MailXML® vs. Mail.dat®

Mail.dat stores complete information about a mailing as a database. Prior to Mail.XML, the complete dataset was interchanged between the list house, printer/manufacturer, trucking company and USPS®.

Mail.dat will not be replaced by Mail.XML. Mail.XML provides an alternative to exchanging the entire Mail.dat database. Mail.XML adds a new light-weight transaction messaging mechanism between mail owner, list house, manufacturer/printer, logistics company and the USPS. Mail.XML handles real-time communication across the mailing supply chain. In addition, Mail.XML provides for extended B-2-B functionality that Mail.dat does not handle.

The development of Mail.dat and MailXML is coordinated across the Idealliance Working Groups so that any redundancy will not cause adverse effects.

Commented [DV1]: