



# Harnessing the Power of Visibility

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Great Lakes AIM

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# Informed Visibility<sup>®</sup> Update



**IV® is a near real-time enterprise system that will be the single source of all mail visibility information.**

**IV® leverages data to provide business intelligence for USPS and the Mailing Industry.**

**Event-Driven  
Internal  
Measurement  
of Mail**

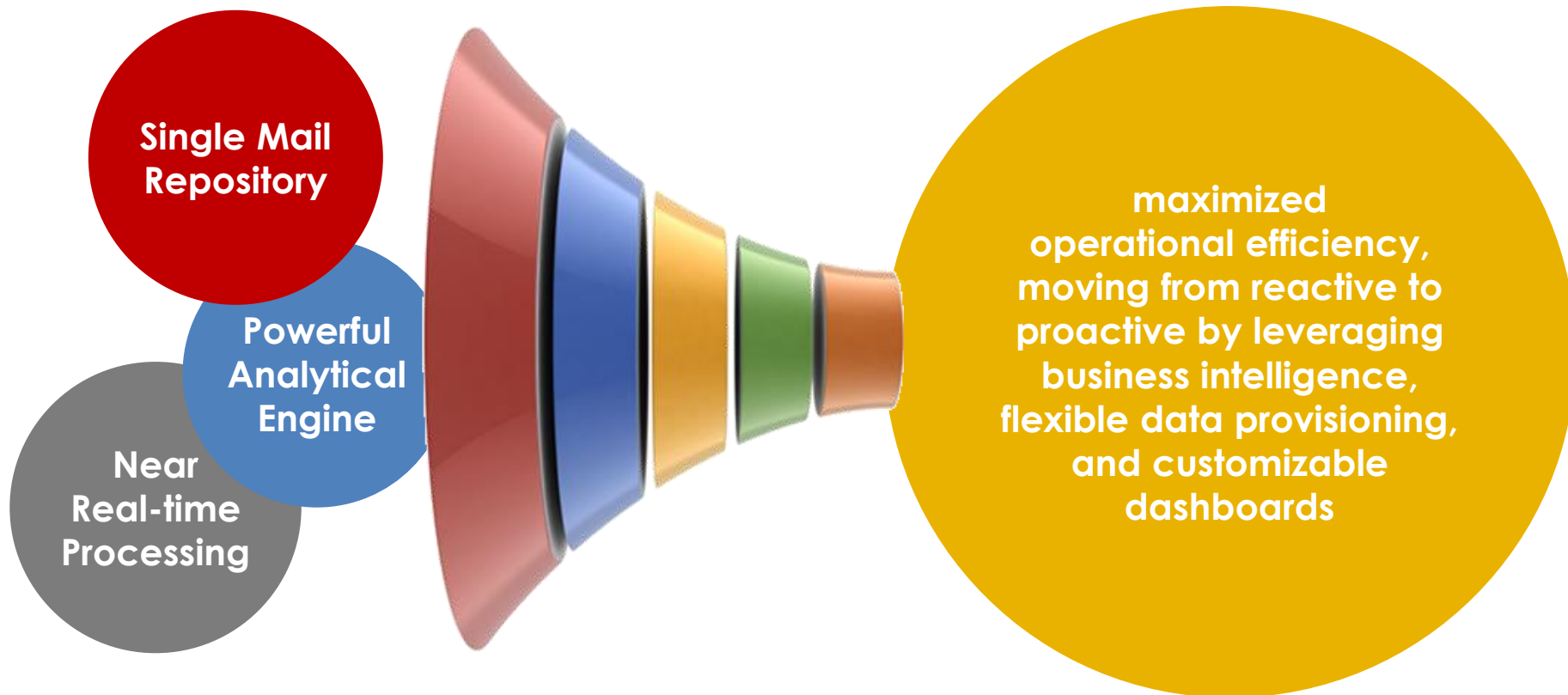
**Near  
Real-Time  
Service  
Performance  
Diagnostics**

**Mail Inventory  
Management  
of Mail and  
Packages**

**Predictive  
Workloads on  
Mail and  
Packages**

**End-to-End  
Tracking of  
Mail and  
Packages**

**Ease of Use**



**Mail Tracking and Reporting Full Pilot began February 27<sup>th</sup>**

**Now up to 43 participants**

## **Our Commitment**

**Automated data  
validation under way**

**Transparent Issue List**

**Proactive Migration**

**Extending IMb Tracing  
Retirement Date**



# August 14

Open to all Mailers  
for Fall Mailing  
Season Value





Volume 1, Issue 1  
August 2017

**insights**

KEEPING THE INDUSTRY INFORMED ON WHAT'S HAPPENING WITH IV

**IN THIS NEWSLETTER**



[Introducing  
the New IV Metrics](#)



[Migrating Legacy  
Data to the New IV Metrics](#)



