

INNOVATION & E- BUSINESS FORUM DRAFT AGENDA

WEDNESDAY 4 SEPTEMBER 2013

Morning	INNOVATION FORUM	
0900-0910	Opening and adoption of the agenda for the day	
0910-0925	Keynote presentation on Innovation	<i>Mr. Derek Osborn, Facilitator</i>
0925-0945	Innovation: lever for a future ready Australia Post	<i>Mr. Richard Umbers, EGM, Australia Post</i>
0945-1005	Innovation management at Deutsche Post DHL	<i>Mr. Carl Schelfhaut, SVP, Deutsche Post, DHL</i>
1005-1025	Presentation by Japan Post	<i>Mr. Toshiro Ito, EVP, Japan Post</i>
1025-1045	Q&A/discussion around presentations of the morning session	
1045-1100	Coffee break	
1100-1130	Tone setting short presentations on Innovation management initiatives	<i>Mr. Ismanto, Director, Pos Indonesia</i> <i>Mr. LIN Hongliang, DG, State Post Bureau, China</i>
1130-1215	Discussion on the need, challenges, best practices, scope and management of innovation for Posts	
1215-1230	Summing up of the morning session	
1230-1400	Lunch break	
Afternoon	E-BUSINESS FORUM	
1400-1405	Opening of the E-Business Forum	
1405-1425	E-integration of postal services and the UPU e-Commerce Framework	<i>Mr. Harald Weyerich, Director, UPU PTC</i>
1425-1430	Discussion	
1430-1500	International E-commerce: Building Sustainability	<i>Mr. Deepak Chopra, CEO, Canada Post</i>
1500-1520	New Zealand Post's Digital journey	<i>Dr. Sohail Choudhry, EGM, New Zealand Post</i>
1520-1540	E-Business and Swiss Post	<i>Mr. Urs Fischer, CEO SwissSign, Swiss Post</i>
1540-1600	Q&A/discussion around presentations of the afternoon session	
1600-1615	Coffee break	
1615-1630	Challenge, Approach and Imperatives on Digitization in Thailand Post	<i>Ms. Anusra Chittmitrapap, CEO, Thailand Post</i>
1630-1700	Tone setting short presentations on challenges, approaches, imperatives and best practices on digitization	<i>Mr. Reza Shamouli, DG, Iran Post</i> <i>Ms. Smita Kumar, GM, India Post</i> <i>Mr. Alok Saxena, DDG, India Post</i>
1700-1730	Panel and open discussion on the way forward with digitization	
1730-1745	Adoption of key action points on Innovation and E-Business	
1745-1800	Summing up and closure	

Theme of Key Note presentation on Innovation by Derek Osborn

Turning challenges into opportunities and possibilities - the imperative for all businesses today, including the postal sector, is to think differently and seek out new ways to reach customers, engage and motivate employees and operate more efficiently. Innovative thinking and innovation management are essential core competencies to successfully meet the demands on the business. In this key note the following are some of the ideas and food for thought that will be explored further through the various presentations, case studies and discussions by all the esteemed presenters throughout the day:

- Suggestions on how to stimulate innovation and where to look for breakthrough thinking,
- The need for adaptation, variation and learning from mistakes,
- How to avoid stifling fresh ideas and relying on conventional thinking.
- What can be done to develop a culture that encourages and fosters innovative thinking and action?
- Some topical themes will be highlighted from the new book to be published in October 2013 in Vienna entitled “Reinventing the Post” which has contributions from 43 thought leaders in the industry, which is edited by the presenter.

What is clear is that the postal industry cannot keep doing what it has always done and expect to remain relevant to a world that is changing fast. The winners today are those who are thinking and acting differently, recognising the opportunities and possibilities that exist. It is especially hard to change the attitudes and mind-set of comfortable complacency which is quite typical of many posts but our survival depends on this. So somehow we must find the ways and means to encourage, stimulate, develop and foster innovation, and to look for it wherever we can, to try new things all the time and to be prepared to fail in order to succeed.

This is not just another discussion session or interesting topic but a strong call to action. The kind of urgent impetus linked with the necessity of facing imminent threats and impossible difficulties is also a strong source of energy and focus – as well as often being the trigger for some amazing new ideas or solutions. When these ideas are then nurtured in an environment that positively welcomes innovation and thrives on experimenting with new ideas then the outcome can be remarkable and very surprising.



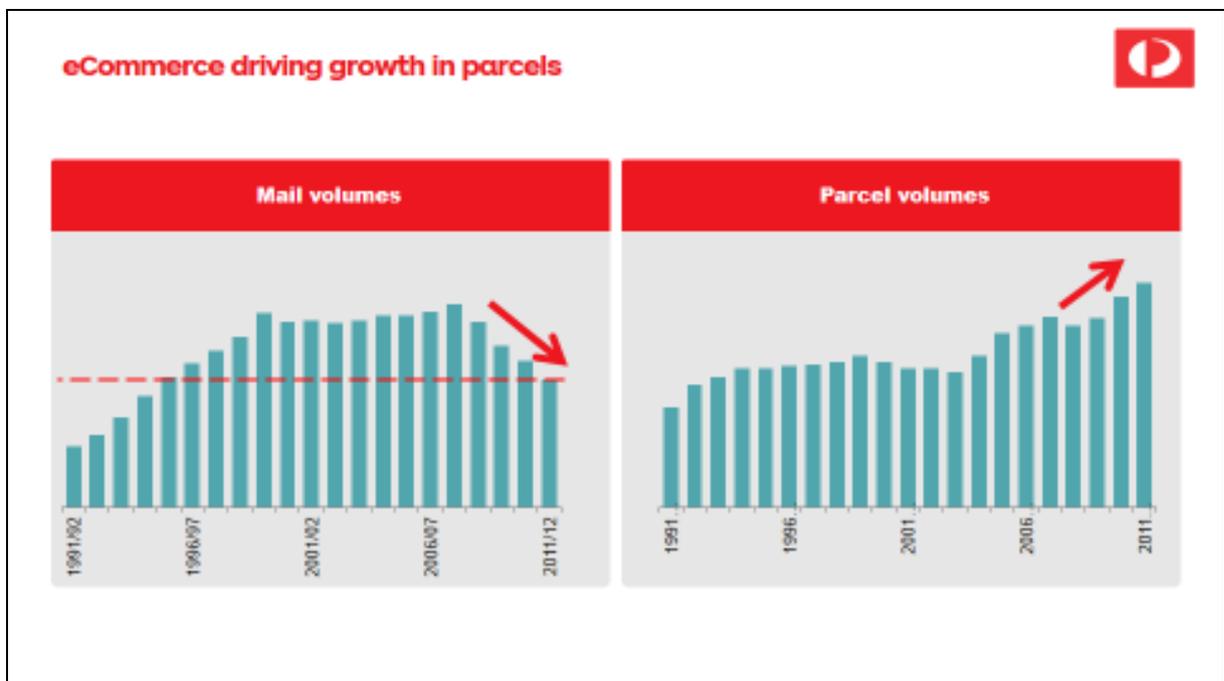
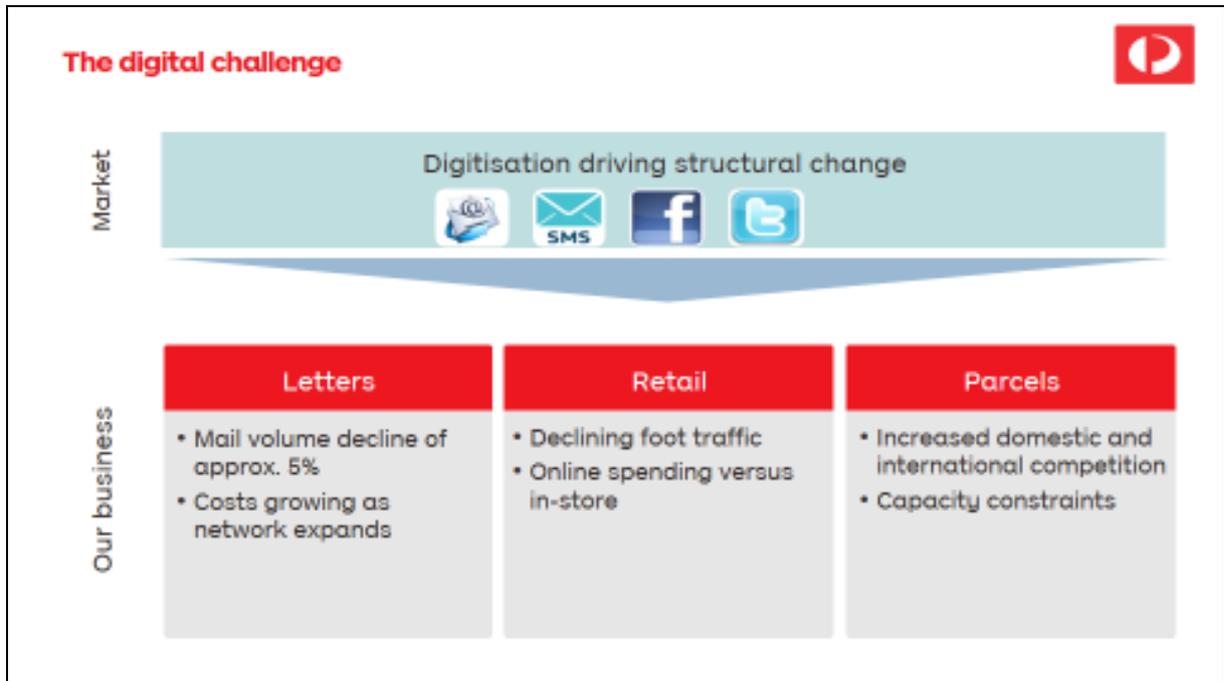
Overview of Australia Post



