



Enterprise IMB® Unique ID Generator

Enables system-wide implementation of unique IMB IDs across multiple applications

Enterprise IMB® Unique ID Generator is a centralized server designed to enable system-wide implementation of unique mail piece identifiers via the new USPS Intelligent Mail® barcode (IMB). Using the **Unique ID Generator** you can more easily generate and administer unique mail piece identifiers and expand the benefits of their migration to Intelligent Mail® barcode (IMB).

The new IMB will soon be required for companies looking to earn the maximum USPS postal discounts. A major challenge with implementing IMB is the **Unique Identifier**. This challenge requires you to assign a unique id number to every piece of mail for at least a 45 day period.

If you're only running a single application that generates documents for mail pieces it's not a challenge. But if you're like most of CrawfordTech's customers you have dozens if not hundreds of different applications generating documents to be mailed. You must generate unique IDs for each of these applications and it soon becomes overwhelmingly complex. **Enterprise IMB® Unique ID Generator** keeps these unique identifiers straight by providing a centralized server to administer and simplify the process.

While placing the new IMB on their documents will deliver the maximum USPS postal discounts, organizations find that they can benefit even further with the ability to track their correspondence through the postal delivery system using identifiers created and administered via **Enterprise® IMB Unique ID Generator**.

Enterprise IMB® Unique ID Generator provides an API that allows document composition systems, legacy applications, and all other applications, which need to generate IMBs, to interface directly and receive IMB unique identifier data. The solution is engineered to service multiple enterprise applications and systems simultaneously with extremely high processing speeds. A batch utility provides the ability to automate operations while a GUI interface allows users to obtain IDs and ranges directly from the system.

Enterprise IMB® Unique ID Generator brings you significant benefits. It:

- Generates and manages IMB Unique IDs for a single application, multiple applications, a site or an entire enterprise.
- Keeps IDs unique for USPS-defined 45 days or for a longer user-defined period.
- Qualifies you to use the USPS OneCode options.
- Allows you to start producing IMB Full service to qualify for the maximum postal discount.
- Easily integrates with **Enterprise IMB® Mail Tracker** and **Enterprise IMB® Mail Vision** when you're ready to move forward.

Enterprise IMB® Unique ID Generator:

- Generates Unique IDs on demand.
- Can work with one or multiple Mailer IDs.
- Delivers cross-platform availability.
- Is callable by easily implemented APIs.
- Provides user controlled length of uniqueness of IDs.

Intelligent Mail® barcodes offer organizations a tremendous opportunity in the long term to enable comprehensive mail piece tracking, both internally and externally. The **Enterprise IMB® Barcoder** provides an easy entry into IMB implementation and **Enterprise IMB® Unique ID Generator** delivers the unique IDs, opening a clear migration path to the other powerful **Enterprise IMB®** product family offerings:

- **Enterprise IMB® Mail Tracker**
- **Enterprise IMB® Mail Vision**