[Data Validation](#)



[July 15, 2017 Release](#)



[Your Input Matters](#)

## Coming this Month

### IV Insights Newsletter

### Subscription Information

Mollier Name	Source Link
Subscription Type	PKG
PMID (Defined)	16
# of Action Events	10
Frequency	2

### Match Rate Trend

Date	Match Rate (%)
6/4/2017	97.88
6/11/2017	97.88
6/18/2017	97.88
6/25/2017	97.88
7/2/2017	97.88
7/9/2017	97.88
7/16/2017	99.53

49.63% Increase from 6/4/2017 to 7/16/2017

## Coming in September

scorecard error data  
provisioning through IV

# Internal Service Performance Management

## End-to-End Measurement of Mail

**IV® leverages Mail  
Visibility to provide a  
comprehensive view of  
USPS service performance.**

**After PRC approval and  
full cutover to Internal  
SPM, IV® will reduce USPS  
reliance on third-party  
reporters**



One Consolidated Mail  
Measurement System  
(Single-Piece and Presort)



Measuring All Mail  
(Census vs. Sampling)



Enables Rural Measurement



Provides Enhanced  
Diagnostics



Same-Day Service Scores





## FIRST MILE



Mobile  
Delivery  
Device



Sampling

## PROCESSING

Mail Processing Equipment (MPE) Scan  
rates in the high 90s



Processing  
Scores

## LAST MILE



Mobile  
Delivery  
Device

 Not scanning every  
piece with device.

Sampling



RANDOM  
SCAN  
SELECTION

# Internal Service Performance Measurement

## Diagnostics

[Return](#)

Informed Visibility  
The single source for all your mail visibility needs

Enterprise Analytics

### Filters

[Show Filters](#)

Week : 07/29/2017-08/03/2017

Level : Originating From View

[Undo](#)

4 Charts Per Row

[Report Notes](#)

## Mail Processing Service Performance

- ☒ Actual Delivery Date ☐ Start The Clock Date  
☒ Commercial ☐ Single-Piece

### Processing Score

95.3%

### Failed Pieces

54,543,826

### Total Pieces

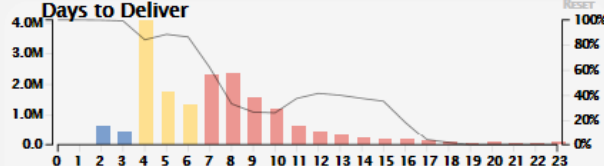
1,172,415,139

#### Color Key

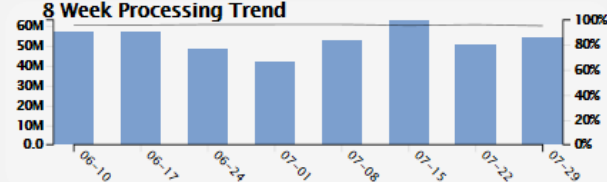
- Score 95–100%
- Score 90–95%
- Score 80–90%
- Score 70–80%
- Score 0–70%

[Reset All](#)