- Australia's oldest continuously running organisation
- Australia's 2nd most reputable brand*
- More than 4,400 postal outlets nationwide
- Delivering to more than 11 million homes and businesses
- Employing more than 40,000 Australians, directly and indirectly



*AMR RepTrak survey, 2012.



eCommerce knows no boundaries 

 3rd party logistics provider - joint venture between Australia Post and China Post

 Providing Australian businesses access to more than 2 million Chinese customers

 Partnership to boost trade between our two countries

Digital alternative to our physical network 



- Free to all Australians
- Receive correspondence
- Pay bills
- Store important documents
- Accessible anytime, anywhere

Meeting the needs of online buyers and sellers



New domestic parcel range – same day, next day, regular



Delivery choice and convenience – 24/7 Parcel Lockers



Helping farmers sell their goods online

Working together in the Asian Century



- Product and service standardisation to meet the needs of online customers
- Trade facilitation and improving customs processes
- Interoperable systems – global track and trace





Thank you

Deutsche Post DHL

APPU Congress:
**Innovation and E-Business at
Deutsche Post DHL**

New Delhi, September 2013

Deutsche Post DHL

Agenda

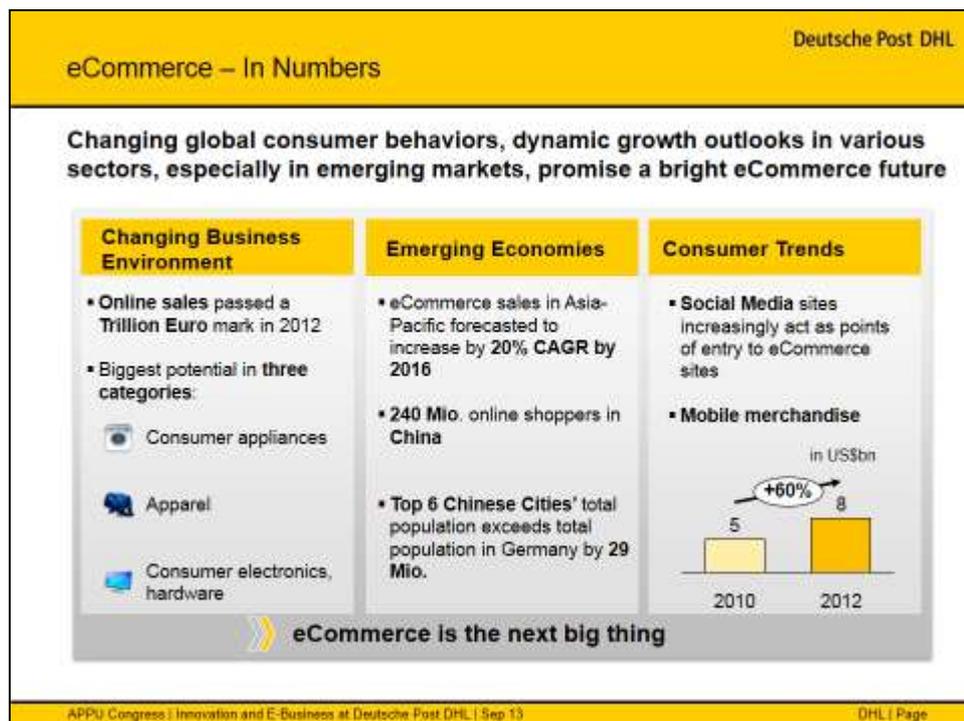
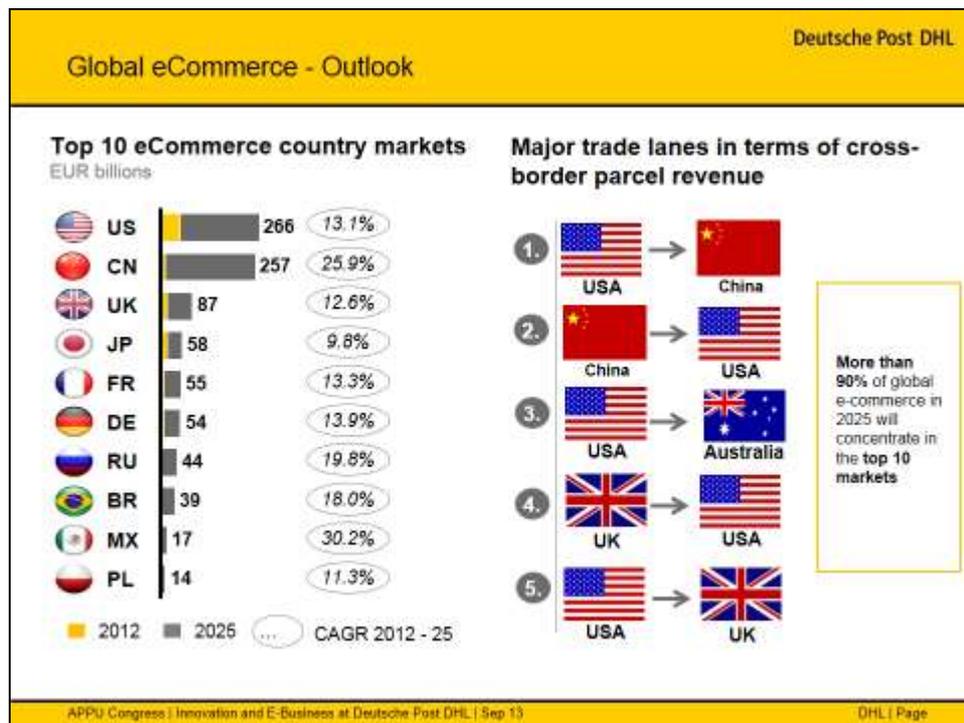


