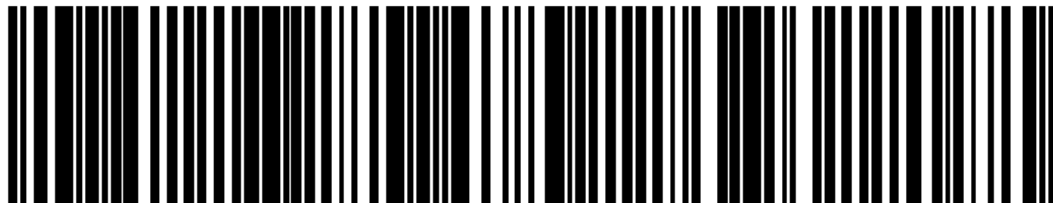
Tuesday, October 14, 2014

- IMpb Overview

- Implementation Requirements

    - Basics
    - Compliance Factors
    - Products Covered
    - Alternative Methods to Comply w/Approval

- Payment Systems

- Resources

- Questions / Comments

What is it?

The Intelligent Mail Package Barcode (IMpb) is the next generation tracking barcode and the critical bridge between physical packages and digital information required to enable world class service and tracking for our package products.

USPS TRACKING #

9211 7900 0065 8976 0000 59

Critical to 100% Package Visibility!!

What does it do for you?

Supports 100% Package Visibility
and World Class Service and Tracking

- A unique tracking barcode on every package
- Scans at key touch points, full end-to-end tracking
- Tracking built in for major shipping products
    - First-Class Package Services
    - Priority Mail
    - Parcel Select, including Parcel Select Light Weight
    - Standard Post
    - Returns
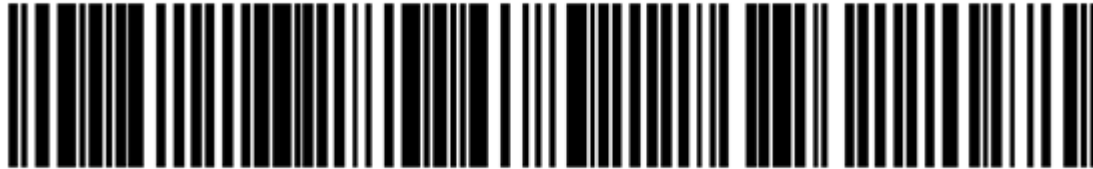- Rich digital information improves service and the customer experience

- Access to the best prices for package products

- End-to-End tracking information at no additional charge for Competitive Products

- Proactively manage expectations – you and your customers know when to expect your packages to arrive

- Access to Priority Mail baked-in insurance up to:
  - $50* for Retail and Commercial Base Pricing
  - $100* for Commercial Plus customers