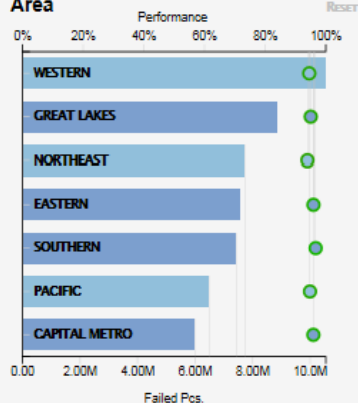
### Days to Deliver



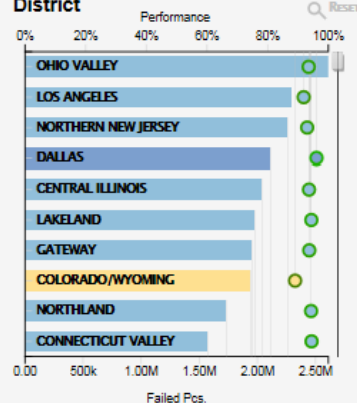
### 8 Week Processing Trend



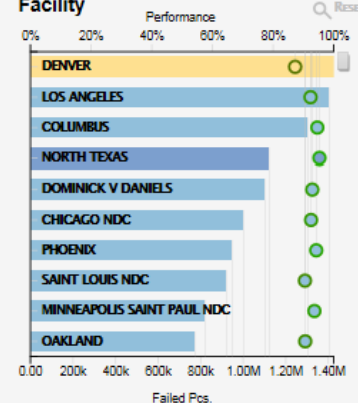
### Area



### District



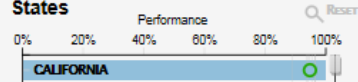
### Facility



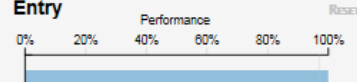
### Mailer



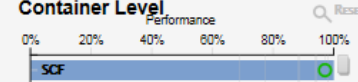
### States



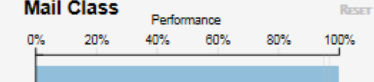
### Entry



### Container Level



### Mail Class

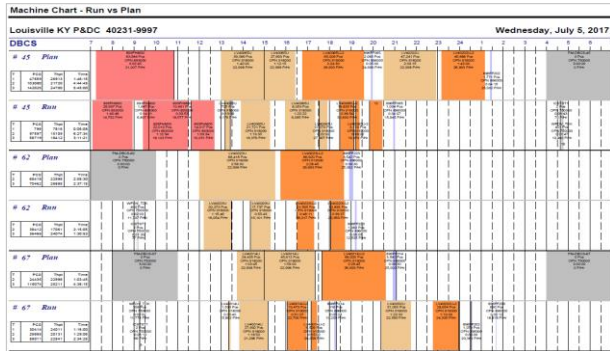


Harnessing Visibility to Manage Operations in RealTime

Manual Methods After the Fact



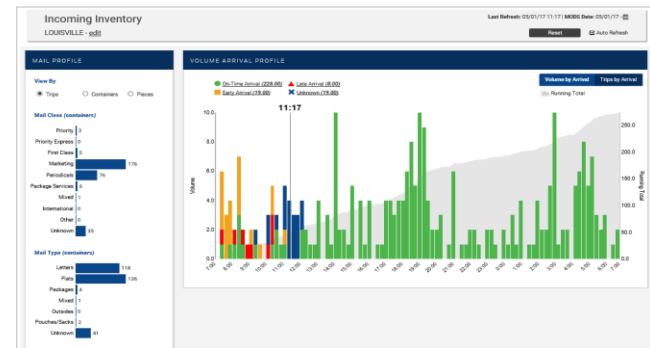
Informed Management in Real-Time



Performance to Plan



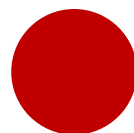
Incoming Inventory



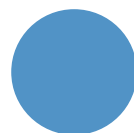
Yard Status



**IV's forecasting capability will increase the visibility of mail within the USPS network, and improve operational planning and execution**



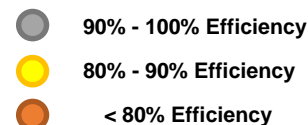
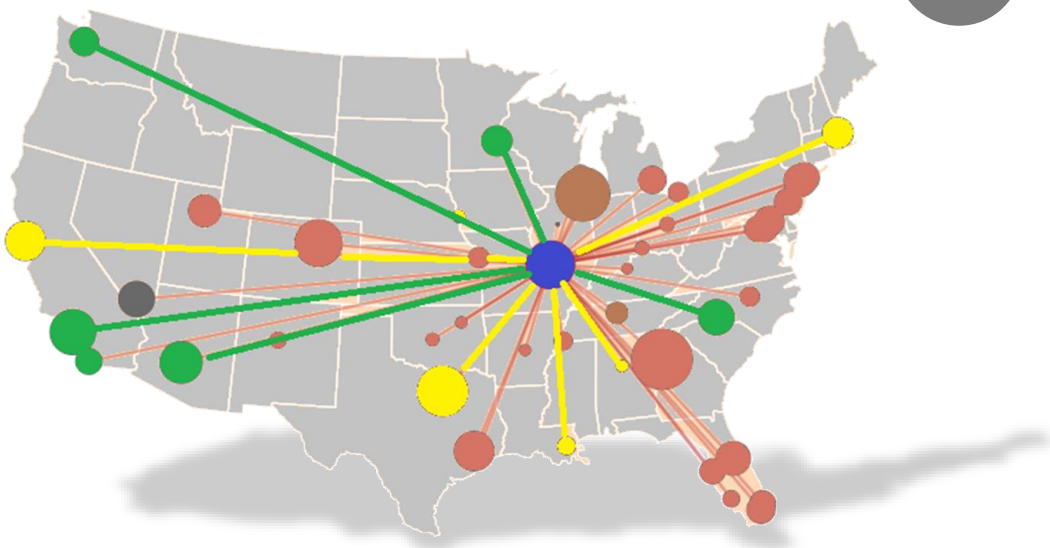
Leveraging Visibility to Provide Intelligent Predictive Workload