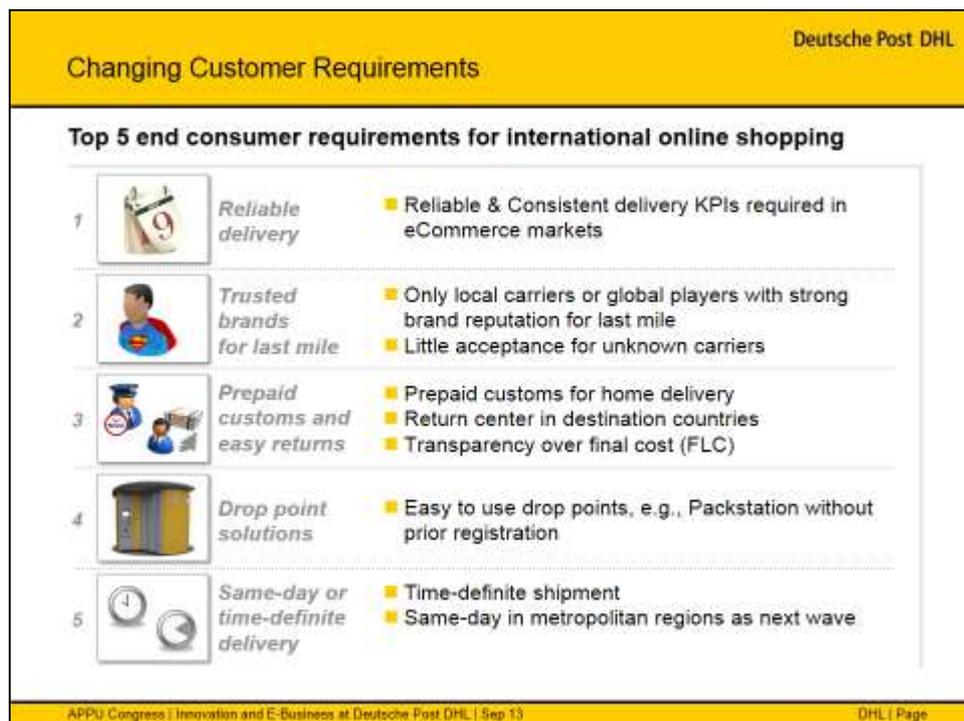
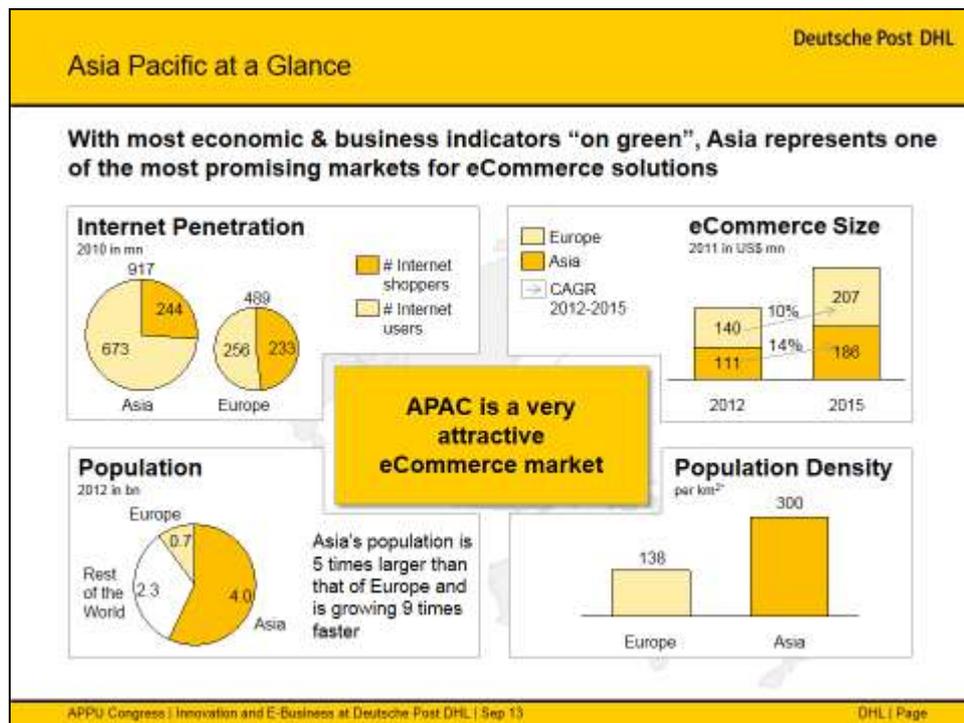
- Innovation and e-Business at a glance
- Changing Customer demands
- Deutsche Post DHL solution



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Deutsche Post DHL

Agenda



- Innovation and e-Business at a glance.
- **Changing Customer demands**
- Deutsche Post DHL solution



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Expectations in the Postal Environment

	<i>Consumer</i>	<i>Merchant</i>
	 <p>More trusted shipping options</p>	 <p>Access to large consumer base</p>
<i>Cost</i>	<ul style="list-style-type: none"> ■ Free shipping (incentive to shop), lowest price (product) 	<ul style="list-style-type: none"> ■ Lowest cost - shipping is a trump card (to increase purchase)
<i>Quality</i>	<ul style="list-style-type: none"> ■ Item delivered safely and with reasonable transit time 	<ul style="list-style-type: none"> ■ On time to not impact their brand and speed/price options ■ Trace events, passive transponders ■ Delivery without complaints
<i>Convenience</i>	<ul style="list-style-type: none"> ■ Clear, easy and convenient delivery points 	<ul style="list-style-type: none"> ■ Simplified and integrated process ■ Accommodate their customers
<div style="background-color: #FFC000; color: white; padding: 5px; display: inline-block; border-radius: 5px;"> Postal Organization have to fulfill demanding customer expectations </div>		

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Cross-border Commerce – Drivers and Barriers

	Consumer 	Merchant 
Drivers	<ul style="list-style-type: none"> Cheaper products available Niche products not available in home country New products not yet available in home country 	<ul style="list-style-type: none"> Language Warranty Costs (shipment incl. taxes etc.) Transparency customs & taxes (FLC) Uncertainty returns
Barriers	<ul style="list-style-type: none"> Clear, easy and convenient delivery points Regional/global distribution center <ul style="list-style-type: none"> Economies of scale Factor cost advantage Direct channel to consumer (without brick-and-mortar retail) 	<ul style="list-style-type: none"> Costs (shipment incl. taxes etc.) Complexity (FLC)

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International Logistics – Today and Tomorrow

With the growing complexity of international logistics, large importers are searching for ways to streamline their supply chains and cut down on costs

<p>TODAY... <i>...sourcing from abroad is often characterized by highly complex supply chains, causing high costs and enormous management complexity</i></p> <div style="border: 1px solid #FFD700; padding: 5px; margin-bottom: 5px;"> <p>High Inventory Costs ⚡</p> </div> <div style="border: 1px solid #FFD700; padding: 5px; margin-bottom: 5px;"> <p>Long Transit Times ⚡</p> </div> <div style="border: 1px solid #FFD700; padding: 5px; margin-bottom: 5px;"> <p>Many Stakeholders ⚡</p> </div> <div style="border: 1px solid #FFD700; padding: 5px; margin-bottom: 5px;"> <p>Complex Warehousing ⚡</p> </div> <div style="border: 1px solid #FFD700; padding: 5px;"> <p>Slow Time to Market ⚡</p> </div>	<p>TOMORROW... <i>...moving fulfillment to the origin and bypassing warehouses will help to streamline logistic processes.</i></p> <div style="margin-bottom: 20px;"> <p>➤ Reduced Complexity</p> </div> <div style="margin-bottom: 20px;"> <p>➤ Reduced Costs</p> </div> <div> <p>➤ Improved Customer Experience</p> </div>
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Agenda



- Innovation and e-Business at a glance.
- Changing Customer demands
- Deutsche Post DHL solution

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Packstation – the Challenge

Increasing customer demands require sustainable changes

Locked house doors	➤	Increased share of single and 2 person households with double income and no kids
Customer demands	➤	24/7 purchasing has been made possible by mail order (e.g. internet, service centre)
New target groups	➤	New, affluent target groups for mail order have been gained through the internet

