Intelligent Mail Barcode (IMB) **enables you to** **print postal bar codes on outgoing utility bills** to reduce the cost of mailing.

Intelligent Mail Barcode (IMB) allows you to take advantage of the United States Postal Service's **lower automation rates**.

Your overall cost of mailing is reduced as USPS passes along cost-savings generated by ZIP code, routing, and tracking information embedded in the barcode.

The Postal Service requires the use of Intelligent Mail Barcode (as opposed to its predecessors POSTNET and PLANET) to qualify for automation pricing.

CASS Certification is required to qualify for the discounted IMB rate. CASS corrects and standardizes addresses, adds missing information to ensure the address is complete, and performs delivery point validation to update addresses.

- We typically run CASS Certification on our customer's databases twice yearly.
  Some of our larger entities benefit by re-certifying three times yearly.

- Cost savings from using Intelligent Mail Barcode quickly surpass the CASS Certification expenditure.

- Black Mountain Software will re-process the CASS Certification at no additional charge if changes are made within two weeks from the original process.

BENEFITS

- Achieve significant cost-savings by lowering your postage rates

- Added versatility for use with either bill cards or full-page bills

- Improved database accuracy for improved deliverability and timeliness of utility bills

- Increases efficiency for your office

- Utility Billing staff appreciate the simple processes and easy report generation

*Certification fees apply each time BMS runs CASS certification except as noted.

HOW IT WORKS

1. Black Mountain Software electronically connects to one of your computers to create and transfer a text file from your Utility Billing data to our office.

2. We run the CASS Certification program to certify the 911 addresses in your database.

3. We transfer the certified file back to your computer, where it updates the mail code field in your data, so bills print in the correct order.

4. We transfer a pdf file of the postal form you will need to take to the post office each time you mail your bills. A report is generated of addresses that could not be verified, giving you an opportunity to change them if possible.

5. At billing time, you print the postal reports ahead of the bills. Those reports, along with the printout of the pdf form and the bills in order, are then taken to the post office for mailing.