Inventory-Based Run Plans



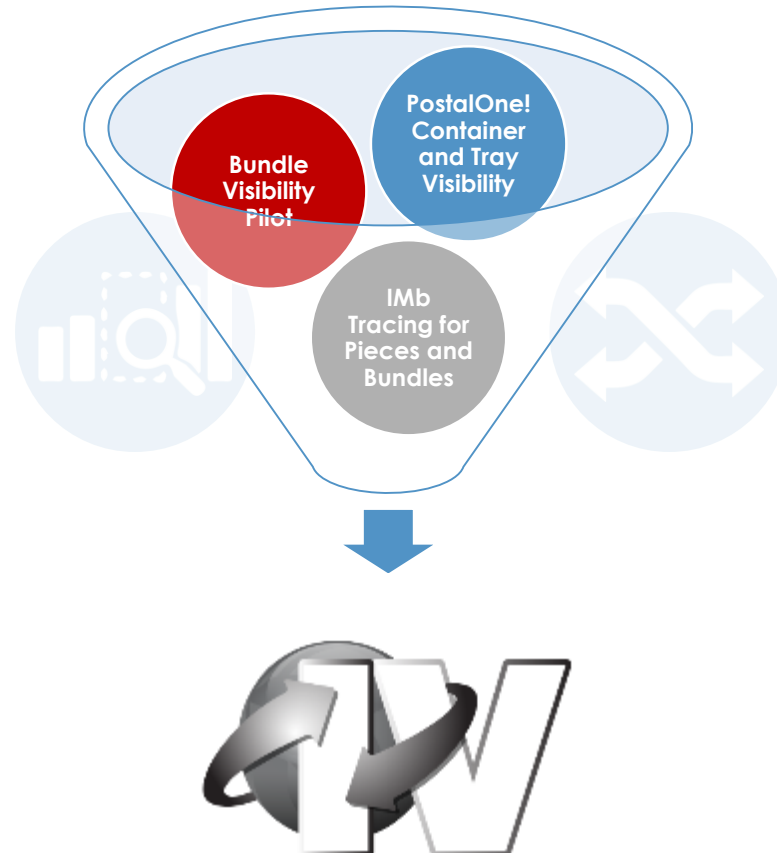
Near Real-Time Processing Performance



## IV Mail Tracking & Reporting

## Mail Tracking & Reporting

*Provides mailers visibility of letters and flats and their aggregates (bundles, handling units and containers)*



## Mail Tracking & Reporting

*Provides mailers visibility of letters and flats and their aggregates (bundles, handling units and containers)*



**Fills  
Visibility  
Gaps**



**Creates  
Logical  
Handling  
Event**

**Leverages  
Nesting  
Associations**

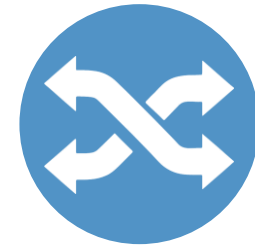
**Creates  
Assumed  
Handling  
Events**





## Mail Tracking & Reporting

*Provides mailers visibility of letters and flats and their aggregates (bundles, handling units and containers)*



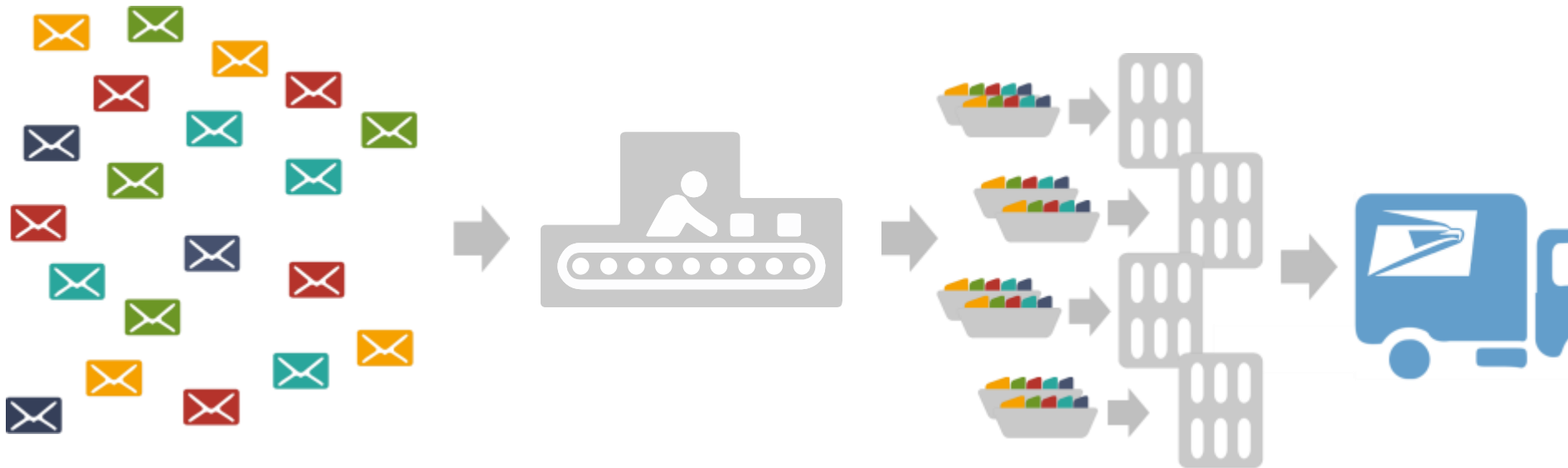
**Provides  
Flexibility**

**Delegation**

**Provisioning**

**Ease of Use**

## Nesting and Assumed Events



**1****2**

## Anticipated Date of Delivery (ADD)

.....