DHL PACKSTATION – the flexible and adaptive delivery concept

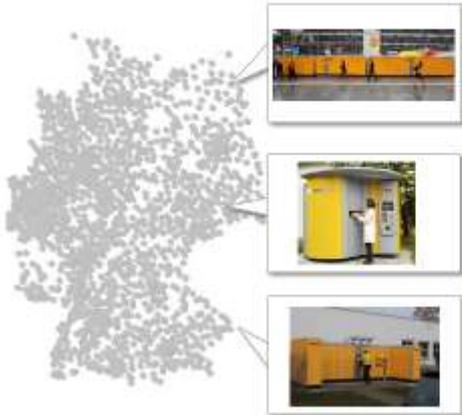
- More service
- Standardised processes
- High customer satisfaction
- More parcels
- Additional business

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Deutsche Post DHL

Deutsche Post's Set up in Germany

Our USP:
 Deutsche Post owns and operates the world's largest parcel locker network in Germany



The result
 Strong track of records

- More than 2,600 Packstations throughout Germany
- Around 4.0mn registered and active customers
- More than 250,000 compartments available each day

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Results of the Packstation Concept

End-consumer requirements

- Locked house doors** → Increased share of single and 2 person households with double doors and no hall
- Customer demands** → 24/7 purchasing has been made possible by mail order (e.g. internet, service centre)
- New target groups** → New affluent target groups for mail order have been gained through the internet

Packstation Setup in Germany



A

Modern Day Parcel Solution

Convenient first and last mile parcel solution with great acceptance by consumers

Deutsche Post DHL
 set the industry standard for parcel lockers

B

Attractive additional revenue source

Significantly decreased last mile delivery costs + increased market share

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***Thank you very much
for your attention***

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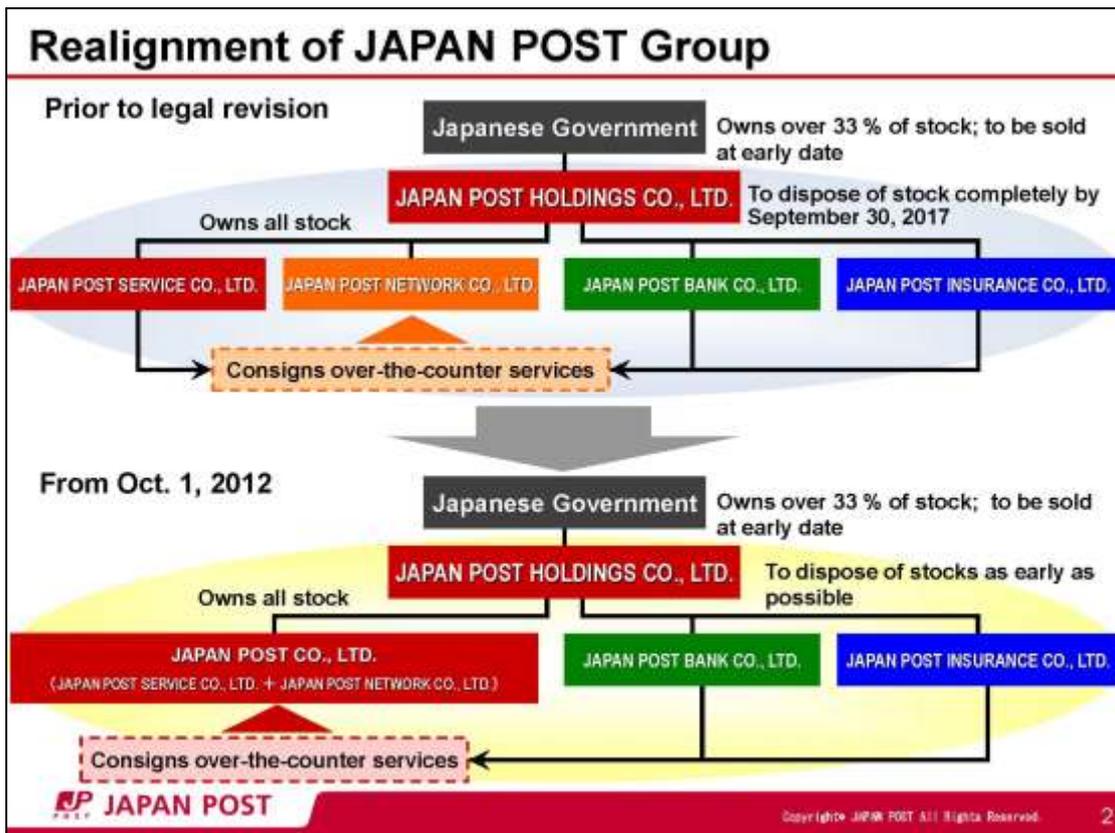
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Present postal operations in Japan and future plans

