USPS Enterprise Data Management (EDM)

UNITED STATES POSTAL SERVICE

MISSION

Invest in the future of USPS by equipping and empowering employees with innovative, reliable, and accessible data assets that enable strategic business decisions and help to deliver a world-class customer experience.

VISION

Provide a set of data governance capabilities that improve speed to market and enable stakeholders to create enterprise value while reducing data management costs.

GUIDING PRINCIPLES

1. Data as a Corporate Asset
Data is an invaluable USPS asset that is owned at an enterprise level, rather than by specific stakeholders.

2. Organization-Wide Presence
Use of data and analytics is fully scaled and standardized across all USPS business groups.

3. Data Accessibility
Centralized, connected, and authoritative data sources are accessible to all stakeholders.

4. Streamlined Data Governance
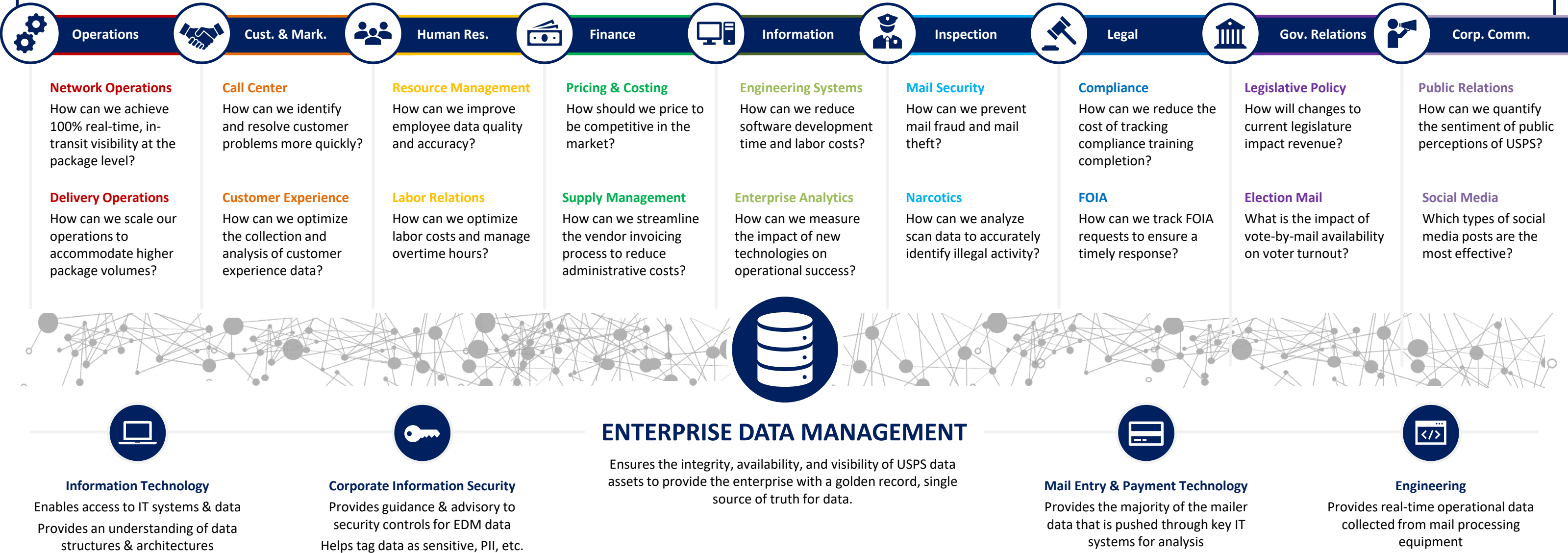Data governance is standardized and easily replicated to promote efficiency and improve speed to market.

5. Practical Data Tools
A set of standardized tools and repeatable processes are available to the enterprise for a range of use cases.

6. Benchmark Metrics to Measure Success
The impact of data and analytics is continually measured through a set of KPIs.

Enterprise Data Management – Supporting the Strategic Objectives of USPS Teams

Enterprise Data Management offers a broad spectrum of services that can help teams across USPS optimize their data storage, usage, and integration needs to meet their strategic objectives and grow the business. Each enterprise group listed below has strategic questions that can be answered through access to reliable, accurate, and cost-effective enterprise data enabled by EDM and its support groups.