**3**

An inventory of mailpieces to be delivered is created based on the Last Processing Operation.

The “Anticipated Date of Delivery” is created by comparing the scan time to the operation’s clearance time.

Based on geo breadcrumbs, it is determined when a carrier enters a ZIP+4 geo fence.

**4**

## Logical Delivery Event

.....

**5**

A Logical Delivery Event is generated for mailpieces within the ZIP+4, that have an “Anticipated Date of Delivery” of today. This data is then sent to IV.

IV provisions the Logical Delivery Events to mailers.



Red boundaries represent the geo fence. Red dots represent the carrier entering the geofence.

## Logical Delivery Events



## Data Frequency



weekly



daily



hourly

near real-time



**NOW AVAILABLE:**  
Near Real-time  
Transactions  
through JSON!



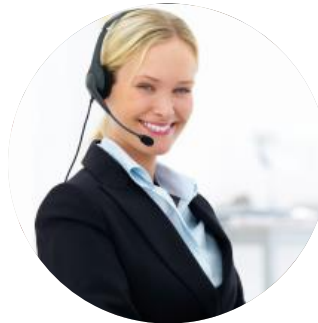
## Real-time Event-Driven Multi-Channel Marketing

**Mail Delivered**



**Real-Time  
Data Received**

**Email Sent**



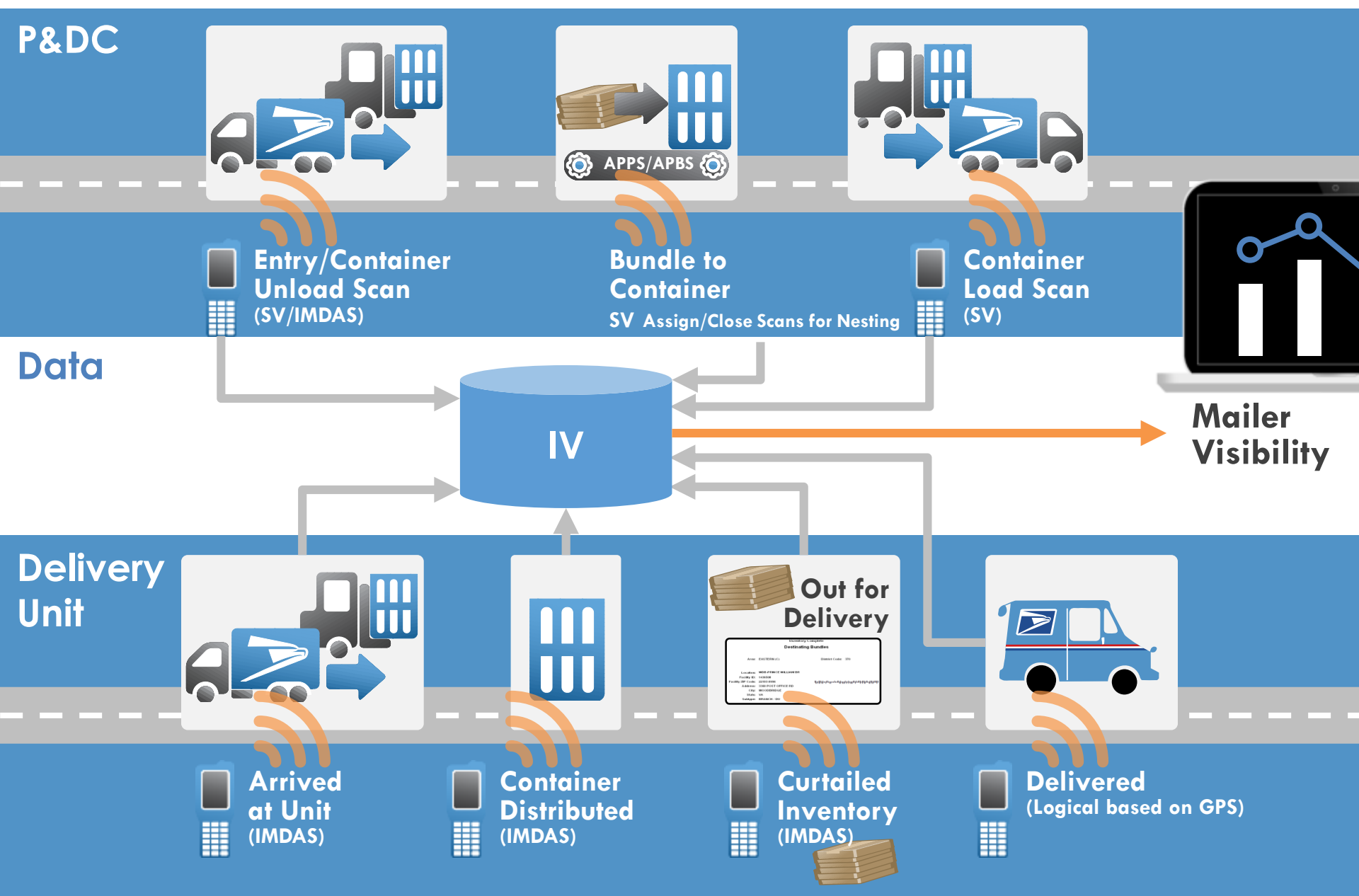
**Mailer  
Notified**

**Mail Moment**



**Customer  
Conversion**

Increased Visibility

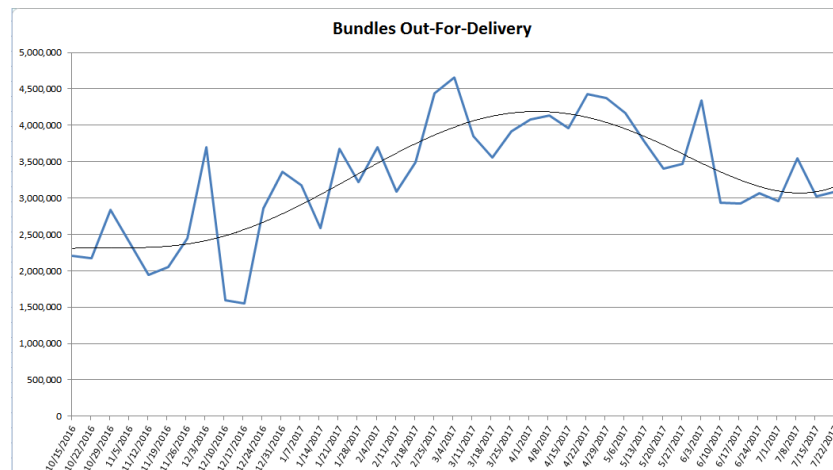




**Status:** Continue to expand and enhance:

## Bundle Visibility

- Enabling nesting on new equipment (SPSS / HTPS)
- Enabling nesting to and distribution from sacks
- Additional diagnostics for field personnel
- Utilizing IV tools to readily identify and resolve issues



## Performance and Reliability

- Continued training (with certification)
- Updating of Service Talks and Visual Aids
- Driving scanning behavior relative to direct containers either DDU or plant dropped
- Continued focus on accurate placarding with exception reports to identify impact offices

## Weekly Averages

Averaging weekly (04/01/2017 – 06/30/2017):

**91.1%**

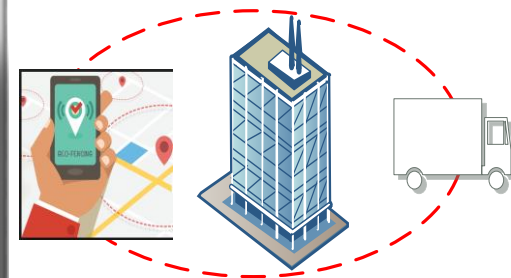
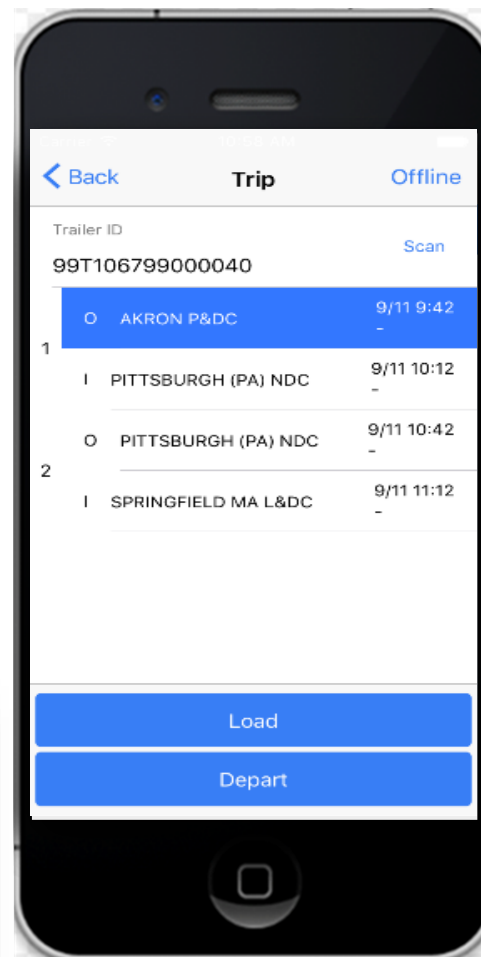
and  
**5.2 million**  
bundles nested per week  
(Plants)