Toshiro ITO
Executive Vice President
Japan Post Co., Ltd.
4 September 2013

 **JAPAN POST**

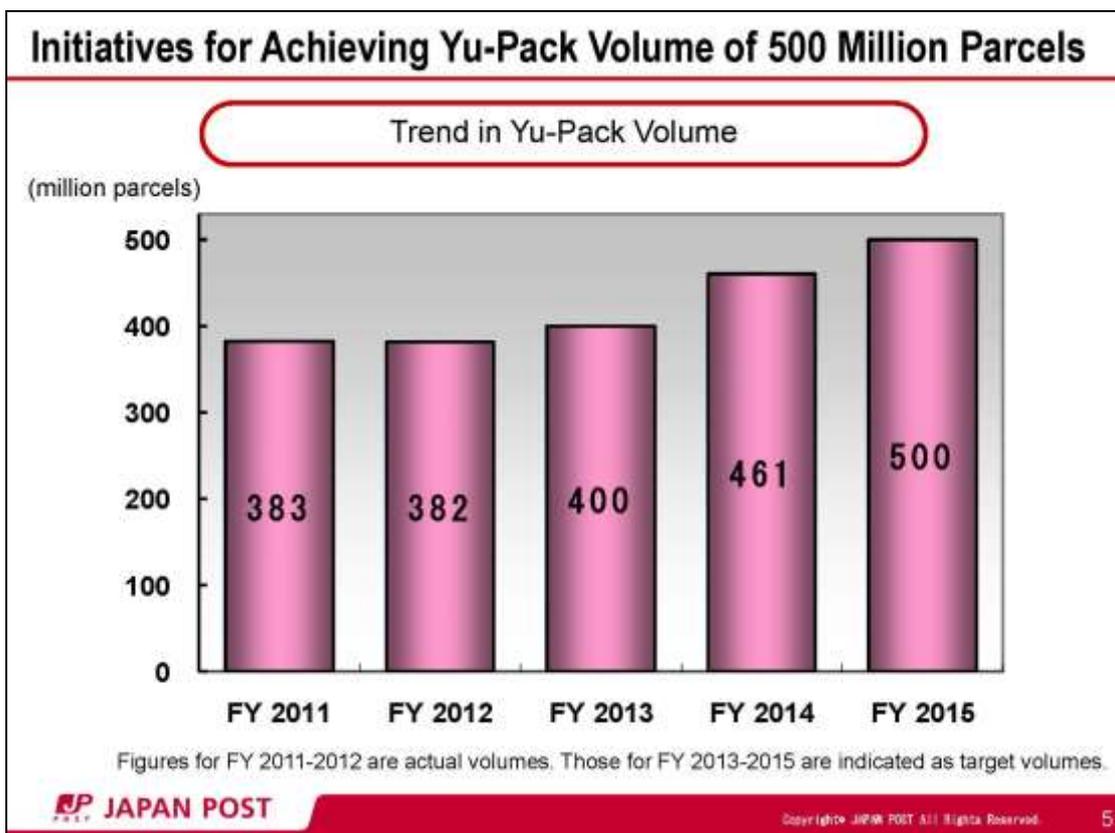
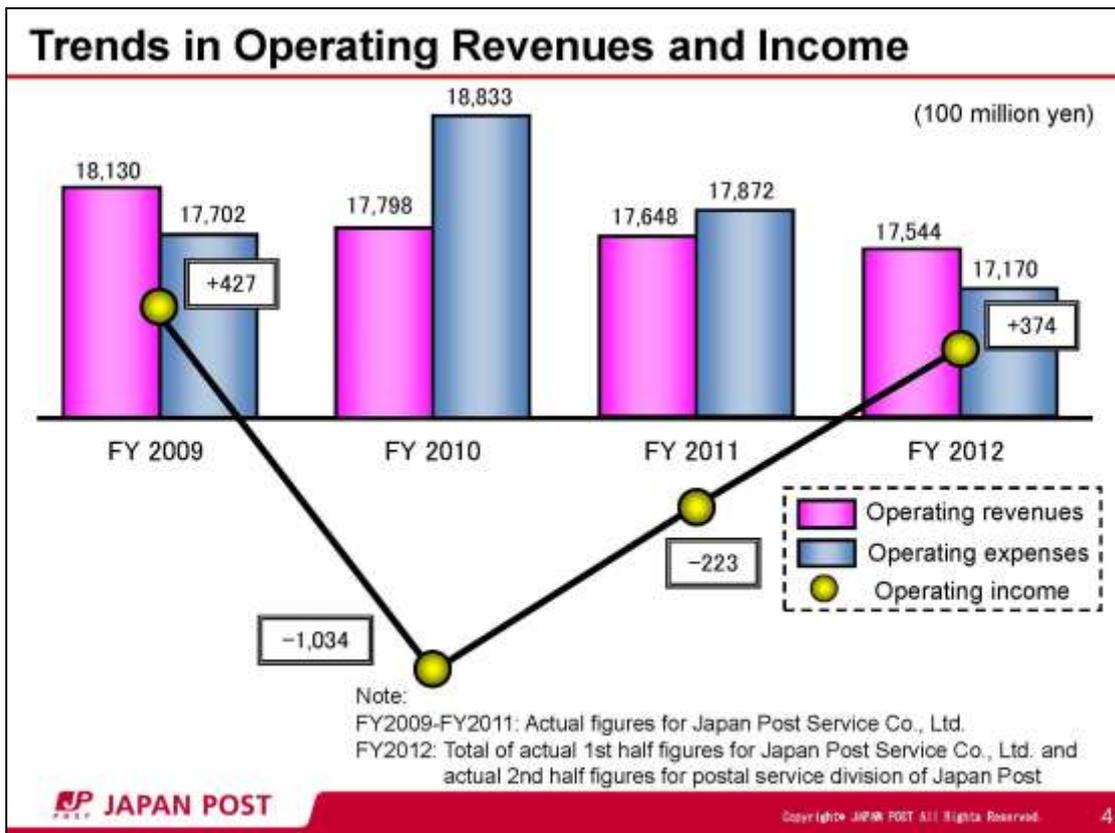
Overview



Overview of Japan Post

	FY 2012 (April 2012 – March 2013)
Mail volume	18.9 billion pieces
Yu-pack parcels	380 million pieces
Yu-mail	3.1 billion pieces
Operating revenue (US\$) (100 yen ≒ US\$ 1)	US\$ 17.544 billion
Number of employees	
Regular	99,000
Non-regular	137,000
Number of post offices	24,000
Japan's population	128 million
Land area	380,000 km ²

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New Services

Cool EMS Service



Background

Fresh food produced in Japan is in great demand throughout Asia. Cool delivery can be expected to grow our cross-border trading market! Online fresh food service can create new markets and be a potential revenue source.
Each postal operator needs to build a cool network to introduce Cool EMS. It is essential to keep items cool.

However, each postal operator does not have its own Cool network. It takes a huge investment and time to build one from scratch.

Therefore, it is better to develop Cool EMS service without building a new Cool network.

Cool Box is one of the best ways to start Cool EMS.

Cool EMS Service

Cool EMS items are conveyed to the recipient in a cool condition in a special cool box containing a refrigerant.

