

# LICENSING ANNOUNCEMENT

AUGUST 10, 2017

## NCOA<sup>Link</sup>® NAME PRESENTATION REMINDER

**Primary Audience:** All NCOA<sup>Link</sup> MPE Developer and Data User Licensees

As a reminder, the provision of change-of-address information is controlled by strict name and address matching logic. NCOA<sup>Link</sup> MPE processing will only provide new address information when queried with a specific algorithm of the name and old address from a mailpiece, which matches the information on the NCOA<sup>Link</sup> Product. It is the responsibility of the Licensee to determine the name order and presentation correctly and to develop a process to handle the names properly. The software should be able to interchange the order to make a match. It is optional if a Licensee chooses to run a setup job before processing to determine the order or presentation of the name.

Below are suggestions to assist in the presentation of names on mailpieces.

- The Zero Table is provided weekly as an option for NCOA<sup>Link</sup> MPE processing only. The MPE 00 table is a cumulative file containing all of the ZIP + 4<sup>®</sup> codes in an 18-month period that have an active COA on file. It must be synchronized with the weekly NCOA<sup>Link</sup> data updates. The 00 table should present enough time to determine the name order on the mailpiece so necessary adjustments can be made. The percentage of matches made to NCOA<sup>Link</sup> MPE processing is less than two percent.
- Before mailpiece processing, discuss the name order with clients to ensure the NCOA<sup>Link</sup> MPE results are accurate. Utilize the Mailpiece Facsimile process available in the NCOA<sup>Link</sup> MPE software to identify matches that will be missed due to name order or presentation issues.
- Work with your NCOA<sup>Link</sup> MPE software vendor on developing a mechanism that will query names in reverse order.

The MPE documents below have been updated to clarify name order presentation. Additionally, the MPE Data User Required Text document includes language regarding name presentation. This document was updated January 2016.

- **MPE Data User LPR**
  - Under Section 7 (Standards of Performance), added sections 7.9.1 – 7.9.3.
  - Under Section 8.9.5 (Mail Processing Equipment Terms and Operational Modes, Mailpiece Facsimile), added section 8.9.5.1.
  - This document is located at:
    - **RIBBS:** [https://ribbs.usps.gov/ncoalink/documents/tech\\_guides/MPE\\_INFO/DATA\\_USER\\_INFO/MPE\\_DATA\\_USER\\_LPR.PDF](https://ribbs.usps.gov/ncoalink/documents/tech_guides/MPE_INFO/DATA_USER_INFO/MPE_DATA_USER_LPR.PDF)
    - **PostalPro:** <https://postalpro.usps.com/node/1073>
- **MPE Developer SPR**
  - Under Section 11 (Standards of Performance), added sections 11.7 – 11.7.2.

- Under Section 12 (Mail Processing Equipment Terms and Operational Modes, Mailpiece Facsimile), added section 12.6.5.1.
- This document is located at:
  - **RIBBS:** [https://ribbs.usps.gov/ncoalink/documents/tech\\_guides/MPE\\_INFO/DEV\\_INFO/MPE\\_DEV\\_SPR.PDF](https://ribbs.usps.gov/ncoalink/documents/tech_guides/MPE_INFO/DEV_INFO/MPE_DEV_SPR.PDF)
  - **PostalPro:** <https://postalpro.usps.com/node/1072>
- **MPE Data User Required Text**
  - This document is located at:
    - **RIBBS:** [https://ribbs.usps.gov/ncoalink/documents/tech\\_guides/MPE\\_INFO/DATA\\_USER\\_INFO/MPE\\_DATA\\_USER\\_RTD.PDF](https://ribbs.usps.gov/ncoalink/documents/tech_guides/MPE_INFO/DATA_USER_INFO/MPE_DATA_USER_RTD.PDF)
    - **PostalPro:** <https://postalpro.usps.com/node/1425>

If you have any further questions regarding this notice, please submit them in writing to [ncoalink@usps.gov](mailto:ncoalink@usps.gov).