**86.5%**

and  
**4.1 million**  
bundles distributed  
(DUs)

- Allows drivers to scan and send the 99T trailer, departure event, route/trip/leg & geo fencing information to USPS

**Capture & Confirm Departure Event –  
Mobile GeoFence assists to confirm  
departure and arrival**



**When Driver Breaks  
Geo-Fence, Actual  
Departure/Arrival  
Time is Recorded.**

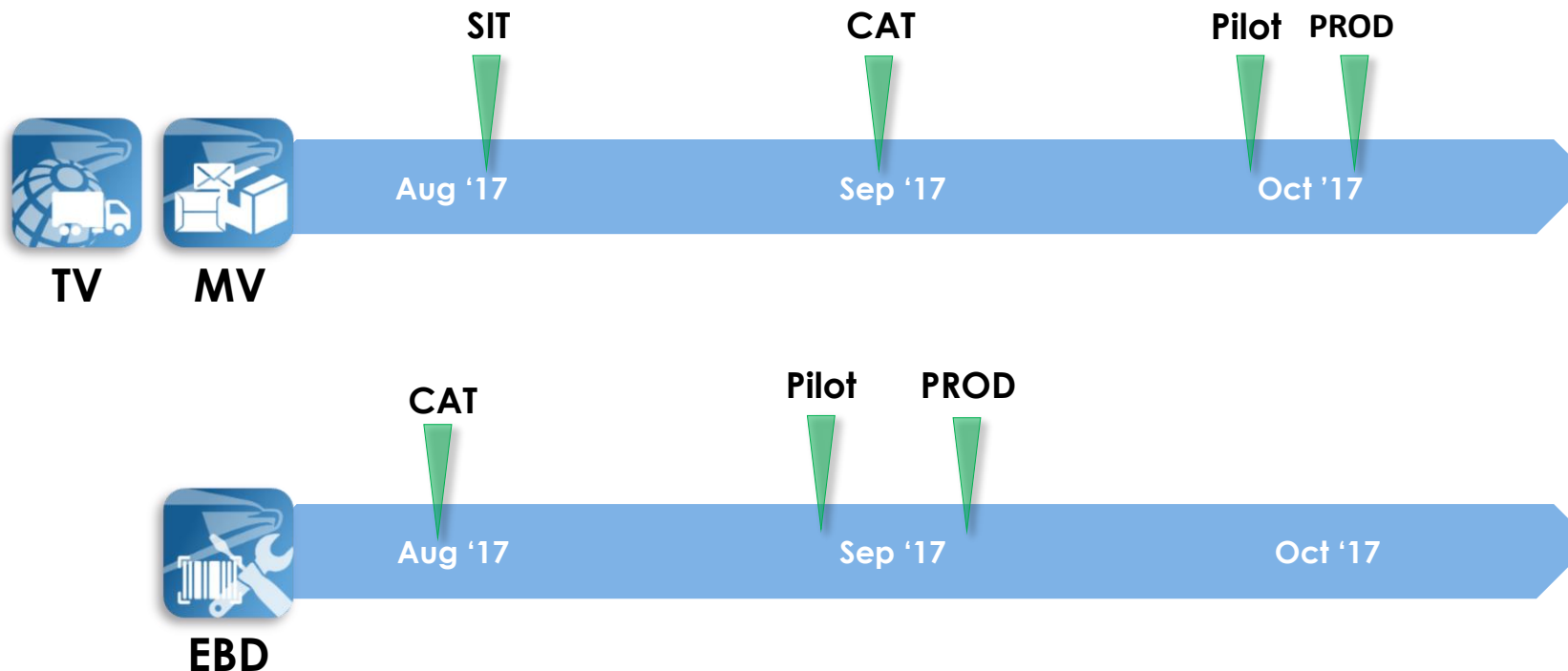


Schedule reflects 3 separate deployments

**Trailer Visibility (TV)**

**Mailer Visibility (MV)**

**Enhanced Barcode Diagnostics (EBD)**



**March – July** Analyzed causes for exclusion for from measurement, developed resolutions for the highest volume reasons.

**June – July** Used ongoing analysis and resolutions with Field pilot tests to develop tools that identify excluded mail and actions for resolution.

**August** Implemented District level engagement with the tools developed and set Field expectations to show sustained increase of mail in measurement going forward.

