



Housekeeping

- Submit questions during the presentation by clicking on the questions icon
 - We will be answering as many questions as possible at the end of the presentation
- If you have any technical difficulties, please submit a question
- SAVE this link; you will be able to view this presentation again or refer a colleague (archived for 12 months)
- If you have any follow-up questions, please email Cierra at cierra@rbpub.com



Change at USPS: What it Means for Parcel Shippers

Giselle Valera

Vice President & Managing Director,
Global Business USPS

June 16, 2011



Bio Slide

Giselle Valera

Vice President & Managing Director,
Global Business USPS





Agenda

- **USPS Vision for Global Business**
 - Direction of the Postal Service
- **USPS Bridges the Global Landscape**
 - International Market Potential
 - eCommerce
 - Internet Purchases
- **Supporting *Your* Business**
 - USPS Key Initiatives



USPS Vision

- Understand and exceed customer needs
 - Reliable service performance
 - Track and trace
 - Quality customer service
 - Expanded customer access and savings opportunities
- Help our shippers grow their businesses by expanding beyond U.S. borders
- Implement world class shipping solutions



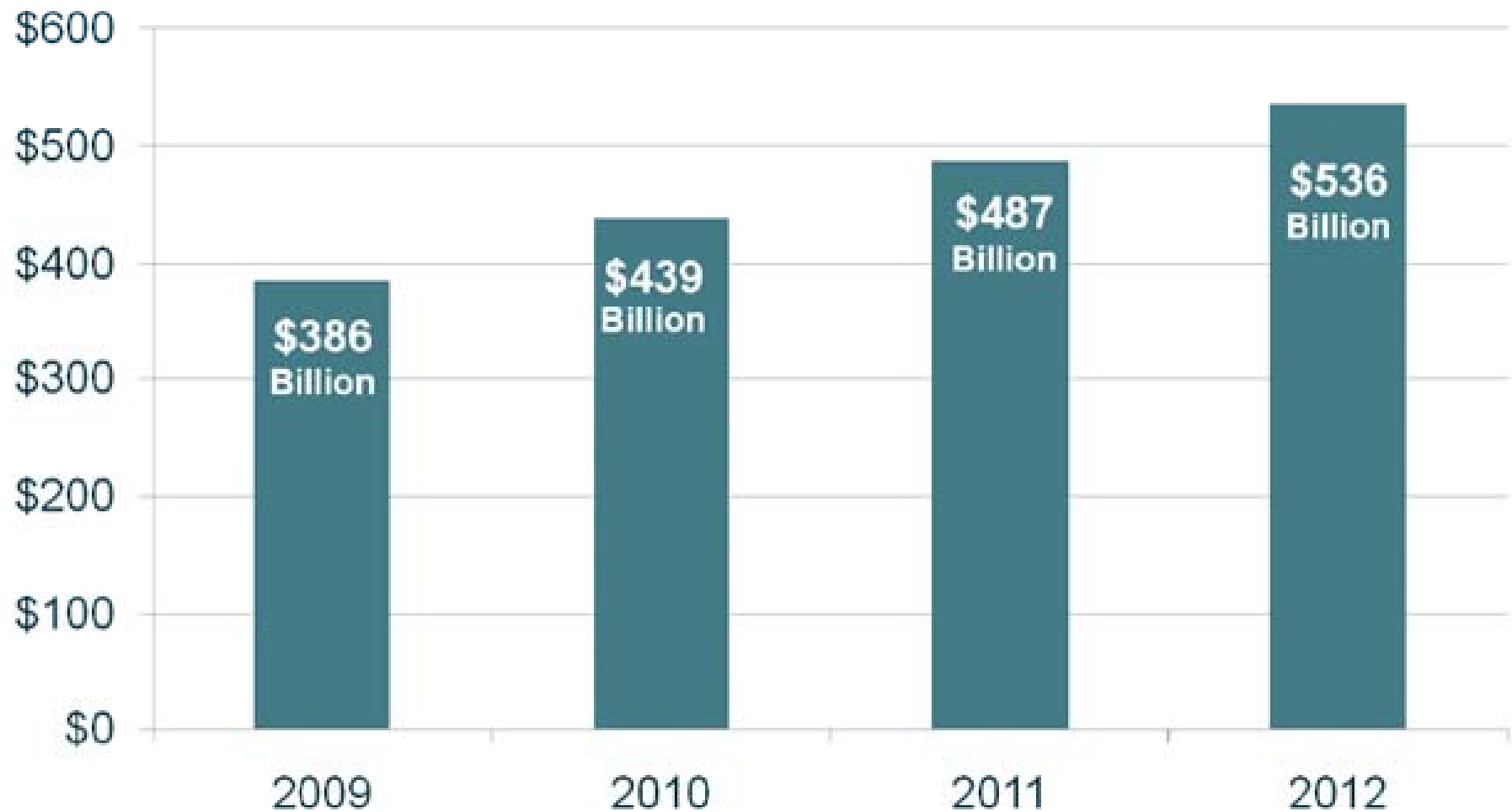
International Market Potential

- The global economy has grown over 42% in the last 10 years¹
- 95% of world's population and two thirds of the world's purchasing power is located outside the U.S.
- U.S. exports are expected to grow by double digits each year for next several years²
- If you are not shipping internationally you may be leaving money on the table

¹ Source: BusinessWeek, Oct. 2010

²Global Export Prospects, the World Bank

Global E-Commerce



Source: Forrester 2010 & 2009 Online Retail Forecast

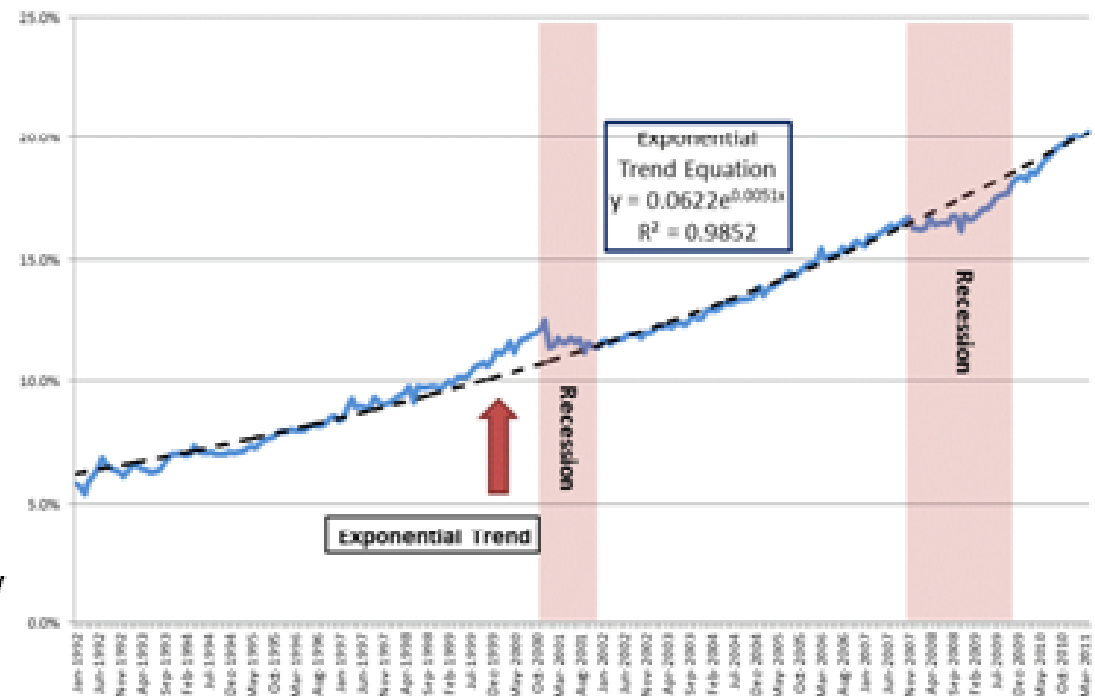
Internet Purchases

■ Significant Trends

- The international online market is growing 51% faster than the domestic market
- The international online market is 27% larger than domestic market
- Demand for U.S. goods online continues to grow in both B2B and B2C

E-Commerce Share of Deliverable Seasonably Adjusted Retail Sales*

Jan, 1992 - April, 2011



*Robinson, Alan. "On-line Sales Share of Retail Sales Hits New High." *Courier, Express and Postal Observer*. 14 June 2011. Web. 15 June 2011.

