



POSTAL NEWS

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POSTAL SERVICE MOVES FORWARD WITH INTELLIGENT MAIL & ADDRESS QUALITY INITIATIVES

NEW ORLEANS, LA —At the National Postal Forum here today, Charles Bravo, Senior Vice President of the newly formed Intelligent Mail and Address Quality group, informed an audience of attendees of the significant progress that has been made in the 100 days since Postmaster General John E. Potter created his position in early January.

“We have staffed the organization, drafted the Intelligent Mail Corporate Plan, established an officer-level steering committee and an executive-level working group to assist in setting the course,” said Bravo. “We are absolutely committed to making the goals of the Intelligent Mail and Address Quality organization —being able to uniquely identify and track mail; standardize codes; enhance supporting infrastructure and improve address quality— a reality for the Postal Service.”

The following achievements regarding Intelligent Mail were highlighted in Bravo's presentation:

- A Mail Technology Strategy Council has been created with participation from some of the leading technology organizations in the industry. The Council will be asked to provide candid, independent assessments of technology trends, outside of any business relationships they may have with the Postal Service, and to create an ongoing dialogue on key technology issues, especially regarding intelligent mail. The first meeting is scheduled later this month.
- In support of its Intelligent Mail strategy, the Postal Service is initiating a study designed to improve its understanding of the printing, barcoding and mail preparation technology used by the mailing industry. This study will support the Postal Service in determining its strategy for future intelligent mail codes that would be used for individual mail pieces. The study is intended to provide an overview of currently installed technologies for commercial mail preparation and their capacity to print advanced barcodes and to identify barriers that might prevent mailer adoption of these codes.
- Building on the Transformation Plan's directive to develop 'intelligent mail' products that track and trace mail pieces from induction to delivery and to capture real-time information about each mail piece, the objective of the "OneCode Vision" was established. The OneCode Vision is the creation of one standardized, information-rich code that links to a suite of services such as mail processing sortation, address change services, postage payments and certified mail services.
- An enhanced tray label designed to uniquely identify an entire tray of mail has been developed and will begin a series of functional tests with other functions within the Postal Service.
- A request for information (RFI) for 'mobile data collection devices', or Intelligent Mail scanners, has been completed. Award of the contract is anticipated in November.
- Pursuing contract with the Engineering organization to modify the AFSM 100 (advanced flat sorter machine) to read additional codes on flat mail pieces.

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- Initiated effort to deploy new integrated data servers to the Bulk Mail Centers which will allow us to access the processing data from these centers.

The following achievements regarding Address Quality were highlighted in Bravo's presentation:

- Increased online usage for Internet Change of Address service —up 32% in first three months of this calendar year.
- Increase electronic Address Change Service (ACS) usage —increased to over 1.3 million hits in the last two months.
- Deployed change of address forms that can be scanned electronically using Optical Character Reader (OCR) technology. This will help to automate the Change of Address process, enabling faster entry of the address information while eliminating keying errors from manually entering the information.
- Made Address Change Service cd's available.
- NCOA^{LINK} was announced as the replacement of the current NCOA technology. The new technology platform is independent, but like the current system, NCOA^{LINK} will give mailers access to up-to-date address information for their customers who have moved, improve deliverability of mail and reduce the cost and time required to forward mail.

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