Special cool box

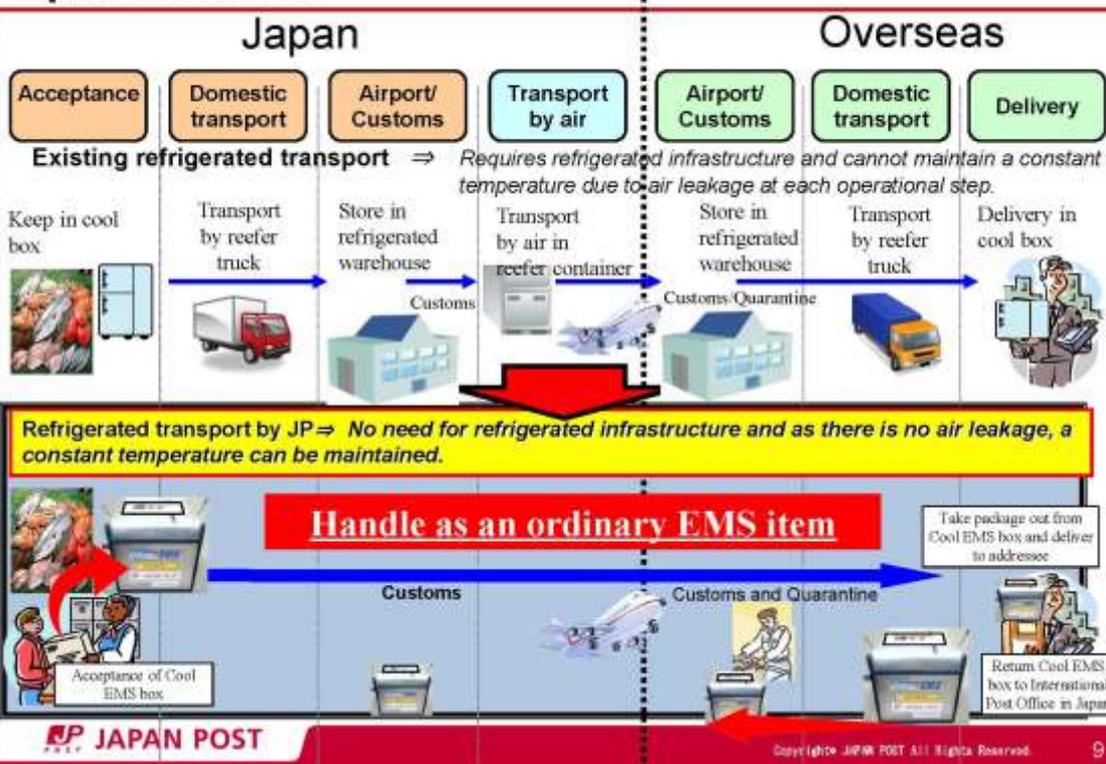


Refrigerant



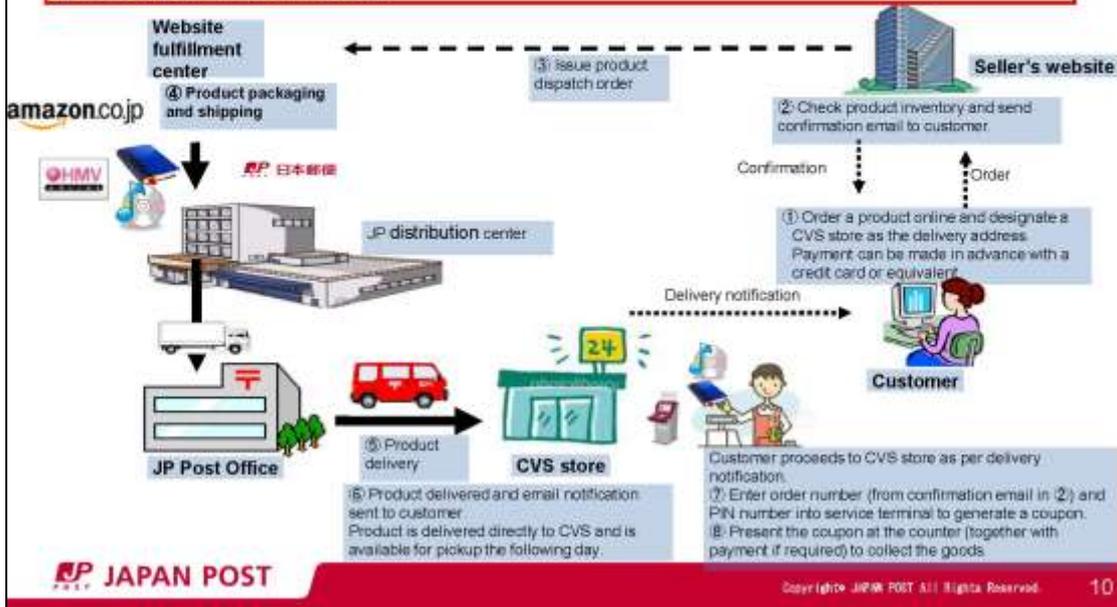
The temperature inside the box is kept between 2 and 10 degrees Celsius for as long as 72 to 80 hours.

Operation flow



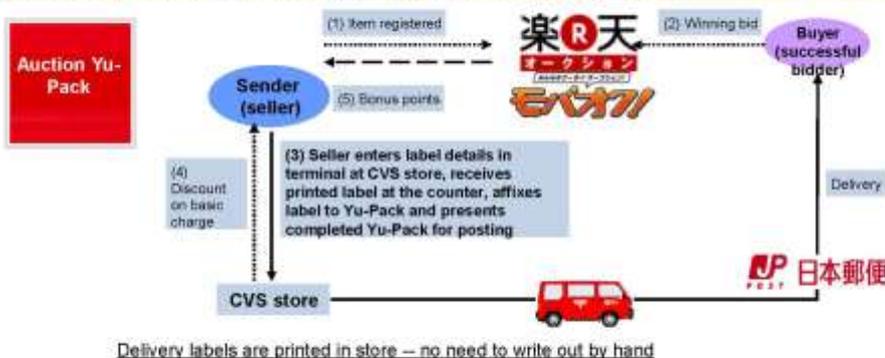
Convenience store holding service (Yu-pack)

Yu-Pack items can also be delivered to a designated convenience store and held there for customers to pick up at any hour of the day. Customers can conveniently pick up an item during the day, close to their workplace, or on the way home from work.



Auction Yu-Pack

Auction Yu-Pack is an economical and convenient service providing online sellers with pre-printed boxes for delivering goods to winning bidders. Launched in July, it is currently available to registered sellers on selected auction websites for shipping items sold to buyers.



Features of the Auction Yu-Pack service at CVS stores

1. Items sold online can be posted from any CVS store in Japan.
2. Seller enters confirmation number (issued at end of auction) and PIN number into in-store terminal. Delivery label is printed at the counter. No need to write out by hand.
3. Discount of ¥30 per item off basic delivery charge, plus a bonus of 10 loyalty points on website. In-store lodgment discounts also available.

Real Estate Business



Network & Mechanization

Overview of Postal Network

Category			Number of postal network locations		Remarks
			For acceptance	For delivery	
Postal Business Headquarters	Wholly-owned	Collection and delivery post offices	1,089	1,080	As of 31 Mar 2012 ⁽¹⁾
		(formerly) Collection and delivery centers	—	2,524	As of 31 Mar 2012
	Collection boxes	185,409	—	As of 31 Mar 2012	
	Outsourced	Yu-Pack Handling facilities (Convenience stores, etc.)	100,300	—	As of 31 Mar 2012 ⁽²⁾
Postal Network Headquarters	Wholly-owned	Post offices	20,148	—	As of 30 Nov 2012
	Outsourced	Postal agencies	4,066	—	As of 30 Nov 2012 ⁽³⁾

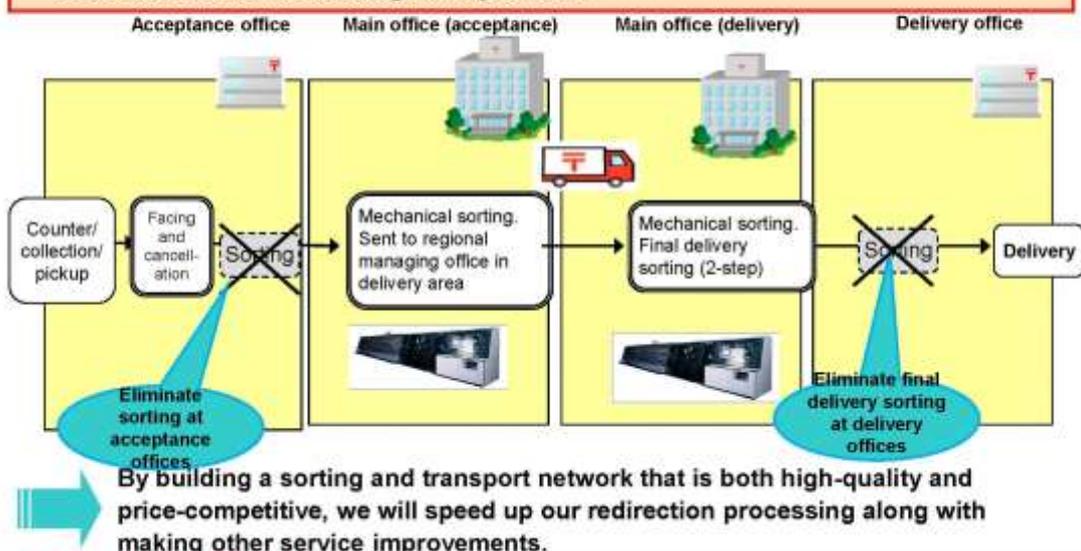
Note 1: Excludes nine post offices that do not provide delivery service.

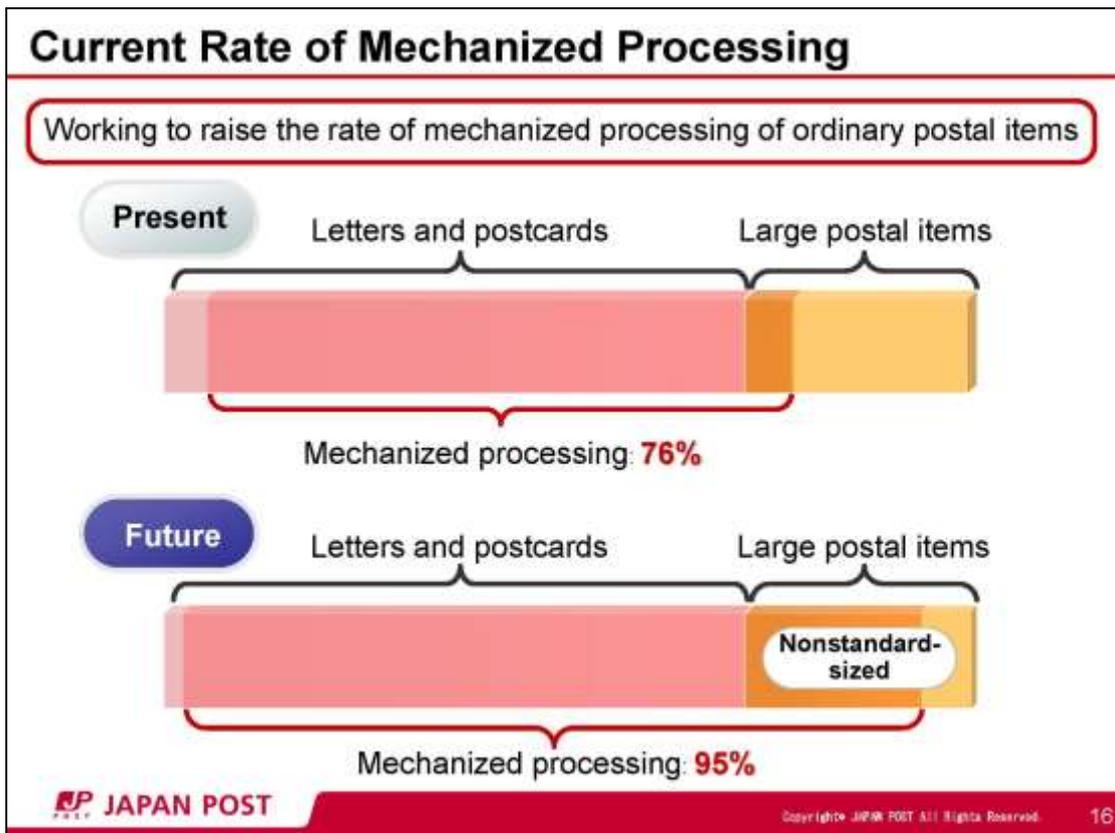
Note 2: Excluding handling facilities to which commissions are paid separately under an accounting system.