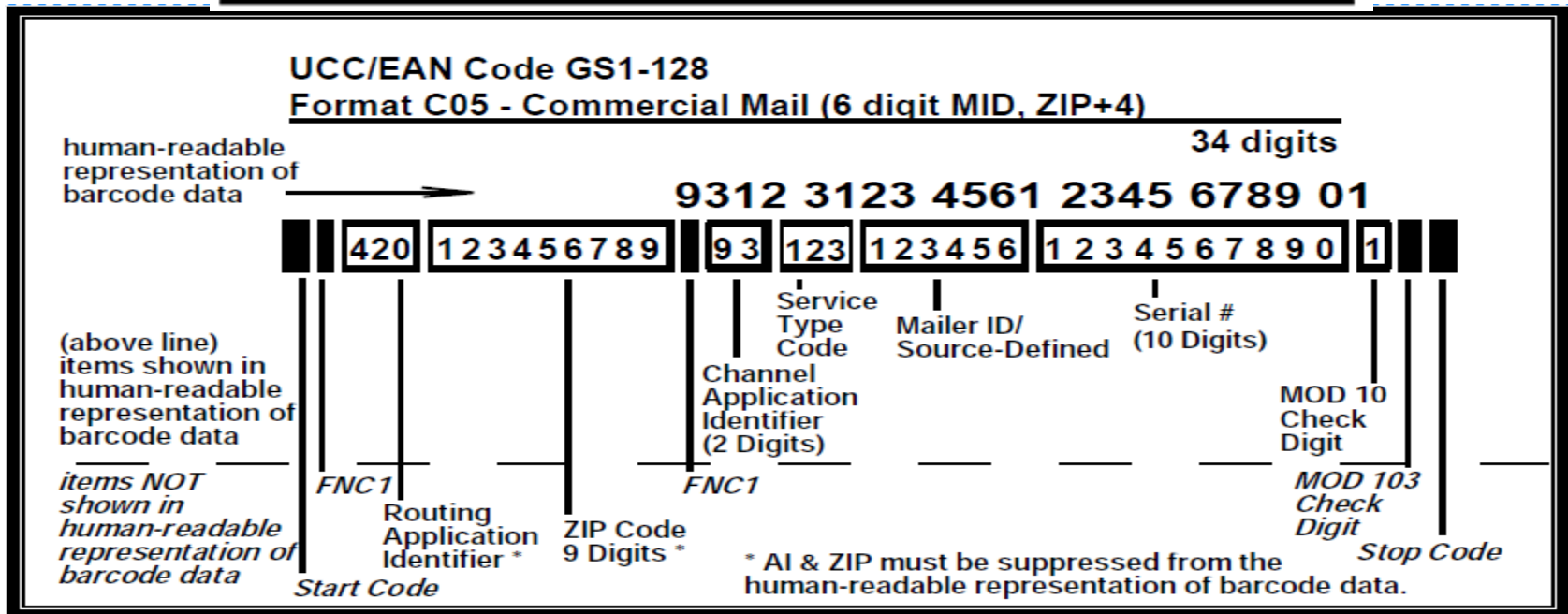- Required for new products, services and features

Restrictions apply

- 3-digit service type codes identify product class and extra service combination
  - o Represents trackable Extra Services in tracking barcode
  - o Drives smart software in scanners

- Eliminates multiple barcodes on a package

- Supports 6-digit or 9-digit numeric Mailer IDs

- Destination routing information in the barcode facilitates automated sorting
  - o Letter/Flat shape Certified Mail items use non-concatenated IMpb barcode constructs

- Channel-specific Application Identifiers (AI)

- Supports nesting packages to containers

What's represented in the barcode?

Note: Barcode is an art image only and is not to spec or scale.

Uppercase, Bold, Sans Serif 1/8" (Min .09"), Centered
Minimum 1/32" White Space   1/8" - 1/4" White Space

USPS TRACKING #

GS1-128 Barcode
3/4" Height
X-dim 0.013 - 0.021"

9205 5912 3456 7803 2394 01

Minimum 1/4" White Space   1/8" - 1/4" White Space
1/32 - 1/16" Identification Bar

**Shorter, ½" barcode height allowed for smaller packages
and letter and flat sized Extra Services items with approval**

*Note: Barcode is an art image only and is not
to spec or scale.*

New Standards to Enhance Package Visibility

- Final Rule published December 18, 2013

- Implementation Date – January 27, 2014

- Extended IMpb requirements to all Commercial Parcels and items with trackable Extra Services

  - Competitive Products effective January 27, 2014

  - Transition periods for customers shipping:

    o Market Dominant Parcels until September 7, 2014

    o Merchandise Return Service until September 7, 2014

    o IMpb use with Certified Mail or Registered Mail until January 25, 2015

    o Business Reply Mail Parcels – *work in progress*

- Compliance Thresholds and Non-Compliance Fee

- Destination Delivery Address and/or Delivery Point Validated 11-digit ZIP Code required in the electronic file January 25, 2015 to meet requirements

❶ Unique IMpb tracking or Extra Services barcode

❷ Shipping Services File Version 1.6 or higher, populated correctly with required fields

– Version 1.7 or 2.0 preferred

❸ Destination delivery address and/or Delivery Point Validated (DPV) 11-Digit ZIP Code

– Destination ZIP+4 Code acceptable until January 25, 2015

• Legacy tracking barcode and Shipping Services File formats acceptable until January 25, 2015

- Apply to all package products and trackable Extra Services
- Compliance Thresholds and $0.20 Non-Compliance Fee apply to **Competitive Products only**:

* Priority Mail   ** Parcel Select*

* First-Class Package Services   ** Parcel Select LW*

IMpb Compliance Thresholds	Sep 2014	Jan 2015
Unique trackable barcode (IMpb or legacy format)	99%	**99%** IMpb only by January 25, 2015
Destination Delivery Address and/or 11-digit (DPV) or ZIP +4 Code in file	95%	**98%** Destination address/ and or 11-digit DPV ZIP Code only by January 25, 2015
Shipping Services File v 1.6 or higher, **Version 1.7 or 2.0 preferred** (v 1.3, v 1.5 permitted)	95%	**97%** SSF v 1.6 or higher ONLY by January 25, 2015

- No certain date at this time IMpb compliance thresholds and non-compliance fee will extend to Market Dominant Products

- Dependent on rule making process and USPS and PRC approvals

- Mailers will be given an opportunity to comment

- Mailers are required to comply with IMpb rules
  - Currently no non-compliance assessment or fee

New Standards to Enhance Package Visibility – Important Changes

- **Presort and destination entry discounts no longer tied to IMpb compliance**

- **Per piece Non-Compliance Fee implemented with compliance thresholds for Competitive Products**

- **Meter customers retain Commercial Base pricing until January 25, 2015**
    - However, unique IMpb, Label 400 – USPS Tracking, or special IMpb required for all parcels
    - IMpb requirements do not supersede other qualification requirements

- **Exceptions requests processed through VP Sales**

New Standards to Enhance Package Visibility

- **Identification of hazardous materials and live animal shipments**
  - Transition period until September 7, 2014

- **No Commercial Plus pricing for meter customers not meeting full IMpb requirements**

- **IMpb needed for 'baked-in' insurance on Priority Mail**

- **IMpb required on all Merchandise Return Service parcels**
  - Transition period until September 7, 2014

- **BRM for parcel-shaped returns**
  - Remains in effect but requirements in the works to require IMpb

New Standards to Enhance Package Visibility

EXCEPTIONS BY PRODUCT CLASS

- **Bound Printed Matter (BPM) Parcels**
  - BPM parcels may use Mail.dat in lieu of Shipping Services File
  - Mail.dat file converted to Shipping Services File v1.7

- **Priority Mail**
  - Priority Mail flats in a high-speed environment may use IMb and Mail.dat documentation in lieu of IMpb
    - No extra services, International or Priority Mail Express permitted with this option
    - Requires USPS approval
    - Does not qualify for 'baked-in' insurance

- **Priority Mail Express**
  - US Postal Service Corporate Account users are excluded from the IMpb requirement at this time

New Standards to Enhance Package Visibility

EXCEPTIONS BY PRODUCT CLASS

- **Standard Mail Parcels**
  - Standard Mail Marketing and Standard Mail Non-Profit parcels will require an IMpb or a unique IMb.
    - Includes product samples
    - Excludes Regular and Non-Profit Standard Mail product samples with simplified address or Detached Address Labels
  - All Standard Mail parcels using unique IMbs may use either Mail.dat or Mail.XML in lieu of the SSF
  - Standard Mail parcels presorted and containerized to 5-digit level may use IMbs
  - IMbs must remain unique for 45 days

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Electronic Documentation and Shipping Services File (SSF) Requirements in addition to Address Information

- Transaction ID
- Payment/Permit Account # and Post Office of Account ZIP Code
- Method of Payment
- All postage fields required for Type 1 and Type 2 files
  - File edits are simplified, same rules for Types 1 and 2 files
- Transmission prior to tendering packages/items to USPS
- By/For – Voluntary Compliance with monitoring
  - Identify the Mail Owner and Mailing Agent in SSF 1.6 or higher, Mail.dat and Mail.XML by use of unique MIDs or CRID
  - By/For required for CPP, Non-Profit Standard Mail, and Hazmat

- Industry concerns about file timeliness and the affect on IMpb Compliance

  - Affects Shipping Services File (SSF) and address information

  - Assessment based on first physical scan if no SSF record exists

  - Files and address information could be available before carrier sort

- MTAC Work Group on Shipping Services File Timeliness

  - MTAC Leadership direction and Industry recommendation

  - Industry and USPS Chairs identified

    - John Medieros – Industry

    - Juliaann Hess – USPS

    - Charter in the works

  - Gain agreement on file timeliness rules and when to assess IMpb Compliance

    - Formalize through appropriate processes

The Electronic Verification System (eVS) requires package mailers to submit mailings with a unique IMpb package barcode, requires submission of a Shipping Services File version 1.6 or higher, and requires the use of a complete destination delivery address and/or Zip +4 in the file.

