



Enterprise IMB® Barcoder

Enables rapid implementation of Intelligent Mail® barcodes without costly application changes

Enterprise IMB® Barcoder enables high volume mailers to easily migrate their workload to the new USPS Intelligent Mail® Barcode (IMB) without making time consuming and expensive application program changes.

Implementing IMB can be a massive undertaking. CrawfordTech **Enterprise IMB® Barcoder**, a member of the **Enterprise IMB®** Product Family, offers a cost effective implementation approach to replace POSTNET with IMBs and a smooth migration path to achieve significant IMB benefits downstream. **Enterprise IMB® Barcoder** provides a quick and easy first step to implement IMBs in your production document and mailing operation.

By starting with **Enterprise IMB® Barcoder**, organizations can reduce the cost of IMB implementation significantly, and this is important at a time when everyone is under pressure to cut costs.

When you start implementing the Intelligent Mail barcode, your goal is to get Basic IMBs printing in your shop and shipped out to the USPS. You need to verify your ability to put the IMB barcode on documents or envelopes in your production environment. Many customers start with one or two applications to introduce their shop to the technology, bring their people up to speed, and start integrating into their existing production processes.

The **Enterprise IMB® Barcoder** software operates on the mailer's print files (AFP, Metacode, LCDS, PCL, PostScript® or PDF), removing POSTNET and PLANET barcodes if present, and adding the IMB barcode prior to printing.

The **Enterprise IMB® Barcoder** brings you significant benefits. It:

- Provides a quick, easy way to initially implement IMBs in your organization.
- Places IMBs on documents post-composition without requiring application changes
- Allows you to implement IMB Basic functionality quickly.
- Easily integrates with **Enterprise IMB® Unique ID Generator**, **Enterprise IMB® Mail Tracker** and **Enterprise IMB® Mail Vision** when you're ready to move forward.

Enterprise IMB® Barcoder:

- Inserts IMBs onto documents.
- Places IMBs on documents post-composition without requiring application changes
- Removes PostNet barcode.
- Doesn't require application changes.
- Works with AFP, Metacode, PostScript document jobs.
- Is printer and inserter independent.

When the USPS announced the IMB technology they suggested that mailers should modify their applications programs to use USPS fonts to place the barcodes on their mailings. While this approach works well for some organizations, many high volume mailers have found this to be expensive and time consuming.

With **Enterprise IMB® Barcoder**, you can add the Basic IMBs through Document Re-Engineering in a post-composition process step. This allows you to add the IMBs without application changes and independent of the applications chosen. **Enterprise IMB® Barcoder** provides an automated migration path to IMB usage, allowing organizations to save money, time and utilization of highly skilled resources when implementing IMB barcodes in their mailings.

Enterprise IMB® Barcoder is based on CrawfordTech's award-winning PRO Document Enhancer technology. **Enterprise IMB® Barcoder** customers can easily upgrade to full **PRO Document Enhancer** to achieve additional document re-engineering benefits.

Intelligent Mail® barcodes offer organizations a tremendous opportunity in the long term to enable comprehensive mail piece tracking, both internally and externally. **Enterprise IMB® Barcoder** provides an easy entry into IMB implementation and then a clear migration path to more comprehensive IMB functionality with the other powerful **Enterprise IMB®** product family offerings:

- **Enterprise IMB® Unique ID Generator**
- **Enterprise IMB® Mail Tracker**