Note 3: Indicates this is the number of outsourced facilities based on the "Law Concerning the Outsourcing of Post Office Counter Service."

Realigning Network

- Dispatch sorting, final delivery sorting and redirection will be processed at sorting offices rather than at delivery offices.
- High-performance sorting machines will be intensively installed in sorting offices to boost the mechanized sorting rate up to 95%.





Sorting Machines Under Development

		Current (as of March 2013)	Future (as of Sept. 2014)
Letter Sorting Machine	Address reading rate	89 %	98 %
	Delivery point sequencing rate	94 %	99 %
	Automatic forwarding function	-	available
	Number of output slots (max)	400	500
	Throughput	32,000 pieces/hour	32,000 pieces/hour
Flat Mail Sorting Machine	Address reading rate	80 %	89 %
	Full tray sweeping	automatic	automatic
	Empty tray handling	manual	automatic
	Number of output slots (max)	200	300
	Number of feeders	3	4
	Operational throughput	15,000 pieces/hour	32,000 pieces/hour

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Quality Control

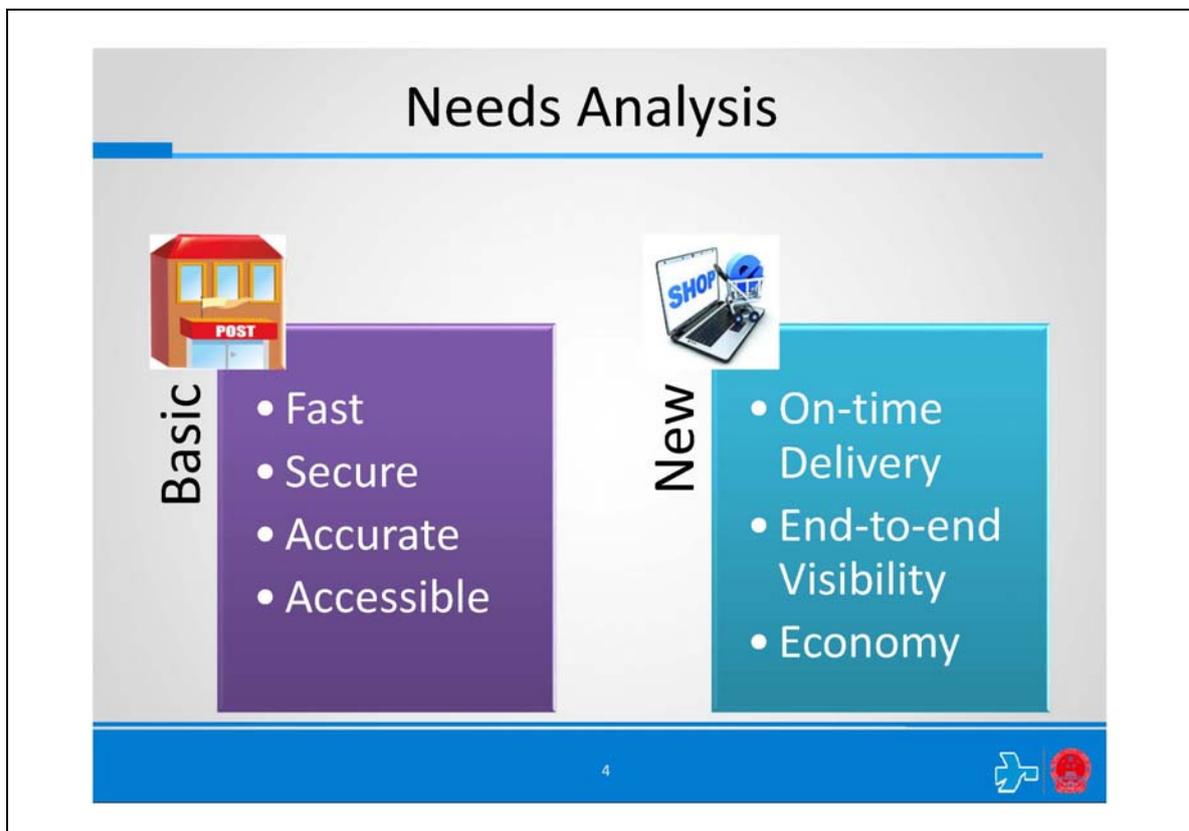
National Average Achievement Rate of Delivery Time

