



## USPS CREATES CUSTOMER CENTRIC DELIVERY

### The Problem

With a rise in competition, The United States Postal Service's (USPS) need for innovation was clear. To compete USPS realized it had to provide top of the line product tracking to its customers. To do so, it would have to replace its legacy tracking system and take package tracking online.

The largest weakness of the legacy system was complex business logic buried in code. Changing this logic was difficult, time consuming, and risky. USPS new system would have to account for frequently changing business logic.

### The Solution

BP3 implemented a business rules application. The application embodies more than 1,300 business rules. These business rules convert scan data from the many IOT devices into a customer-readable description.

### The Results

On average, the system can produce a tracking description within 15 milliseconds. USPS now has the flexibility to improve their system as they add new products, services and enhancements. Millions of tracking requests are processed daily. In 2014 alone there were 317 million visitors to the tracking website. In 2015 the mobile website received over 77 million visitors, while the app collected more than 1.7 million downloads.



Tracking Number: 9405803699300177497207



Updated Delivery Day: Wednesday, January 27, 2016

**Product & Tracking Information** Available Actions

**Postal Product:** Priority Mail 2-Day™ **Features:** Insured

| DATE & TIME  | STATUS OF ITEM                       | LOCATION                |
|--|--------------------------------------|-------------------------|
| January 27, 2016, 3:09 pm  | Delivered, In/At Mailbox             | BURLINGTON, MA 01803    |
| Your item was delivered in or at the mailbox at 3:09 pm on January 27, 2016 in BURLINGTON, MA 01803. |                                      |                         |
| January 27, 2016, 8:34 am  | Out for Delivery                     | BURLINGTON, MA 01803    |
| January 27, 2016, 8:24 am  | Sorting Complete                     | BURLINGTON, MA 01803    |
| January 27, 2016, 6:28 am  | Arrived at Unit                      | WOBURN, MA 01801        |
| January 27, 2016, 5:39 am  | Departed USPS Facility               | NORTH READING, MA 01889 |
| January 27, 2016, 4:17 am  | Arrived at USPS Destination Facility | NORTH READING, MA 01889 |
| January 26, 2016, 3:14 am  | Departed USPS Origin Facility        | AURORA, CO 80011        |
| January 26, 2016, 3:12 am  | Arrived at USPS Origin Facility      | AURORA, CO 80011        |
| January 26, 2016, 1:57 am  | Accepted at USPS Origin Facility     | DENVER, CO 80209        |

## The Customer

### United States Postal Service

**Industry:** Mailing

**# of Locations:** 31,606

**# of Employees:** 559,247

**Country:** U.S.

**Annual Revenue:** 68.8 Billion (2015)

**Products Used:** IBM Operation Decision Manager (IBM ODM)

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