U.S. Business Opportunities

- **Most U.S. businesses miss out on international revenue opportunities**
 - Only 1% of all U.S. businesses currently export
 - 58% of all current exporters only ship to one country
 - Nearly 70% of those companies are looking for new export business
 - Federal Programs set up to assist U.S. businesses





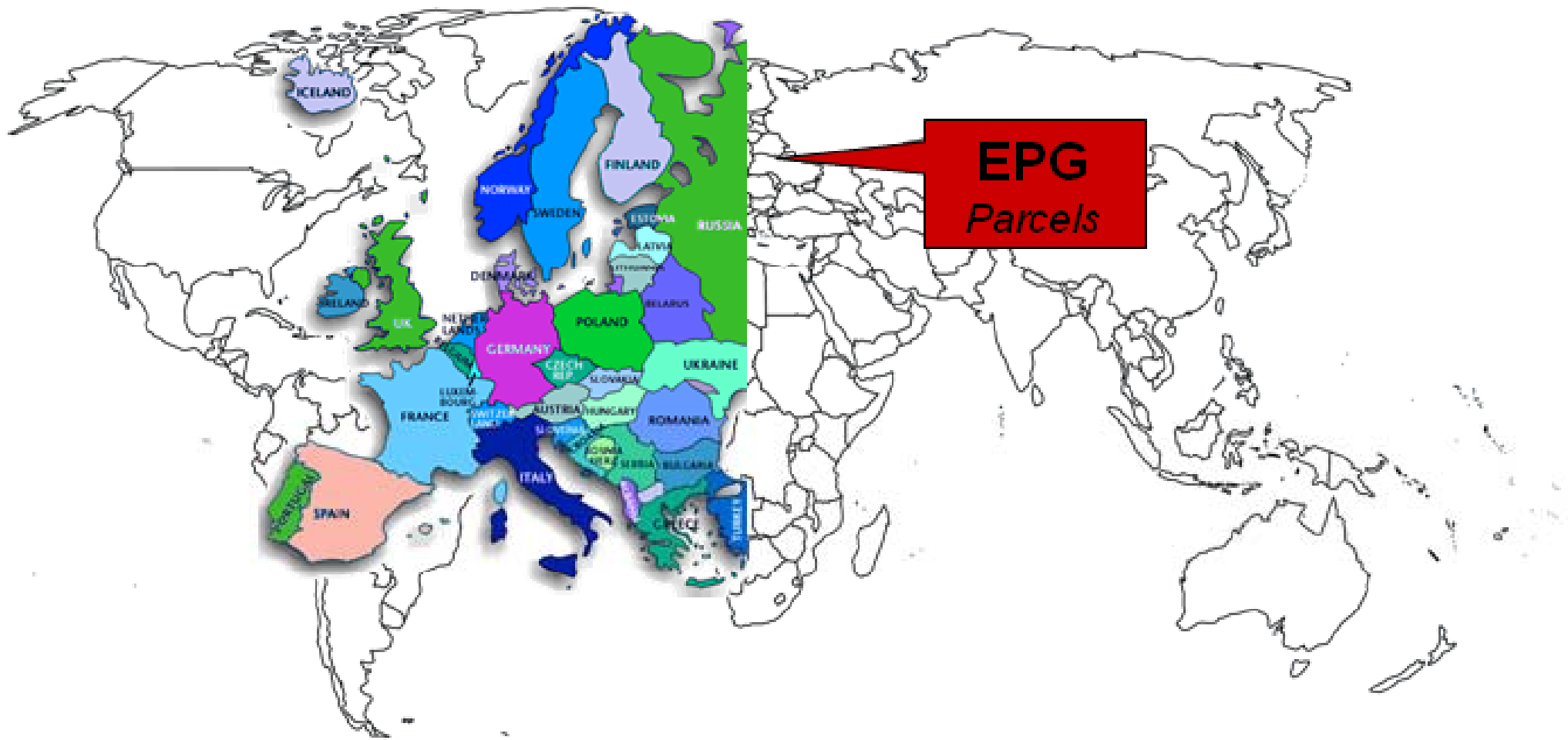
USPS Initiatives to Better Serve You

- Global Delivery Network
- Visibility
- Customer Service
- Flat rate Options
- Quicker Start up Times
- More Opportunities to Save