The Shipping Services File is evaluated by PTR to determine whether packages/items meet the three IMpb compliance factors

Results are sent to eVS and displayed on the Sampling Summary Tab of the eVS landing page.

All eVS packages require a barcode and SSF, so eVS assesses on one threshold currently set at 95% for destination delivery address and/or 11-Digit DPV ZIP Code or ZIP+4 Code in the file

Postage Adjustment is assessed by mail class across all pieces for the month.

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Monthly Sampling Summary

09/01/2014 - 09/30/2014
Manifest File Numbers:
Manifest Files ▼

Total Manifest Files Processed:	93
Total Parcel Records Processed:	10,168

Computation of the IMpb Compliance Adjustment Factor

	Total Pieces Requiring IMpb	Total IMpb-Noncompliant Manifested Pieces	IMpb Compliance Percentage	IMpb Compliance Threshold	IMpb Compliance Adjustment Factor
Priority Mail	9992	6520	34.748	95	60.252

IMpb Noncompliance Adjustment

Priority Mail	$1,204.00

What makes your mailing noncompliant?

❑ No IMpb* or tracking barcode

❑ A non-unique IMpb* or tracking barcode

❑ No destination delivery address and/or 11-digit DPV ZIP Code or ZIP +4 Code populated in the file

❑ Shipping Services File version 1.6* or higher not submitted with all required data elements

* Legacy tracking barcodes and Shipping Services File versions allowed until January 25, 2015

For non-eVS mailings the noncompliance fee is assessed per mailing.

For submission types other than mail.dat the Shipping Services File is submitted to PTR prior to entry of the mailing.

PTR assesses the packages/items in the file for compliance and the results are sent to *PostalOne!*

PostalOne! performs all three verifications; unique IMpb package barcode, Shipping Services File version 1.6 or higher, destination delivery address and/or 11 Digit DPV or ZIP + 4 Code
- Address and/or 11-Digit DPV ZIP Code only will be required in January 2015

Additional Postage for noncompliance is assessed on the highest amount of pieces in noncompliance for one of the thresholds
- Non-compliance fee is assessed only once per package/item

For Mail.dat submission, *PostalOne!* generates and submits the SSF to PTR, therefore, the mailer does not need to submit a SSF to PTR separately. No Shipping Services File Transaction ID is required with mail.dat submission.

The SSF enables PTR to assist with routing and package visibility for all packages. The IMpb and Destination Delivery Address and/or Zip +4 data need to be submitted through Mail.dat.

If the mailing falls below the threshold the mailer can resubmit their mail.dat file with the updated information or pay the noncompliance fee on line S23 of the corresponding postage statement.

For Mail.xml submission, the mailer must create and submit a SSF (v1.6 or higher) to PTR prior to the mailing. The *PostalOne!* system verifies and utilizes the data retrieved from PTR system on IMpb compliance %, SSF v1.6 or higher compliance %, and address and/or 11-digit DPV ZIP Code or ZIP+4 Code compliance %. The SSF TID is required to link to the SSF file in PTR.

If a mailing falls below the thresholds the mailer can resubmit an updated Shipping Services File or pay the required noncompliance fee on line S23 of the corresponding Postage Statement.

For Postal Wizard and Hardcopy Postage Statements, the mailer must create and submit a SSF (v1.6 or higher) to PTR prior to the mailing.

The *PostalOne!* System stores the data received from PTR until the acceptance employee processes the postage statement.

***PostalOne!* searches the database using the Shipping Services File Transaction ID and prompts for the required verifications.**

Acceptance Employee performs manual IMpb Barcode Verfication.