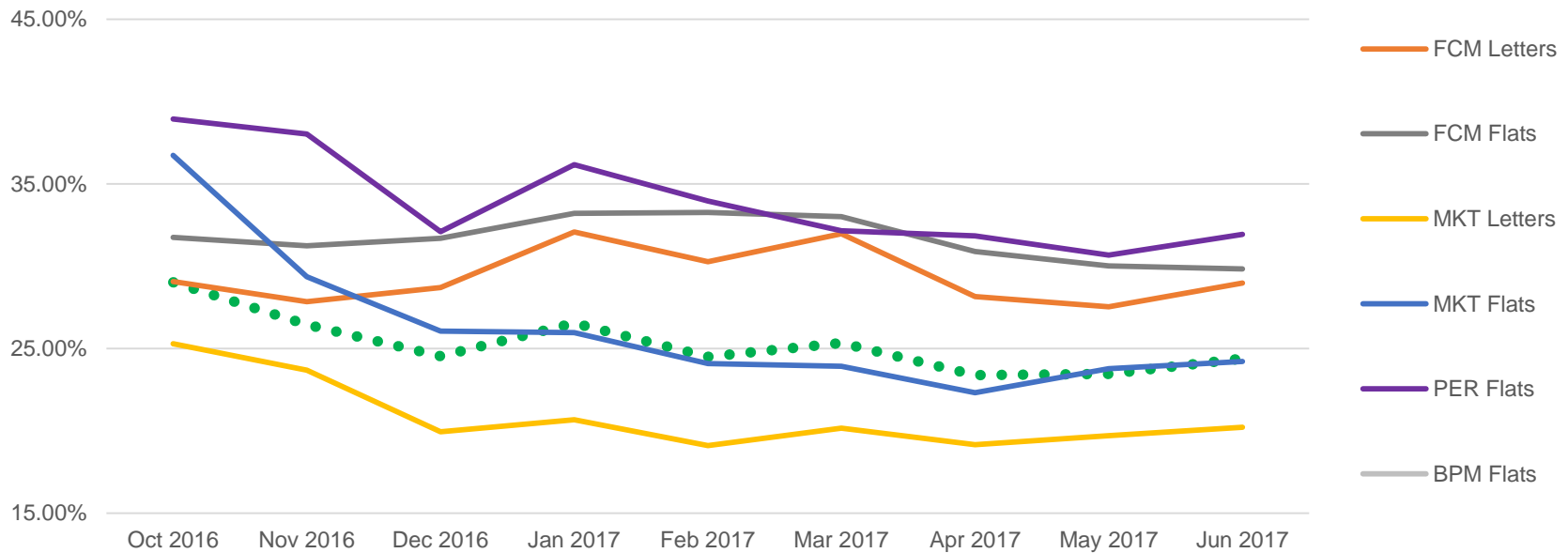
Mar      Apr      May      Jun      Jul      Aug      Sep

Ongoing phased implementation of Mail Visibility Application (MVA) – will allow elimination of Long Haul exclusion.

### % Mail Not In Measurement



**2.84% decrease of mail not in measurement** ●●●● Total



## IV Mail Tracking & Reporting Timeline

Release	Scope	
<b>June 2017</b>	<ul style="list-style-type: none"> <li>Machine Name data attribute in the delimited file format for pieces and bundles</li> <li>Ability to set Start Time and Time Zone for data feed activation</li> <li>Backslash (\) used as an escape character in some IV-generated data files</li> <li>Expanded visibility to additional CRID and MID roles</li> </ul>	<ul style="list-style-type: none"> <li>Ability to save one-time query and data feed settings</li> <li>Report Manager user role</li> <li>Online Download option for data feeds</li> <li>Enhanced bundle visibility</li> </ul>
<b>July 2017</b>	<ul style="list-style-type: none"> <li>Expanded visibility for non-Full-Service mail</li> <li>Full-Service icon to identify Full-Service CRIDs</li> <li>IMb Tracing Service filter for bundle and piece data feeds</li> <li>Scanner Type attribute to identify scans from hand-held devices</li> <li>Enhanced SFTP Test Connection functionality</li> </ul>	<ul style="list-style-type: none"> <li>Ability to minimize the “I need to...” section under Roles &amp; Permissions area</li> <li>Hover-over to show full column names in tables</li> <li>Additional information included in success/failure notification emails</li> </ul>
<b>August 2017</b>	<ul style="list-style-type: none"> <li>Ability to receive only raw scans, only enriched scans, or both</li> <li>Relative date/time filters (e.g., today, yesterday, past week)</li> </ul>	<ul style="list-style-type: none"> <li>Additional filter operators for queries and reports</li> <li>Enhanced predicted delivery date for non-finalized operations</li> <li>WSDL and test pull Mail.XML messages</li> </ul>
<b>September 2017</b>	<ul style="list-style-type: none"> <li>Mail.XML messaging for Start-the-Clock visibility</li> <li>Piece-level data through one-time queries</li> <li>Provisioning of Full-Service, Seamless, eInduction, and Move Update error detail data</li> </ul>	<ul style="list-style-type: none"> <li>Notifications and alerts</li> <li>Additional assumed handling events</li> </ul>



# Questions?

Great Lakes AIM

August, 17 2017