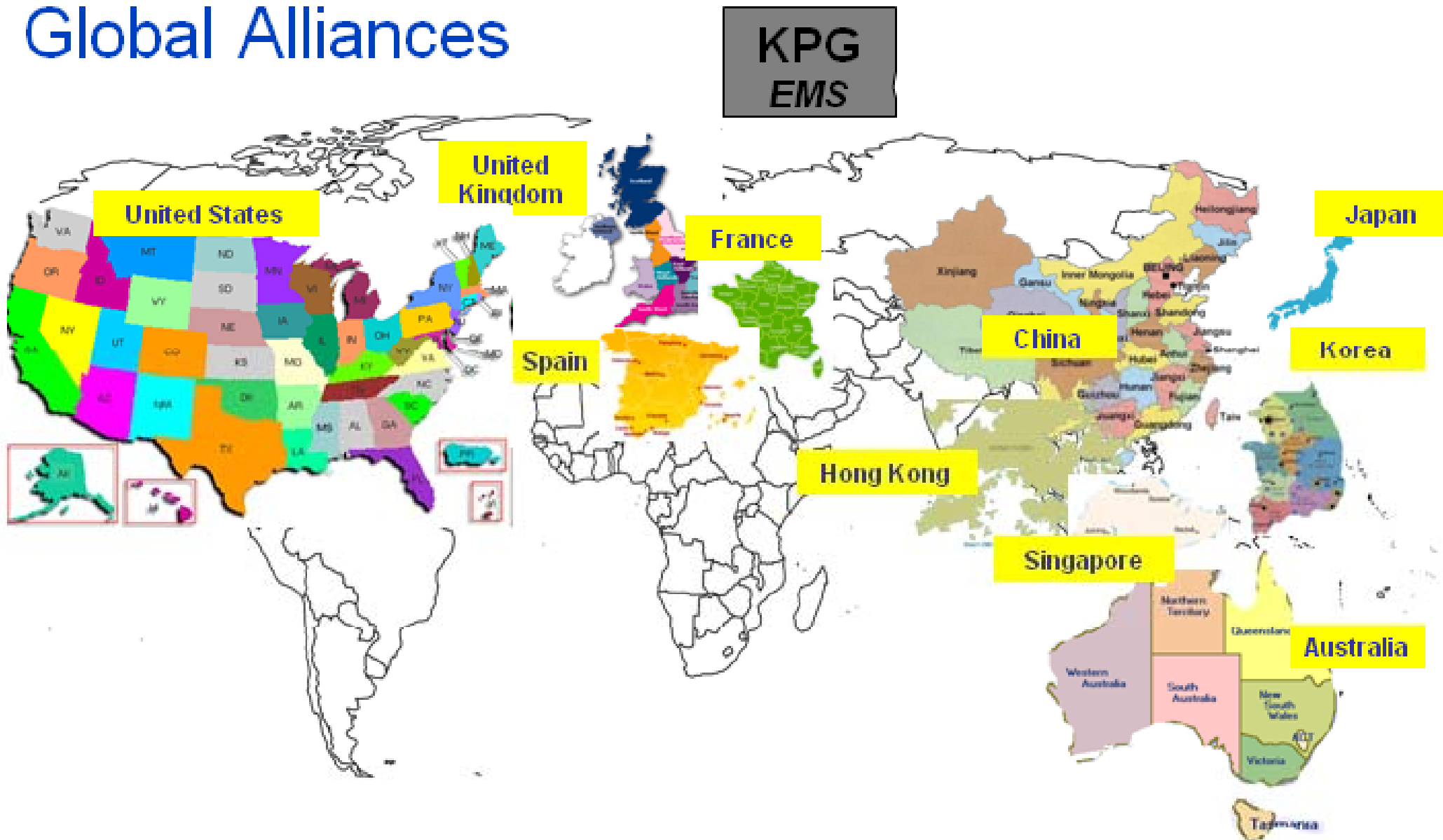
Global Alliances



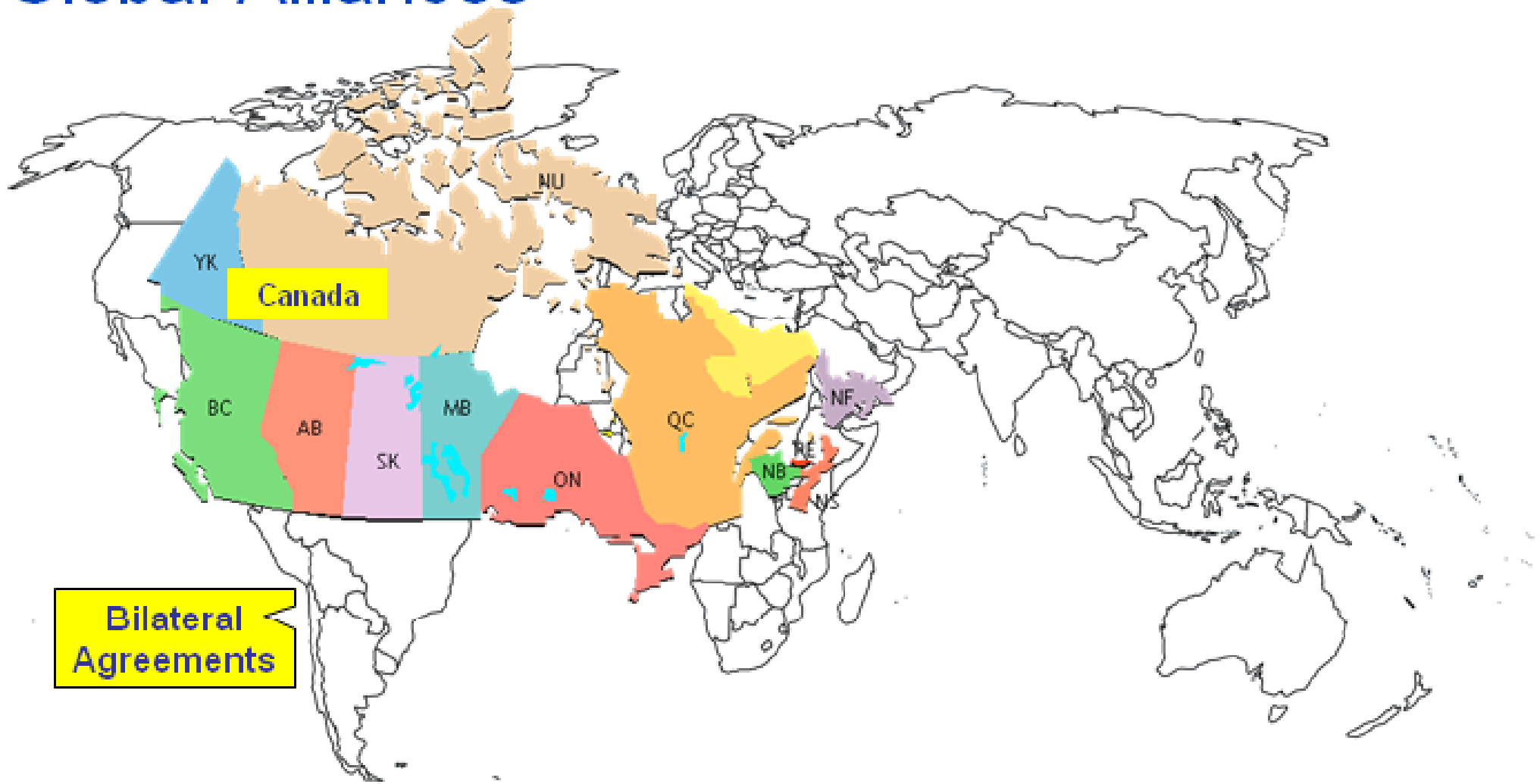
Global Alliances



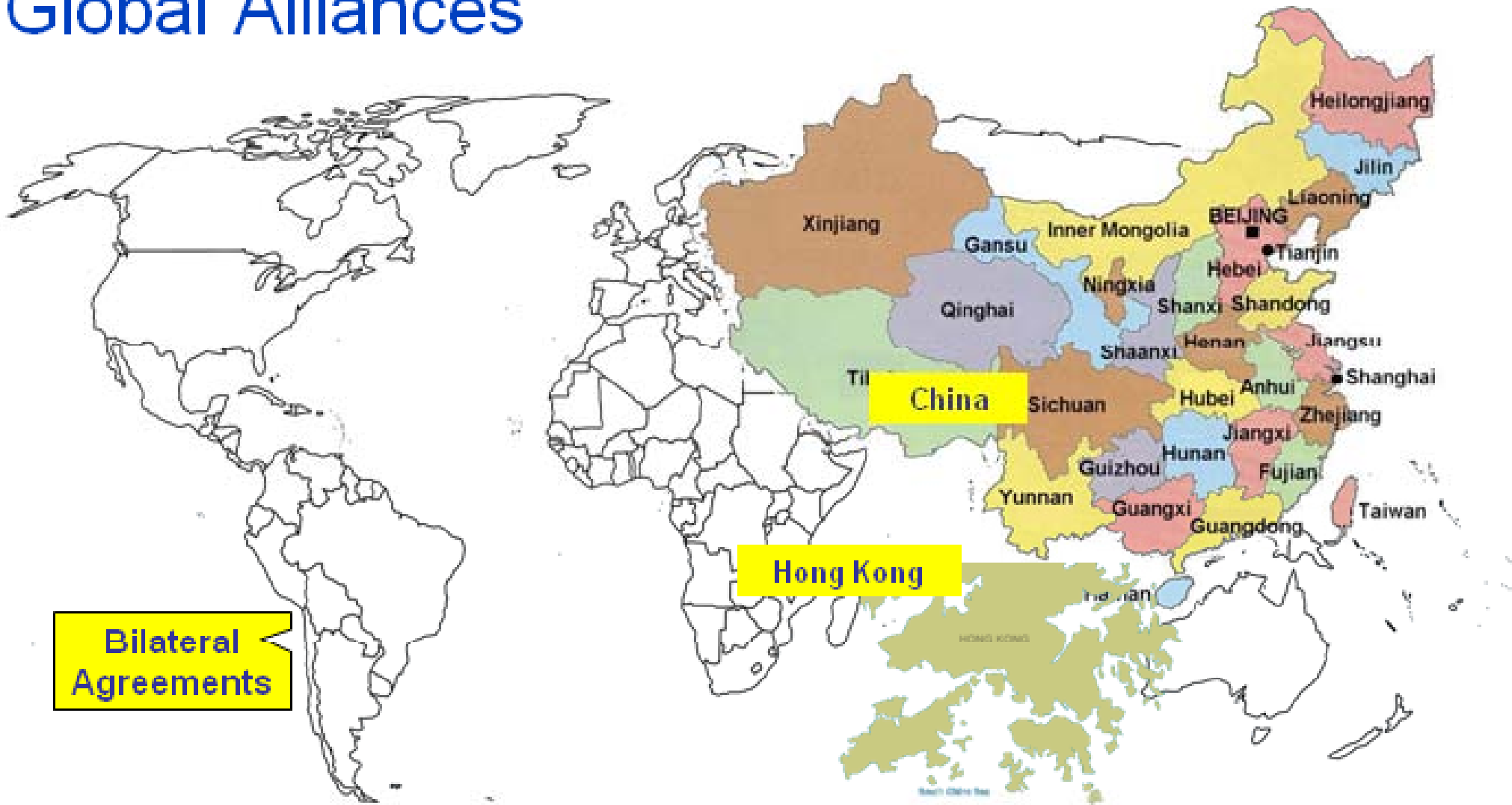
Global Alliances



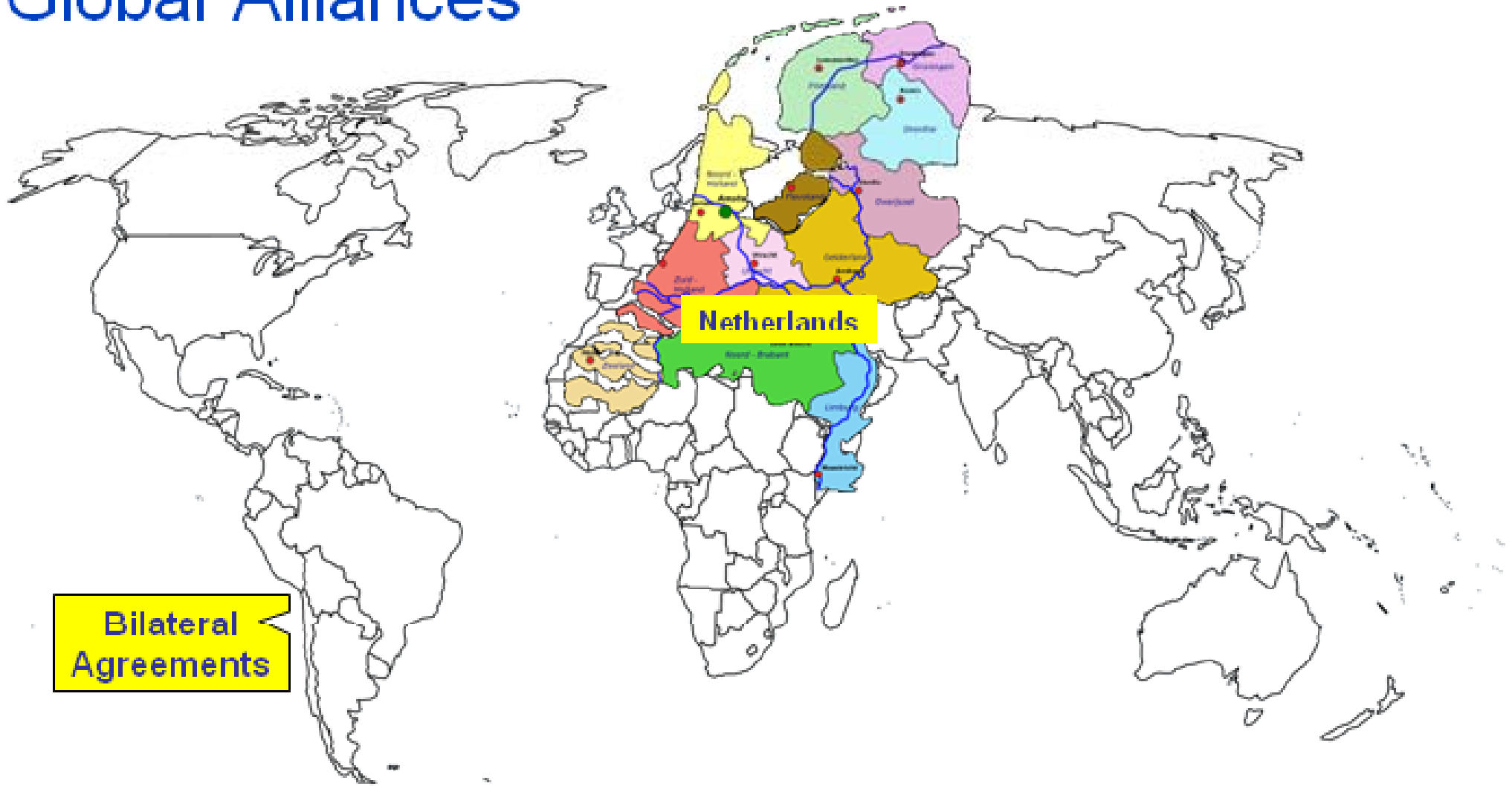
Global Alliances



Global Alliances



Global Alliances






Global Alliances





Solutions to Fit Your Needs

| | Global Express Guaranteed (GXG) | Express Mail International (EMI) | Priority Mail International (PMI) |
|------------------------------|---|---|---|
| Delivery | 1-3 business day delivery | 3-5 business day delivery Free returns on undeliverables | 6-10 business day delivery |
| Guarantee | Money-back guarantee | Money-back guarantee to some destinations | None |
| Date-certain Delivery | Date-certain delivery to 190 countries with global delivery by FedEx Express | Date-certain delivery to select destinations | None |
| Tracking | Tracking | Tracking | Tracking (parcels only) |
| Insurance | \$100 insurance included | \$100 insurance included | Limited indemnity included insurance available for a fee (parcels only) |
| Discount Pricing | 10% online postage discount | 8% online postage discount | 5% online postage discount |
| Pickup | Free Package Pickup | Free Package Pickup | Free Package Pickup |
| Packaging | Free Eco-friendly packaging | Free Eco-friendly packaging | Free Eco-friendly packaging |
| |  |  |  |



USPS Advantages for You

- Total value proposition
- Online convenience
- Outbound/inbound solutions
- Commercial pricing agreements
- No surcharges





In Summary...

- **Your needs are our highest priority**
 - Global Delivery Network
 - High Visibility
 - Enhanced Product Offerings
 - Better Customer Service

The Postal Service looks forward to helping your business grow!



Next Steps:

- Contact us at globalbusiness-sales@usps.gov
- Once we receive your email we will send you an electronic copy of the **VIP Resource Guide**