Results of the verifications are displayed and calculated in *PostalOne!*

- System will display the % Failed for IMpb compliance verification
  - Based on highest dollar value for **one** of the three compliance tests
- Will display IMpb Compliance failure information:
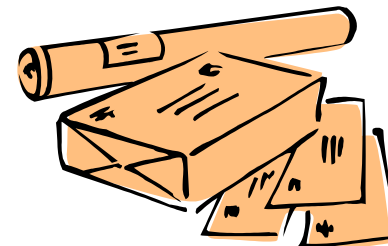
USPS Use Only							
Verification	Request Source	Performance Status	Disposition	Performance Type	Performance Percentage	Additional Postage	Cost Avoidance
eMIR Cursory review		Not Performed	N/A		N/A		
Weigh Entire Mailing	Verification not requested by system	Not Performed	N/A		N/A		
Manual Presort	Verification not requested by system	Not Performed	N/A		N/A		
Mailing Review	Verification requested by random selection	Performed	N/A	Mailing Review	100%	N/A	N/A
Labeling Review	Verification requested by random selection	Performed	N/A	Labeling Review	100%	N/A	N/A
Mailpiece Review	Verification requested by random selection	Performed	N/A	Mailpiece Review	100%	N/A	N/A
Documentation/Postage Statement Review	Verification requested by random selection	Performed	N/A	Documentation/Postage Statement Review	100%	N/A	N/A
IM Parcel Barcode		Performed	C	* IM Parcel Barcode	30%	$680.00	$0.00
IM Parcel Barcode Shipping Services File		Performed	A	* IM Parcel Barcode Shipping Services File	50%	$0.00	$400.00
IM Parcel Barcode Zip Code+4		Performed	A	* IM Parcel Barcode Zip Code+4	50%	$0.00	$430.00
					Total:	$680.00	$0.00

* If multiple IMpb verifications fail, only the highest additional postage amount is included in total additional postage due.

The Shipping Services File Transaction ID must be populated on the postage statement.

If the Shipping Service File is "not found" by *PostalOne!* and one has been submitted some of the common issues are:

- **The Shipping Services File was not submitted prior to the mailing being entered by the Acceptance Employee**
- **The Shipping Services File does not contain the required data elements necessary for linking the file and the postage statement. The Permit Number and Office of Entry must entered in the file.**
- **For questions on the Shipping Services File refer to Publication 199 located on RIBBs or contact the confirmation services helpdesk at 877-264-9693 option 4**

What if you are not compliant with the requirements?

❑ **If you do not have a unique IMpb package barcode complete line S23 on the corresponding postage statement.**

❑ **If you have not submitted a Shipping Services File leave the transaction ID field on the postage statement blank and complete line S23 of the corresponding postage statement.**

❑ **If you do not have the destination delivery address and/or Zip +4 in the file complete line S23 of the corresponding postage statement.**

❑ **Only pay the noncompliance fee once per package**

❑ **Contact one of the certified solutions providers found on RIBBs:**
https://ribbs.usps.gov/intelligentmail_package/documents/tech_guides/IMpbCertifiedSolutionsProviders.pdf

- **RIBBS:**
  - **Publication 199: Intelligent Mail Package Barcode Implementation Guide**

  - **Publication 205, eVS® Business & Technical Guide**

  - **IMpb Fact Sheet and Certified Solution Providers**

  - **IMpb FAQs**

  - **Parcel Labeling Guide**

  - **Updated List: Service Type Codes for IMpb**

- **DMM 503: Extra Services**

- **USPS.com**

Completed	Webinar Title	Webinar Date	Speakers
✔	IMpb Impacts on Returns	March 11, 2014	Juliaann Hess Kevin Gunther
✔	Transition of BRM Parcels to MRS	April 8, 2014	Juliaann Hess Richard Thornton
✔	Returns Containing Mailable Hazardous Materials	May 13, 2014	Juliaann Hess Kevin Gunther
✔	Scan Based Payment for Returns	June 10, 2014	Richard Thornton Kevin Gunther
✔	IMpb Overview	July 8, 2014	Juliaann Hess
✔	IMpb Impacts for Market Dominant Products	August 12, 2014	Juliaann Hess Rachel Devadas
✔	IMpb Impacts on Extra Services	October 2, 2014	Juliaann Hess Karen Key
✔	IMpb Compliance	October 14, 2014	Juliaann Hess Heather Dyer

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Webinar

Intermission

United States Postal Service

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Product Information

Heather Dyer
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Tuesday, October 14, 2014

The webinar is now concluded

A copy of this PowerPoint presentation will be posted on the Industry Outreach Page on RIBBS

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