

## **Mailer Cutover from IMb Tracing to Informed Visibility® is November 30, 2017**

Mailers who currently rely on IMb Tracing exclusively for their mail visibility needs are encouraged to migrate to Informed Visibility by November 30, 2017. Informed Visibility provides mailers with a convenient, single-source for their mail visibility needs - providing near real-time expanded visibility as mail moves through the mail stream, increasing the value of mail and enabling Postal Service customers to better plan their mailing campaigns and resources. IV also enables customers to obtain visibility through online downloads.

The Postal Service is targeting retirement of IMb Tracing by December 31, 2017. Mailers who elect not to cutover from IMb Tracing to IV will have to pursue their mail visibility needs through alternative methods.

While assisting customers with conversion, an issue was identified and related to several IV customers internal processing of the scan data files received from IV. The problem stemmed from IV's continuous near real-time file generation and provisioning for customers who elected to continue to use the legacy file format (.pkg). In certain scenarios, due to the limitations in the legacy file naming convention, customers were receiving files with the same name across their data feeds. The files contained separate unique scan data for the customer. If the IV customer processed these files within the same folder, it was causing the files to be overwritten creating the perception of scan data loss on the customer end. To assist the impacted customers, we rapidly worked with the industry to come up with a solution to resolve the potential for duplicate file names across data feeds. The solution involves an enhanced file naming strategy for (.pkg) files to help ensure uniqueness of file names.

The solution was vetted and agreed upon with industry leads through the MTAC UG4 sub-group and then discussed with MTAC User Group 4. The solution was rapidly developed and deployed on November 15, 2017. Since deployment, we have received feedback that some mailers may have identified impacts based on how they are using the (.pkg) file names. If you are a mailer and your internal processes that leverage IV data are impacted by the change to the legacy (.pkg) file naming convention change; please contact Kevin Bray to discuss mitigation. Kevin can be reached via email at [kevin.p.bray@usps.gov](mailto:kevin.p.bray@usps.gov) or by phone at 404-792-3141.

To assist customers with the transition from IMb Tracing to IV, we have put together the following detailed guide providing step-by-step instructions on the migration: [IV Migrating User Actions](#). The actions customers need to take will depend on how they currently receive mail tracking data. In the document referenced above, customers must locate the section(s) applicable to their needs, then read and follow the instructions thoroughly.

For additional information about IV and the migration, refer to the [IV Migration Overview](#) and other available technical resources found on the [IV PostalPro](#) webpage.

For questions, or to get help setting up a secure data transfer method, please contact the IV Help Desk at 1-800-238-3150, Option #2, or [InformedVisibility@usps.gov](mailto:InformedVisibility@usps.gov).