DYMO

Endicia

Technological Advancements for International Shipping



Harry Whitehouse – Ph.D., P.E., Chief Development Officer
DYMO Endicia

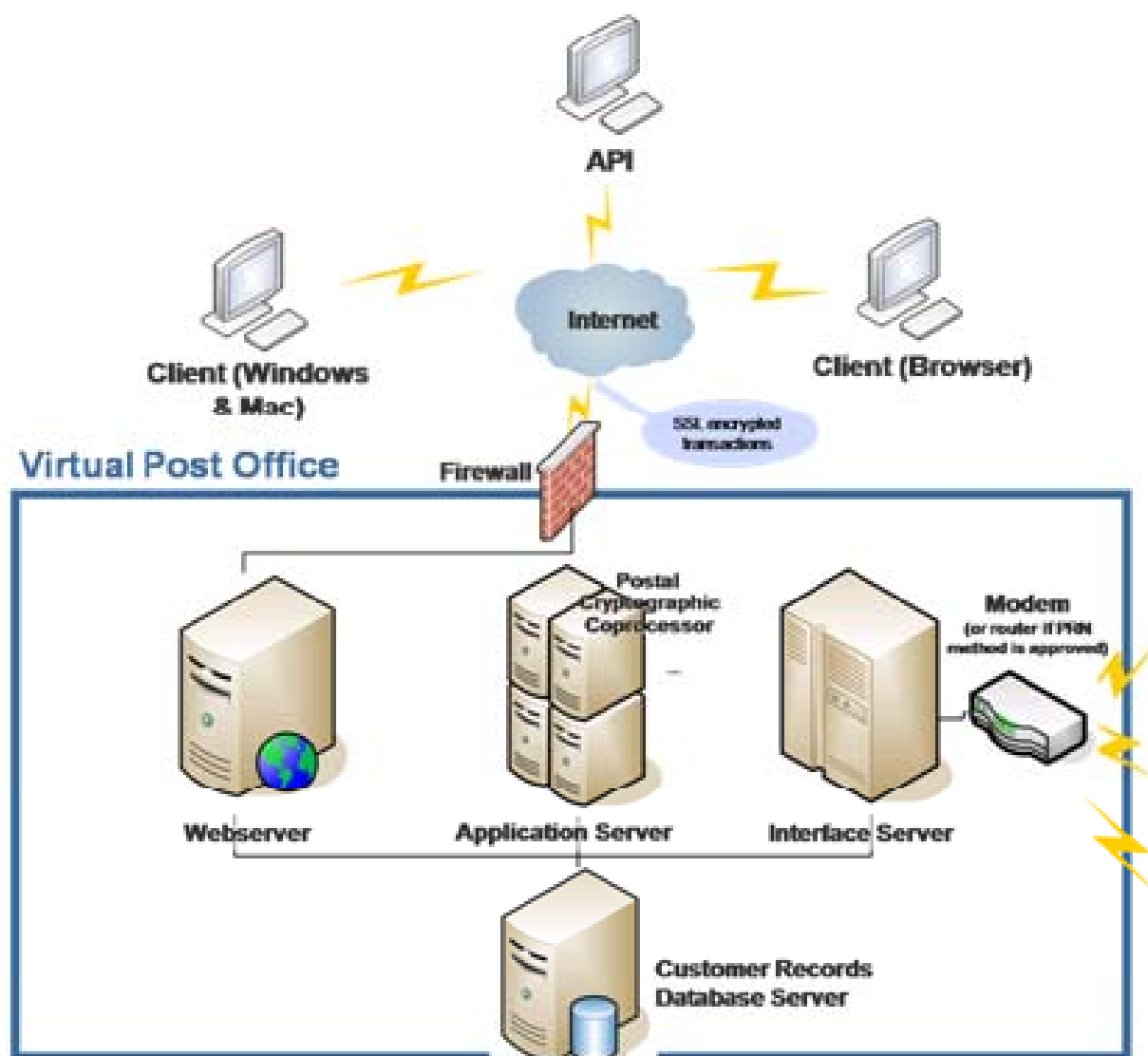
Agenda

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- Overview of USPS international shipping capabilities
- Customs forms – stand alone vs. integrated
- Harmonizing customs data
- USPS discount programs

What is Centralized Postage?

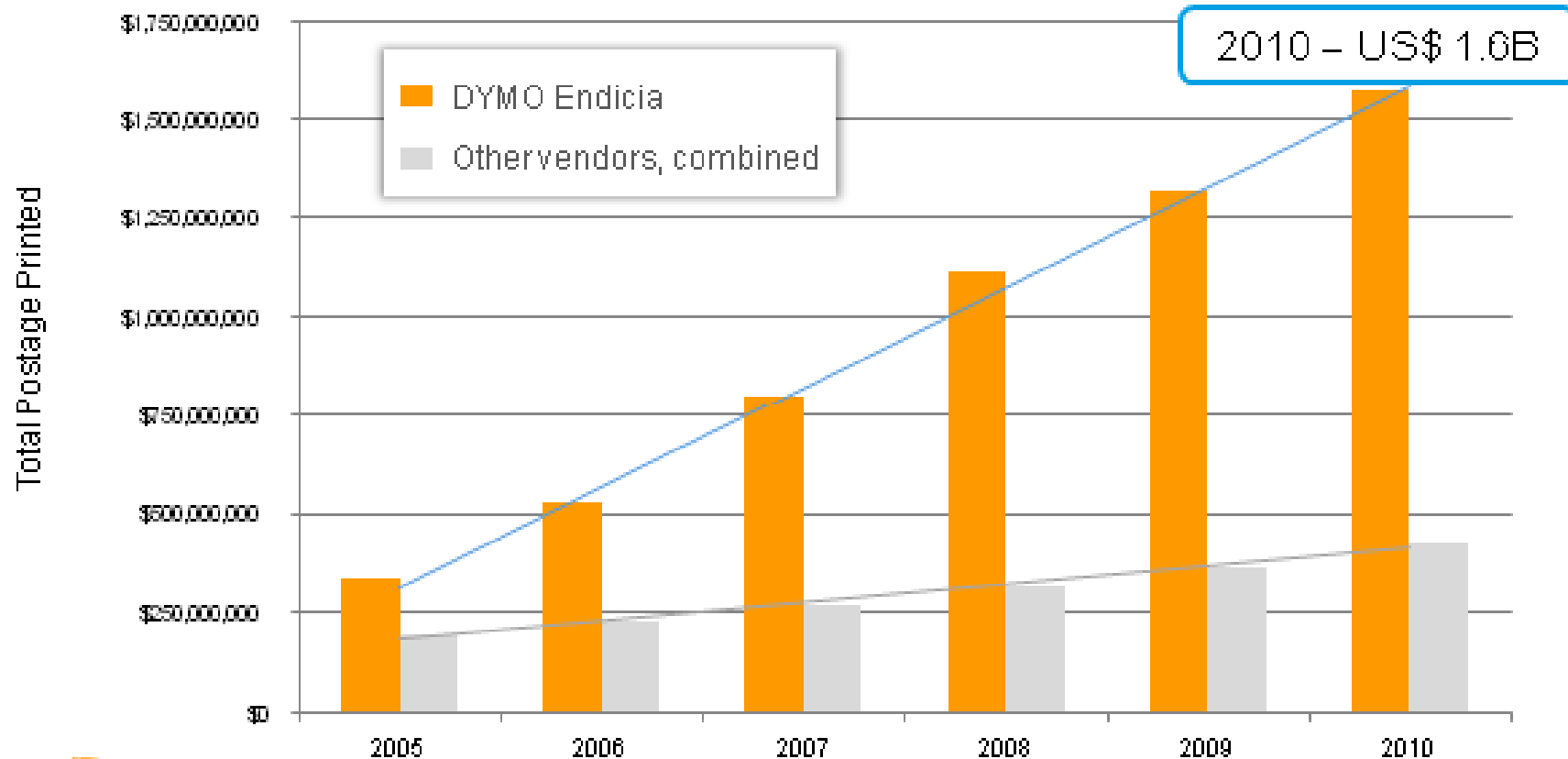


Who Are We?

We're 78% of the US PC Postage Market

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\$6B

Cumulative postage printed by DYMO Endicia solutions exceeded \$6B in January 2011

Endicia Prints Many Postage Classes

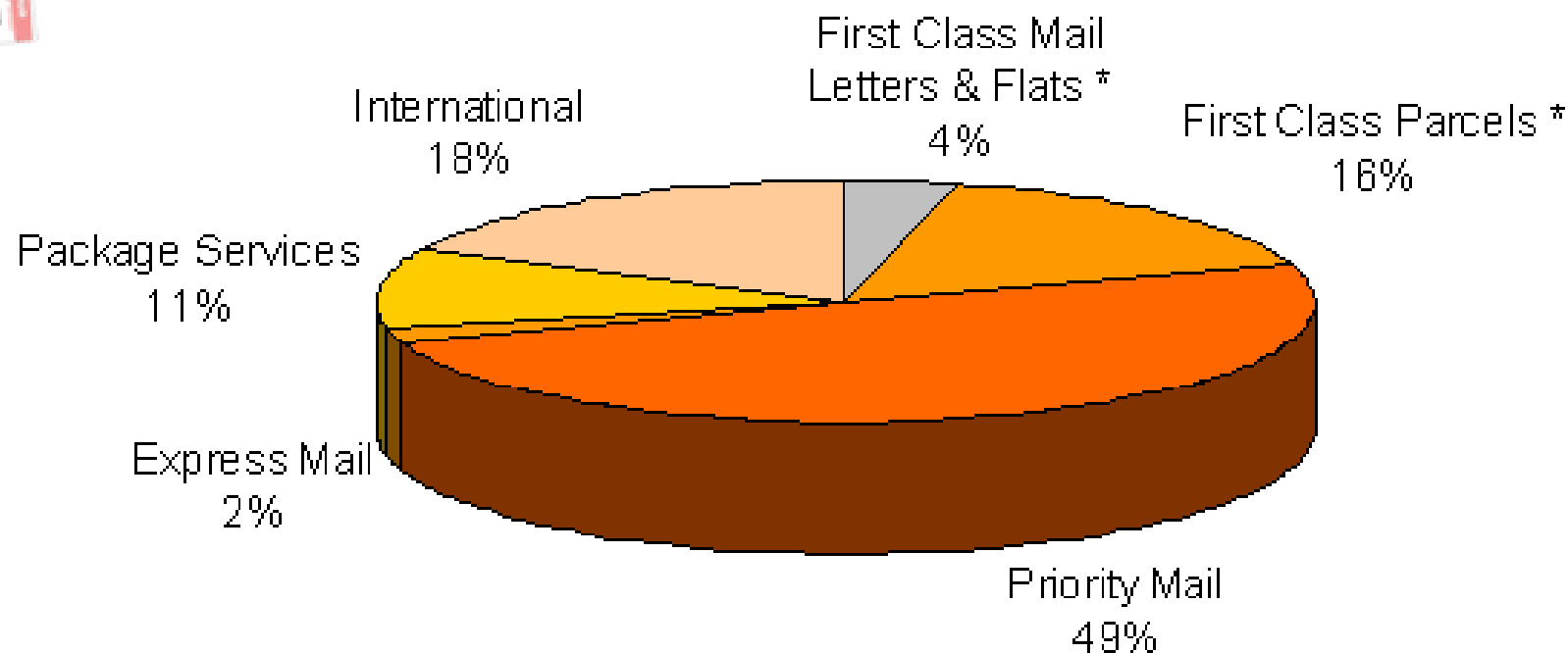
DYMO

Endicia

Shipping Services Focus



Over 2 million indicium transactions per day!



USPS International Mail Classes

DYMO

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- First Class (FCMI)
 - Letters, cards, flats and packages up to 4 lbs
- Priority Mail (PMI)
 - Envelopes and boxes up to 70 lbs (country dependent)
- Express Mail (EMI)
 - Envelopes and boxes up to 70 lbs (country dependent)
- Global Express Guaranteed (GXG)
 - Envelopes and boxes up to 70 lbs (country dependent)

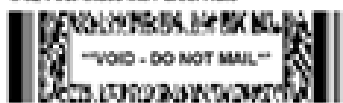
Old Method – Two Distinct Forms

DYMO

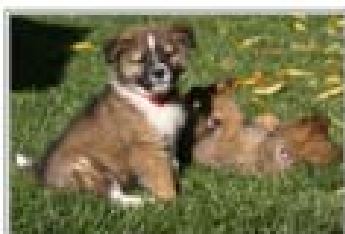
Endicia

Harry Whitehouse
347 High
Folsom, CA 94303-5046
USA

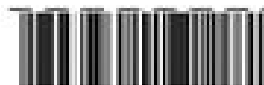
\$7.32 US POSTAGE
"SAMPLE" Mailed from ZIP 94301
8 oz First-Class Int'l Parcel Rate



endicia.com 0711/00621230



MIA & GABRIELLE DURCUX
56 RUE DES RETAILLONS
33300 BORDEAUX
FRANCE



LC 612 932 439 US

United States Postal Service®

Customs Declaration

CN 22

May be accessed officially See instructions on Reverse
Do not duplicate without USPS approval

Call Call Commercial sample
 Documents Other

| Quantity and detailed description of contents (1) | Weight (g) (2) | Value (3) (US \$) |
|---|-------------------|----------------------|
| 1 Miscellaneous | 1 | 80.00 |

| For commercial use only: If known, HS tariff number (4) and country of origin of goods (5) | Net weight (g) (6) | Net value (7) (US \$) |
|--|-----------------------|--------------------------|
| USA | 2 0 | 80.00 |

I, the undersigned, whose name and address are given on the form, certify that the particulars given in this declaration are correct and that the form does not contain any dangerous articles or articles prohibited by legislation or by postal or customs regulations.

Date and sender's signature (8)

PS Form 2976, January 2004 Letter-Post

LC 612 932 439 US

Customs Declaration CN 22 – Sender's Declaration

I, the undersigned, whose name and address are given on the form, certify that the particulars given in this declaration are correct and that the form does not contain any dangerous articles or articles prohibited by legislation or by postal or customs regulations. This copy will be retained at the post office for 30 days.

Sender's Name & Address
HARRY WHITEHOUSE
347 HIGH STREET
FOLSOM CALIFORNIA 94303
USA

Addressee's Name & Address
MIA & GABRIELLE DURCUX/WHITEHOUSE
56 RUE RETAILLONS
33000 BORDEAUX
FRANCE

Date and sender's signature

Detached from PS Form 2976, January 2004 Post Office Copy

An Early Integration Prototype

DYMO

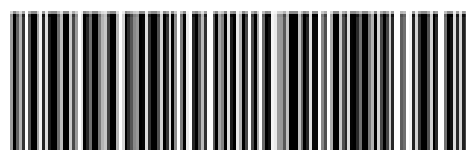
Endicia

| | | | |
|---|--|--------|---------------|
| <p>\$0.00 US POSTAGE INTL MAIL * SAMPLE * Mailed from ZIP 94301</p> | | | |
|  | | | |
| endicia.com | 071V00500361 | | |
| GLOBAL PRIORITY MAIL | | | |
| <p>Harry Whitehouse Endicia Internet Postage 247 High St Palo Alto, CA 94301-1059</p> | | | |
| SHIP TO: | <p>Ms. Carlyn Whitehouse 2503 rue Winvielle 33000 Bordeaux FRANCE</p> | | |
|  | | | |
| LC 612 902 439 US | | | |
| CUSTOMS DECLARATION | | | |
| <p><i>May be covered officially</i> <i>Commercial Sample</i></p> | | | |
| Quantity and detailed description of contents | Country | Weight | Value (US \$) |
| 1 Descriptions are entered at print time | | | |
| Totals: | | 1 lb | \$0.00 |
| <p><small>I, the undersigned, whose name and address are given on the form, certify that the particulars given in this declaration are correct and that this form does not contain any dangerous article or articles prohibited by legislation or by postal or customs regulations.</small></p> | | | |
| Signature: | | Date: | Letter Post |

Small Integrated FCMI Label (4x6")

DYMO

Endicia



LN 005 500 184 US

ITN/Exemption Code:
NOEEI 30.37(a)

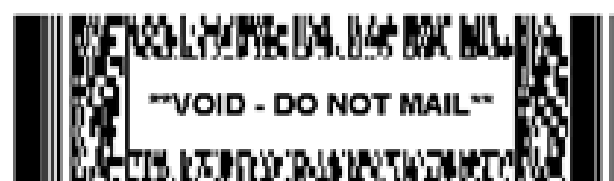
\$10.76

US POSTAGE

* SAMPLE *

Mailed from ZIP 94301

1 lb First-Class Intl Parcel Rate



endicia.com

071V00500361

USPS First-Class International

| | | | | | | |
|---|--|-----|------------------|---|--|------------------|
| Customs Declaration CN 22 | | | | From: Dr. Harry Whitehouse Endicia Internet Postage 247 High St Palo Alto, CA 94301-1099 US | | |
| Contents: Gift <input type="checkbox"/> Commercial Sample <input checked="" type="checkbox"/> Documents <input type="checkbox"/> Other <input type="checkbox"/> | | | | To: MISS MIA DUROUX 56 RUE DES RETAILLONS 33300 BORDEAUX FRANCE | | |
| Detailed description of contents: | | Qty | Weight lb oz | | | Value (US \$) |
| CHILDREN'S PICTURE, DRAWING | | 1 | 2 | | | \$8.00 |
| HS tariff number and country of origin: US | | | Total Wt 1 0 | Total Value \$8.00 | | |
| I, the undersigned, whose name and address are given on the item, certify that the particulars given in this declaration are correct and that this item does not contain any dangerous article or articles prohibited by legislation or by postal or customs regulations. | | | | Mailing Office Date Stamp | | |
| Sender's signature: Harry Whitehouse | | | Date: 11/10/2009 | | | |
| PS Form 2976-FCMI Do not duplicate this form without USPS approval. The item/parcel may be opened officially. | | | | | | |



Large Integrated Shipping Label



PRIORITY MAIL Customs Declaration Dispatch Note CP 72
 UNITED STATES POSTAL SERVICE®

\$29.50 * SAMPLE * **US POSTAGE**
 Mailed from ZIP 94301
 2 lbs Priority Mail Intl Rate
 Commercial Base Pricing

CJ 244 416 118 US

VOID - DO NOT MAIL™
 endicia.com 071V00500361

From: Dr. Harry Whitehouse
 Endicia Internet Postage
 247 High St
 Palo Alto, CA 94301-1099
 US

To: MME AMELIE RAISON
 56 RUE DES RETAILLONS
 33300 BORDEAUX
FRANCE

License Number:
Certificate Number:
Invoice Number:

Importer's Telephone/Fax/Email:
Phone:
Fax:
Email:

Contents: (e.g., goods, jewelry, perfume, watches, paintings, books, or other articles):

| Qty | Weight (lb. oz.) | Value (US \$) | HS Tariff Number | Country of Origin |
|-----|------------------|---------------|------------------|-------------------|
| 1 | 0 | \$0.00 | | |

Insured:
Insured Amount (US \$):
SDR Value:
Mailing Office Date Stamp:

Contents: Gift Commercial Sample Merchandise
 Documents Returned Goods Other

Total Wt: 2 0 **Total Value:** \$0.00 **Postage and Fees:**

Sender's Customs Reference: **Importer's Customs Reference:**
 (Mark) (Mark)

NOEEI 30.37(a)

POSTAL USE ONLY
Date In: **Time In:** **Employee Initial:**

Sender's signature: **Date:**

PS Form 2976-A-PRI Do not duplicate this form without USPS approval. The item(s) may be opened officially. 1 - Customs Declaration

Filled out form

- Integrated round stamp: no need to take to the PO, just schedule a carrier pickup or a drop in a collection box
- Requires surface area of 5.5" x 8.5" for 1 label
- Auto-signature!

Continuation Sheet

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PRIORITY MAIL U.S. POSTAGE REQUIRED
 UNITED STATES POSTAL SERVICE®

Customs Declaration Dispatch Note CP 72
 CJ 050 478 460 US

License Number: L8021738004
 Certificate Number: 02211604
 Invoice Number: 220609491177

Sender's Telephone/Facsimile:
 Phone: 33143545204
 Fax: 33143545205
 Email: scolarie@paris-sorbonne.fr

Delivery Instructions: Return to Sender

1624 CORTOT
 SORBONNE
 10184 S-LA SORBONNE
 75013 PARIS CEDEX 05
 FRANCE

Permitted Comments

| Detailed description of contents | Qty | Weight lb. oz. | Value U.S. \$ | US Tariff Number | Country of Origin |
|----------------------------------|-----|-------------------|------------------|---------------------|----------------------|
| Archaeology Books | 2 | 3 1 | 76.02 | 123456 | BR |
| Archaeology Books | 1 | 2 3 | 199.88 | 345612 | GB |
| Art Book | 1 | 1 1 | 187.88 | 567843 | AT |
| Art Book | 1 | 1 10 | 18.88 | 567843 | DK |
| Art Book | 1 | 3 9 | 43.26 | 987601 | IT |

Declared value: 507.50
 Total value: 507.50
 Postage and Fees: 78.50

Insured: Value Declared
 Insured Amount (US \$): 500.00
 S&H Value: 374.01

Postage and Fees: 78.50

Sender's Signature: *Carlson R. Jones* Date: 12/06/2009

PS Form 3974-PM Do not detach this form without USPS approval The recipient may be opened if only 1 - Customs Declaration

CONTINUATION PAGE
 CJ 050 478 460 US


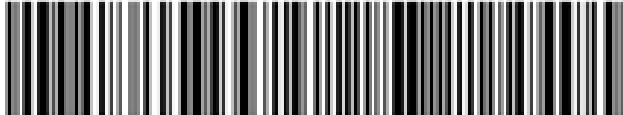
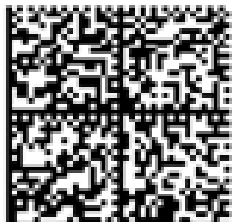

| Detailed description of contents | Qty | Weight lb. oz. | Value U.S. \$ | US Tariff Number | Country of Origin |
|----------------------------------|-----|-------------------|------------------|---------------------|----------------------|
| Art Book | 4 | 3 7 | 82.15 | 888071 | PT |
| Art Book | 1 | 1 9 | 76.88 | 181202 | FR |

1 - Continuation

- Form option will allow for up to 30 items.
- If item count > 5, four pages will be printed. Otherwise, two pages will be printed.

New APO/FPO 2976A Form (4x6")



| | | | | | |
|---|--|--|--|---|-------------------------------------|
|  <small>UNITED STATES POSTAL SERVICE</small> | USPS TRACKING #  9405 5102 0082 9100 0113 81 <small>The item/parcel may be opened officially.</small> | \$4.75 US POSTAGE PRIORITY MAIL Jun 06 2011 Mailed from ZIP 94306 1 lb Priority Mail Rate Zone 1 Commercial Plus Pricing |  endicia.com 071V00591365 | | |
| USPS PRIORITY MAIL | | | | | |
| Customs Declaration PS Form 2976A-E CN22 | | From Endicia John Doe 305 Sherman Ave PALO ALTO CA 94306 | Sender's instructions If undeliverable: <input type="checkbox"/> Treat as abandoned <input checked="" type="checkbox"/> Return to sender | | |
| Contents: <input type="checkbox"/> Gift <input type="checkbox"/> Commercial Sample <input type="checkbox"/> Merchandise <input checked="" type="checkbox"/> Documents <input type="checkbox"/> Other | | | | | |
| Detailed description of contents: | Qty | Weight lb oz | Value (US \$) | To G.I. Joe PSC 473 Box 2309 FPO AP 96349-0024 | |
| Item 1 | 1 | 0 1 | 75.00 | | |
| HS tariff number and country of origin: us | | Total Wt 1 0 | Total Value 75.00 | Importer's Telephone/Fax/Email: Phone: (650) 321-2640 | EEL / PFC: NOEEI 30.37(a) |
| I certify that the particulars given in this customs declaration are correct. This item does not contain any dangerous article, or articles prohibited by legislation or by postal or customs regulations. I have met all applicable export filing requirements under the Foreign Trade Regulations. Sender's signature: _____ Date: _____ | | | | Mailing Office Date Stamp  | |
| License Number(s): License 123 | | Certificate Number Cert No. 345 | | Invoice number: Invoice 678 | |

The User Experience

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DAZrle Platinum - large priority mail international shipping label

