




White Paper

GHSelect™

GrayHair Offers a Smarter Way to Mail with GHSelect for IMb Assignment

Intelligent Mail® is the technology platform for the next generation of postal services and products. It will provide mailers and the U.S. Postal Service (USPS) with an unprecedented end-to-end look into the mailstream using Intelligent Mail barcodes (IMb). These barcodes and the resulting electronic documentation will create important and useable information about mail for marketing, financial and operational users, publishers, catalogers and direct mail marketers.

When the Postal Service published its Intelligent Mail Corporate Plan in 2003, it identified several key strategies about the value of information about mail — to uniquely identify mail, develop and deploy an infrastructure to use that identification, and enhance and improve mailpiece address quality — and how to provide end-to-end visibility into the mailstream. Basically the USPS wanted to be able to accurately identify the owner or sender of individual mailpieces, track and encode products or service requests on individual mailpieces, and provide sorting and/or routing information, using one of a suite of barcodes.

IMbs are information-rich barcodes used to track and sort letters, cards and flats. They offer great versatility because they allow a significant number of instructions and data to be embedded in a single barcode. The IMb combines the data of the Postal Service's existing POSTNET™ and PLANET Code® barcodes and other information into a single unique barcode.

The USPS partnered with the mailing industry to develop the Intelligent Mail barcode, the next generation in the evolution of Postal Service barcode technology. Compared with its predecessors, the IMb is a more effective barcode that increases the amount of information contained on letters and flats mailpieces. The Intelligent Mail barcode provides expanded tracking ability and creates greater visibility into the mailstream. The IMb for mailpieces holds significantly more data and includes additional fields that enable mailers to uniquely identify every mailpiece in a mailing. The barcodes provide mailpiece feedback and delivery service measurements that can help mailers find a smarter way to mail.

The beauty of the IM system is apparent to the USPS and mailers. All business mailers will be required to convert to the IMb. But some mailers have complained about the costs they must undertake to ramp up for IMb and the short time frame the USPS has mandated for implementation. Despite the Postal Service's assurances that mailers will reap monetary benefits from using IMb on mail, many are concerned about the complexity of the Intelligent Mail barcode system and major upfront software costs associated with it.

That's where GrayHair Software comes in. The company is the industry leader in the development and delivery of services to improve, automate and manage business mail. GrayHair has more than 200 years of combined mail experience in supporting the postal industry. Its customers include major financial institutions and credit card companies.

About GrayHair Software

GrayHair Software, Inc., is an innovator and industry leader in the delivery of services to improve and automate the management of business mail. GrayHair's solutions address critical mailing activities such as IM™ barcode assignment, mail tracking, address quality and postage reconciliation, as well as a variety of mail processing activities. GrayHair offers targeted enterprise software and support solutions, tailored client care, and unparalleled technical support.

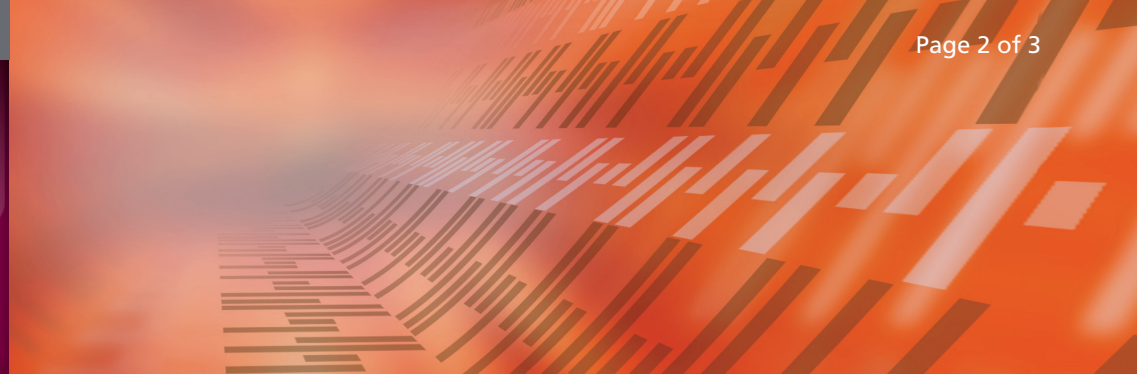
GrayHair Software is a non-exclusive NCOAsm Limited Service Provider and a licensee of the United States Postal Service. NCOAsm prices are not established, controlled or approved by the United States Postal Service.



grayhair
software
INC.

866-507-9999

www.grayhairsoftware.com



GrayHair's Solution — GHSelect

GrayHair developed GHSelect, a proprietary and ground-breaking IMb management tool, to manage the assignment of USPS-mandated 45-day unique sequence codes to be embedded with the Intelligent Mail barcode. GHSelect manages the entire sequence number generation and supports IMb uniqueness for two years or more depending on customer requirements, which is longer than the minimum required by the USPS.

Mailers can use GHSelect to assign barcodes before or after the presort process. GHSelect can dynamically assign service-type codes and create the unique service-type codes and sequentially create unique serial numbers to help optimize mailers records.

GrayHair's IMb assignment tools have been in production for more than a year at some of the country's largest mailers producing billions of IMb mailpieces. Through GHSelect, GrayHair now offers IMb assignment to jobs not tracked through its clients.

Mail producers and resellers also can use GrayHair's SelectTrak, an easy-to-use, web-enabled version of its MailTrak service for IMb. SelectTrak provides state-of-the-art tracking and address quality services to make Intelligent Mail even smarter.

Basic vs. Full-Service

The Postal Service is offering two different Intelligent Mail service options -- Basic and Full Service. The Basic option uses a 31-digit IMb that includes the Barcode ID, Service Type Identifier, Mailer ID, Serial Number and Routing Code. This barcode will be required on all letters and flats. Mailers who select the Basic option will be in compliance with automation requirements after the POSTNET barcode is retired in May 2011. The Basic option also can provide mailers with a transition path to the Full-Service option.

The Full-Service option also uses the 31-digit barcode but requires mailers to meet additional requirements. The Full-Service option will require a 24-digit Intelligent Mail tray barcode on all letter trays, flat trays and sacks and a 21-digit Intelligent Mail container barcode on all pallets, All-Purpose Containers, rolling stock, gaylords, etc. All three barcodes will be required to maintain uniqueness for a 45-day period from the Postage Statement date of mailing. In addition, mailers will be required to submit their postage statements and mailing documentation electronically to the USPS *PostalOne!*[®] system using Mail.dat[®], Mail.XML[™] or the Postal Wizard, and to schedule appointments using the FAST system for drop-ship mailings and all mailer-transported, origin-entered mail verified at a detached mail unit.

GHSelect Benefits

In the complex world of IMb assignment, GHSelect enables mailers to encode IM barcode that comply with current USPS rules and incorporates seamless management among multiple letter shops or printers. Mailers can save time and reduce mistakes in creating IMbs with GrayHair's GHSelect smart technology, which requires no major upfront software purchase or development cost, and supports both the Basic and Full-Service options. Mailers' planning and payment processes benefit from GHSelect's flat fees and its IMb encoding ensures compliance with USPS standards. GHSelect also helps mailers earn the best automation discount prices, and does not require a major software purchase.

GHSelect enables a customer's internal development teams to focus on important IT development projects by freeing them from the time and demands of designing, building, implementing and



866-507-9999

www.grayhairsoftware.com



maintaining an IMb management system. GrayHair's system also adapts to the Postal Service's ever-changing regulations and service codes on demand.

The GHSelect tool is versatile and can be enabled before or after the Presort discounts sortation. By assigning IMbs after presort, they can be consolidated in mail.dat range records, thus reducing the mail.dat file size and improving transmission times to Postal One! Additionally, GHSelect can use any Confirm ID.

Mailers implement GrayHair's system by a simple user-interface from their web browsers or in-process executed by command line. This ensures easy, quick and accurate IMb assignment. GHSelect uses simple methods to enable mail tracking and address correction, IMb options to request OneCode Confirm® and OneCode ACS® and Full Service ACS data, and is supported in Windows, UNIX and other platforms supporting Java Runtime Environment, all of which facilitate tracking and Address Quality processing.

GHSelect's IMBC generation tool runs within the customer's secure environment, protecting privacy, regulations and data access rights between client and supplier. It also runs behind firewalls in mailers' operating environments around the clock so there is no waiting to process jobs.

GrayHair uses a number of proprietary methods to deploy uniqueness among service vendors and suppliers using the same or multiple Mailer IDs. It uses an advanced routine to manage uniqueness among multiple vendors using the same Mailer IDs to process production mail. GrayHair's central control manages the software among the various vendor locations in a safe and secure method.

GHSelect can support the IMb generation and OneCode ACS tracking program. The unique feature of the GHSelect system is the capability to take the OneCode ACS scan data (which comes in another format from the USPS compared to the legacy traditional ACS), convert it into the legacy format and assign the participant/keyline information. This conversion enables the end user to keep the legacy applications identical as when using the traditional ACS program, but take advantage of the new OneCode Full Service ACS features (free ACS). Additionally, the GHSelect tool has built-in control logic; it reviews managed account jobs and compares the job mail plan against the IMb setup job.

GHSelect products support Origin and Destination IMb or tracking of inbound and outbound mail. Its assignment software provides the capability to "match" the inbound and outbound client sequence to allow consistent identical assignment of the IMb values for both outbound and inbound. This enables mail owners to keep and use the same client sequence number, making it easy to manage and track for response analysis and to ensure qualification.



866-507-9999

www.grayhairsoftware.com