



# IDEALLIANCE MAIL & POSTAL PORTFOLIO

Idealliance is unequalled in industry technology and operational leadership, supporting its members in meeting the ongoing challenges of mail distribution and working with the US Postal Service.

## A HISTORY OF LEADERSHIP ...

The work of Idealliance in the mail and postal supply chain reaches back to two remarkable organizations:

1920 – Mail Advertising Service Association (MASA)

1966 – Graphic Communications Association (GCA)

Today, Idealliance continues its work with a unique cross-industry membership of catalog and direct marketers, equipment manufacturers, fulfillment companies, list management, logistic companies, mail preparers, mail owners, manufacturers, printers, publishers, software developers, and transportation carriers. We are driven to create greater productivity and efficiencies throughout the total process of mail preparation, handling, and delivery to drive down costs and improve information workflow. The U.S. Postal Service is an active partner in our initiatives.

Learn how mail and postal is core to Idealliance – past and future

# WHAT DRIVES OUR MAIL INITIATIVES?

We have five key objectives:

<b>1</b> Create a collaborative environment with all mail supply chain partners to create efficiencies and improve productivity.	<b>2</b> Be an advocate for the mailing community before the US Postal Service, US Postal Regulatory Commission, USPS Office of Inspector General, and Congress.	<b>3</b> Provide information and education to become better informed and enhance skills on mail preparation, handling, and delivery.	<b>4</b> Deliver thought leadership to successfully advance technology and process improvement to lower total combined costs.	<b>5</b> Develop and advance specifications and best practices for the total mail supply chain.
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## WHAT ARE OUR STRENGTHS?

With 150 years of working in the mail and postal affairs we have developed many core competencies:

- 1** Represent all classes and shapes in the graphic communications industries to connect-the-dots across the supply chain
- 2** Engage all partners in the value chain within an open environment emphasizing total combined costs
- 3** Creation and distribution of education and certification programs including a newsletter to inform the membership on all things postal
- 4** Acknowledged expert and innovator in US Postal Service networks, products, and services and industry supply chain applications, technologies, and workflows
- 5** With being a leader in information technologies since the 1970's, bridge and fuse print and digital to maximize communication and commerce
- 6** Expertise in establishing and developing industry specifications and best practices – for more than twenty years Idealliance has developed and published annually the Mail.dat® and Mail.XML™ Specifications defining mail preparation for the industry and the US Postal Service
- 7** Strong partnership and direct engagement with USPS senior leadership and Postmaster General



**IDEALLIANCE MEMBERS**  
produce more than  
**60 BILLION PIECES**  
of mail each year

“ Idealliance Mail Professional Certification is an exciting new program. There has never been a more critical time to have our best and brightest share their wealth of knowledge for new employees and those seeking advancement in our industry. ”

THOMAS GLASSMAN, DIRECTOR OF DATA SERVICES AND POSTAL AFFAIRS,  
WILEN DIRECT AND CHAIR, POSTAL EDUCATION WORKING GROUP, IDEALLIANCE



## HOW DO WE WORK

### Create Best Practices

Idealliance excels at engaging the US Postal Service to address and improve US Postal supply chain and programs, advancing its work through a series of member-led working groups. Through Idealliance eight active working groups and working cooperatively with the US Postal Service, we address new and expanding initiatives including Scorecard, FSS, PostalOne! and more. Idealliance working groups range from 25 to 175 individuals with much of the work being done via teleconference. Our lead working group is the Postal Operations & Technologies Council which meets 4x/year.

### Our Working Groups are:

- Postal Operations & Technologies Council
- Canada Mail Working Group
- Education Working Group
- FSS Task Force
- Mail.dat® Working Group
- Mail.XML™ Working Group
- Mail Software Development Group (MSDG)
- Printer's Operations Issues Study Effort (POISE)

### Advance Skills & Understanding

New Idealliance certification training program called MailPro® – launched in May 2016. A self-directed 21 lesson, 14 hour interactive video tutorial through expert instructors on real-life mailing solutions and working with the US Postal Service. We will be launching a new monthly webinar series in October 2016 and new online and face-to-face training programs in early 2017.



### HOW DO YOU PARTICIPATE?

Network with peers!  
Join an Idealliance Working Group

[idealliance.org/joingroup](http://idealliance.org/joingroup)

Register for MailPro Certification

[idealliance.org/mailpro](http://idealliance.org/mailpro)



**NEW ... Grow Mail Initiative** Idealliance has undertaken a new Grow the Mail initiative in cooperation with the US Postal Service – focused on the print-mail provider including re-launching MyMailConnection – an “Angie’s List” online service for printer-mailers to locate customers and providing training to USPS sales staff on the customer needs and business dynamics of the printer-mailer.

# OUR CORE COMPETENCIES

## Expertise for All Things Postal

**Our commitment is to educate and inform the membership and industry on mail and postal news – and the preparation and actions you need to take for your business. There are five avenues for you:**

- Leo Raymond, a former Idealliance expert and now an industry consultant, will continue to work with Idealliance by serving as a speaker and writer;
- Two industry experts, George Heinrich and Tom Bush, will serve as our point-persons for member questions and issues;
- In partnership with PostCom, Postal Highlights newsletter – formerly Postal Points – redesigned to be a 2-page monthly executive update of key mail and postal news and action items;
- Mail Focus newsletter targeting more in-depth mail operations news and issues including information on developments from PMG’s Mailers’ Technical Advisory Committee (MTAC); and
- Get engaged by becoming a member of an Idealliance Working Group with USPS executives and industry experts lead discussions and action planning to address business and supply chain challenges.

**And watch for new services in early 2017:**

1. Mail and postal web-microsite as a one-stop play for all things mail and postal; and
2. Postal Alert program for key postal updates that are time sensitive to your business.

## Advocate for the Mailing Industry

**For a combined 150 years Idealliance and its predecessor organizations have advocated for our industry:**

- Funding and support of our legislative advocacy work to constructively influence pending postal legislation by participating as a member of the steering committee for C-21 Coalition and a board member of PostCom;
- Draft member comments to the US Postal Service and US Postal Regulatory Commission on regulations and rulings;
- Attend bi-monthly meetings with the Postmaster General and her leadership teams;
- Provide periodic industry and issues presentations to the USPS Office of Inspector General and US Postal Regulatory Commission; and
- Serve as active member of the Postmaster General’s Mailers’ Technical Advisory Committee (MTAC) with three member representatives serving on MTAC with David Steinhardt, Idealliance CEO, as association’s executive – most of the MTAC Chairs since 2000 have served in leadership positions with Idealliance.



### HOW DO YOU PARTICIPATE?

**Subscribe to Postal Highlights** [idealliance.org/postalhighlights](http://idealliance.org/postalhighlights)

**Review MTAC achievements, resources** [idealliance.org/MTAC](http://idealliance.org/MTAC)

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