File Edit Insert Layout Postage Application Help

Print Buy Postage Buy Supplies Postage Options

Quick Print Design Address Book Postage Log

PRIORITY MAIL UNITED STATES POSTAL SERVICE®

Customs Declaration Dispatch Note CP 72

CJ 203 398 485 US

\$29.50 US POSTAGE
* SAMPLE * Mailed from ZIP 94301
2 lbs Priority Mail Int Rate
Commercial Base Pricing

VOID - DO NOT MAIL™

endicia.com 071V00621230

From: Dr. Harry Whitehouse
Endicia Internet Postage
247 High St
Palo Alto, CA 94301-1099
US

License Number:
Certificate Number:
Invoice Number:

To: MIA & GABRIELLE DUROUX
56 RUE DES RETAILLONS
33300 BORDEAUX
FRANCE

Importer's Telephone/Fax/Email:
Phone:
Fax:
Email:
Comments (e.g., goods subject to quarantine, sanitary/phyto-sanitary restriction, or other restrictions)

Non-delivery instructions:

| Detailed description of contents: | | | | | | | Received |
|---|-----|--|---------------|--|-------------------|-------------------------------|----------|
| Descriptions are entered at print time and will be printed here. | Qty | Weight (lb. - oz) | Value (US \$) | HS Type Number | Country of Origin | Received Amount (US \$) | |
| | 1 | 0 | \$0.00 | | | US\$ Value | |
| Contents: <input type="checkbox"/> Gift <input checked="" type="checkbox"/> Commercial Sample <input type="checkbox"/> Merchandise <input type="checkbox"/> Drawbacks <input type="checkbox"/> Returned Goods <input type="checkbox"/> Other | | | | | | Mailing Office Date Stamp | |
| Sender's Customs Reference: (if known) | | Importer's Customs Reference: (Official or US number of the addressee, if known) | | Total Wt: 2 : 0 Total Value: \$55.00 Postage and Fees: | | | |

EEUPIC: NOEEI 30 37(a)

Postal Use Only: Date in: Time in: Employee Initials

PS Form 2976-PM (4) Do not duplicate this form without USPS approval. The designated may be opened officially. 1 - Customs Declaration

Account 621230 is active, Balance: \$67.21 Adobe PDF on My Documents™ pdf via Automatically Select

Inputting Customs Information



Print

Postage | Page Setup | Address Information | **Customs Information**

For each item in your package, you must enter a description, value and country of origin to satisfy US Postal Service custom regulations. Click International Info on Postage tab for more customs information.

Customs Declaration Form

Form 2976 (CN 22) Form 2976-A (CP 72) None

Package Contents (Right click any row for options)

| | Qty | Description | Weight | Value | HTS ID | Country of Origin |
|---|-----|---------------------------|------------|---------|--------|-------------------|
| 1 | 1 | W/G NIGHTDRESSES & PAJAMA | 0 lbs 7 oz | \$19.00 | 610831 | UNITED STATES |
| 2 | 0 | | 0 oz | \$0.00 | | |
| 3 | 0 | | 0 oz | \$0.00 | | |
| 4 | 0 | | 0 oz | \$0.00 | | |
| 5 | 0 | | 0 oz | \$0.00 | | |

Save Retrieve Clear Harmonize Instructions Video

Type of Contents

Commercial Sample Gift Documents Other Returned Goods Merchandise

Do not print separate customs form Fill in Postage and Fees

I certify that the particulars given in this customs declaration are correct:

(MUST be a person's name, not a company name)

Print Cancel Help

Affixing the Label to the Package

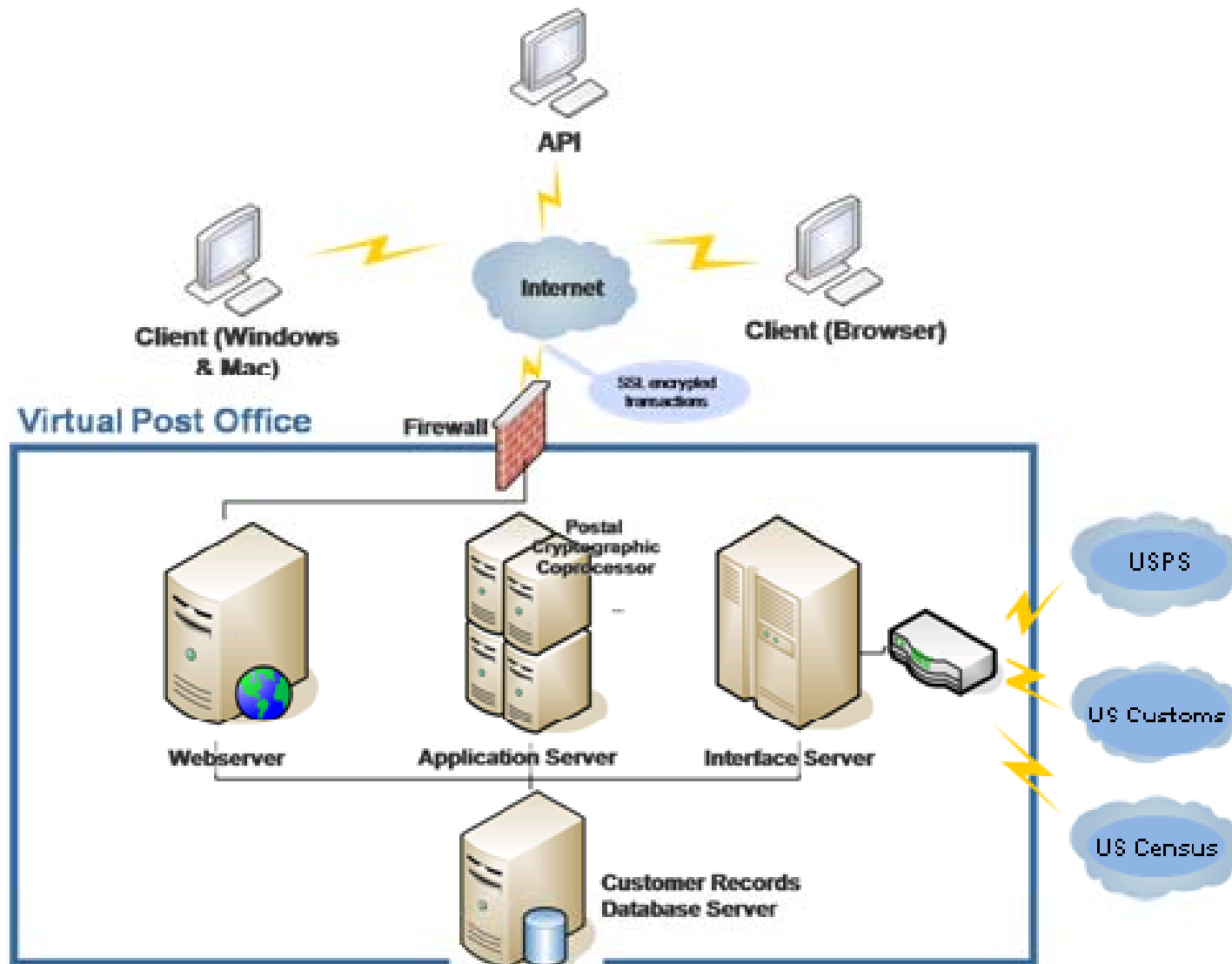
DYMO

Endicia



Plastic sleeves are available free of charge from USPS!

Customs Data Flow



International Discounts!

DYMO

Endicia

- USPS offers discounts for integrated PC postage shipping labels.
- 5% discount on International Priority
- 8% discount on International Express
- 10% discount on GXG.
- Deeper discounts are available for high volume shippers (GEPS Accounts).



UNITED STATES
POSTAL SERVICE.

DYMO

Endicia

A hand is shown from the bottom, holding a blue globe of the Earth. The globe is semi-transparent, showing the continents. The word "Questions?" is written in large, bold, black letters across the center of the globe.

Questions?