Operations	Cust. & Mark.	Human Res.	Finance	Information	Inspection	Legal	Gov. Relations	Corp. Comm.
Network Operations How can we achieve 100% real-time, in-transit visibility at the package level?	**Call Center** How can we identify and resolve customer problems more quickly?	**Resource Management** How can we improve employee data quality and accuracy?	**Pricing & Costing** How should we price to be competitive in the market?	**Engineering Systems** How can we reduce software development time and labor costs?	**Mail Security** How can we prevent mail fraud and mail theft?	**Compliance** How can we reduce the cost of tracking compliance training completion?	**Legislative Policy** How will changes to current legislature impact revenue?	**Public Relations** How can we quantify the sentiment of public perceptions of USPS?
Delivery Operations How can we scale our operations to accommodate higher package volumes?	**Customer Experience** How can we optimize the collection and analysis of customer experience data?	**Labor Relations** How can we optimize labor costs and manage overtime hours?	**Supply Management** How can we streamline the vendor invoicing process to reduce administrative costs?	**Enterprise Analytics** How can we measure the impact of new technologies on operational success?	**Narcotics** How can we analyze scan data to accurately identify illegal activity?	**FOIA** How can we track FOIA requests to ensure a timely response?	**Election Mail** What is the impact of vote-by-mail availability on voter turnout?	**Social Media** Which types of social media posts are the most effective?

ENTERPRISE DATA MANAGEMENT

Ensures the integrity, availability, and visibility of USPS data assets to provide the enterprise with a golden record, single source of truth for data.

Information Technology
Enables access to IT systems & data
Provides an understanding of data structures & architectures

Corporate Information Security
Provides guidance & advisory to security controls for EDM data
Helps tag data as sensitive, PII, etc.

Mail Entry & Payment Technology
Provides the majority of the mailer data that is pushed through key IT systems for analysis

Engineering
Provides real-time operational data collected from mail processing equipment

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BENEFITS OF EDM AT USPS

In an increasingly competitive landscape defined by the Strategic Drivers listed at left below, well-managed data, as described in the EDM Use Cases section below at right, will be a key factor in differentiating USPS from its competitors and improving margins.

STRATEGIC DRIVERS

NEED FOR ADVANCED ANALYTICS
Need to establish a solid data foundation to drive business insights with advanced analytics

RISING DEVELOPMENT COSTS
Rising software development costs and lengthy implementation lifecycle due to lack of standards and processes

NEED TO DIVERSIFY OFFERINGS
Decrease in mail volume drives need for USPS to expand into other more profitable markets

HIGH DATA MANAGEMENT COSTS
Increase in the cost, complexity, and labor requirements of managing data

PRESSURE TO COMPETE
Increase in competitive pressures from commercial competitors and rising customer demand

EDM USE CASES

QUANTIFIABLE IMPACT
EDM improves data quality to strengthen analytics capabilities used to identify business opportunities and evaluate performance

INCREASED SPEED TO MARKET
EDM increases the speed and agility of application development by establishing standard data catalogs that minimize new schema creation

INNOVATION & VALUE CREATION
EDM improves data access to remove barriers to entry into new markets, such as rural broadband or local area of commerce

COST SAVINGS
EDM generates costs savings by streamlining infrastructure and eliminating the replication of large shared data sets, such as scan data
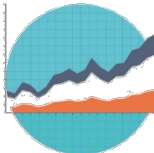
IMPROVED CUSTOMER SERVICE
EDM improves data quality to increase the reliability of customer-facing applications, such as Product Tracking and Reporting

Enterprise Data Management – Services Offered

METADATA MANAGEMENT
Contextualize data to improve integration, access, sharing, analysis, and maintenance

DATA QUALITY MANAGEMENT
Ensure that USPS stakeholders have access to error-free data sets

ENTERPRISE DATA VISIBILITY
Define and manage critical data for integration, and provide a single point of reference

DATA INTEGRATION
Provide a means for integrating multiple data sources to better understand USPS use cases

Enterprise Data Management – Enabling Tools

COMMUNICATION PORTAL
Provide a one-stop shop for information and services regarding data management

MASTER DATA MANAGEMENT
Address the management of foundational data by people, processes, and technology

ENTERPRISE DATA CATALOG
Provide visibility of physical and operational metadata for enterprise assets

AXON
Institute data governance to increase trust and fuel the organization's business initiatives

Enterprise Data Management in Action – Location Domain Data

Issue
USPS uses **location data**, such as the names of specific mail processing plants, across many of its applications. However, location nomenclature varies widely from system to system, posing system integration inefficiencies.

Solution
EDM is working to develop and deploy a **golden record** for location domain data, which will house the authoritative name for each location and could be leveraged by various systems across USPS.

Impact
Ensuring that all USPS systems draw from the same golden record will reduce labor costs associated with system development and integration, driving **improved information exchange** enterprise-wide.