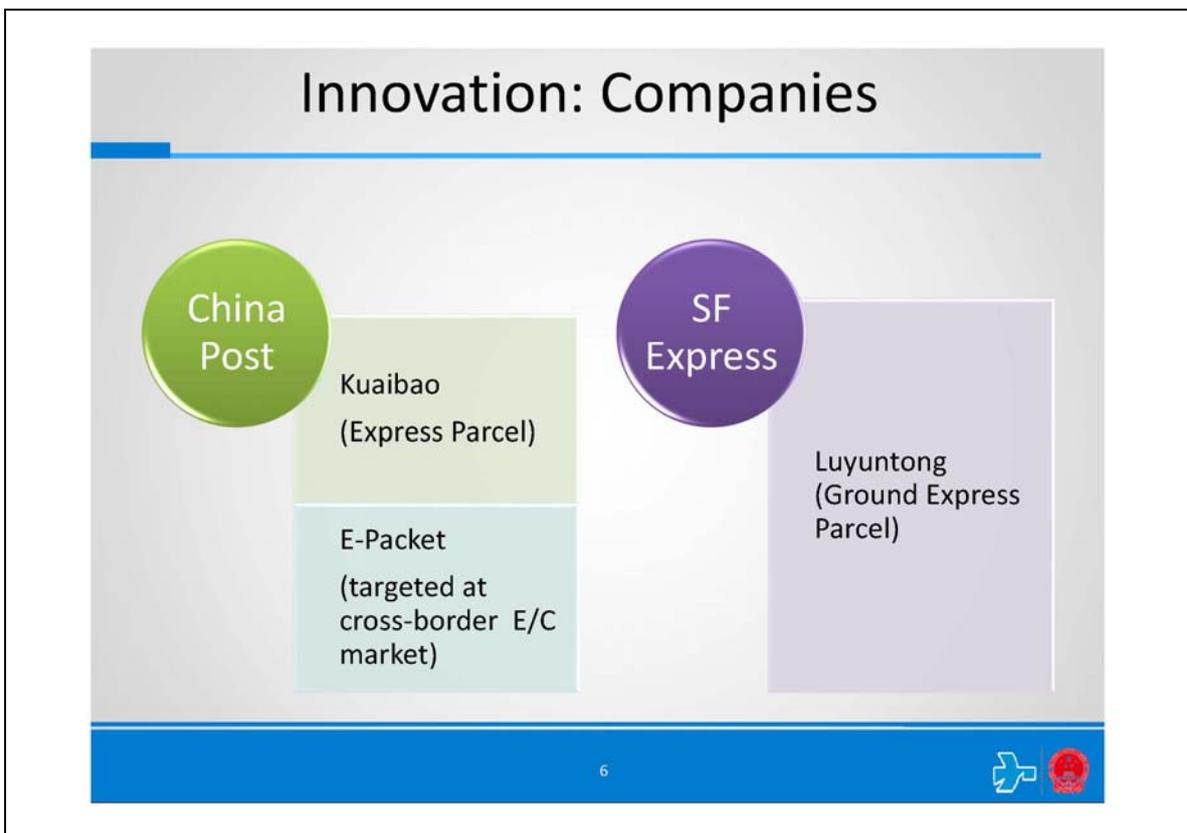
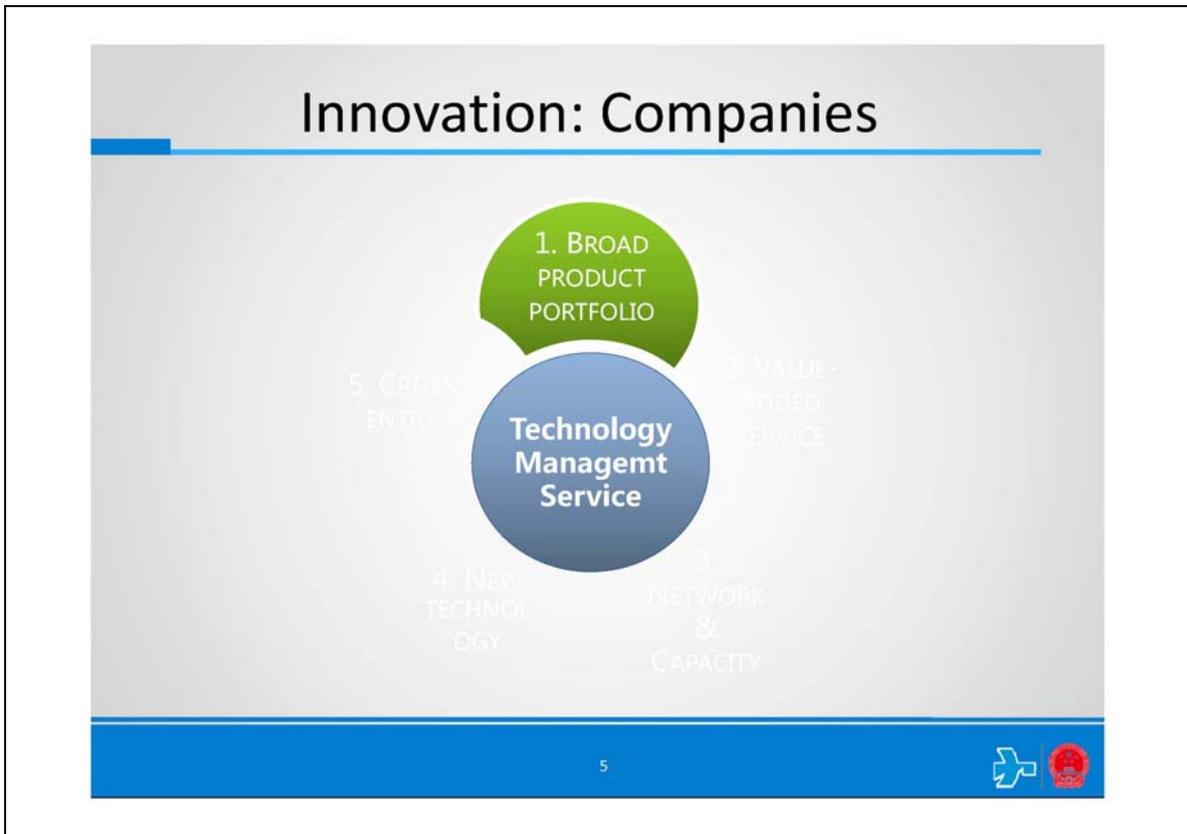
	FY 2010	Change from the previous year	FY 2011	Change from the previous year
National average	98.5 %	0.0 % (98.5 %)	98.6 %	0.1 % (98.5 %)
Addressed to the same prefecture	98.9 %	0.2 % (98.7 %)	99.0 %	0.1 % (98.9 %)
Addressed to neighboring prefectures	98.0 %	- 0.2 % (98.2 %)	97.8 %	- 0.2 % (98.0 %)
Addressed to all other prefectures	98.0 %	- 0.3 % (98.3 %)	98.1 %	0.1 % (98.0 %)

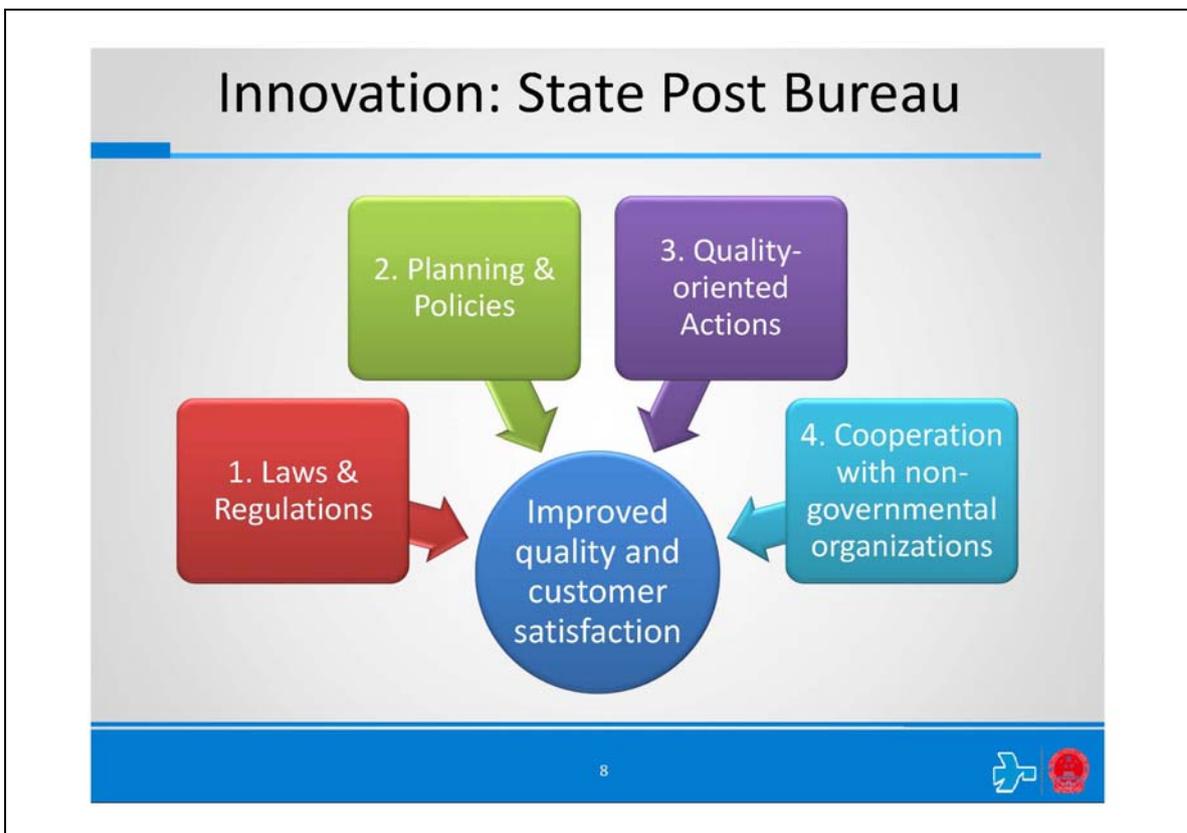
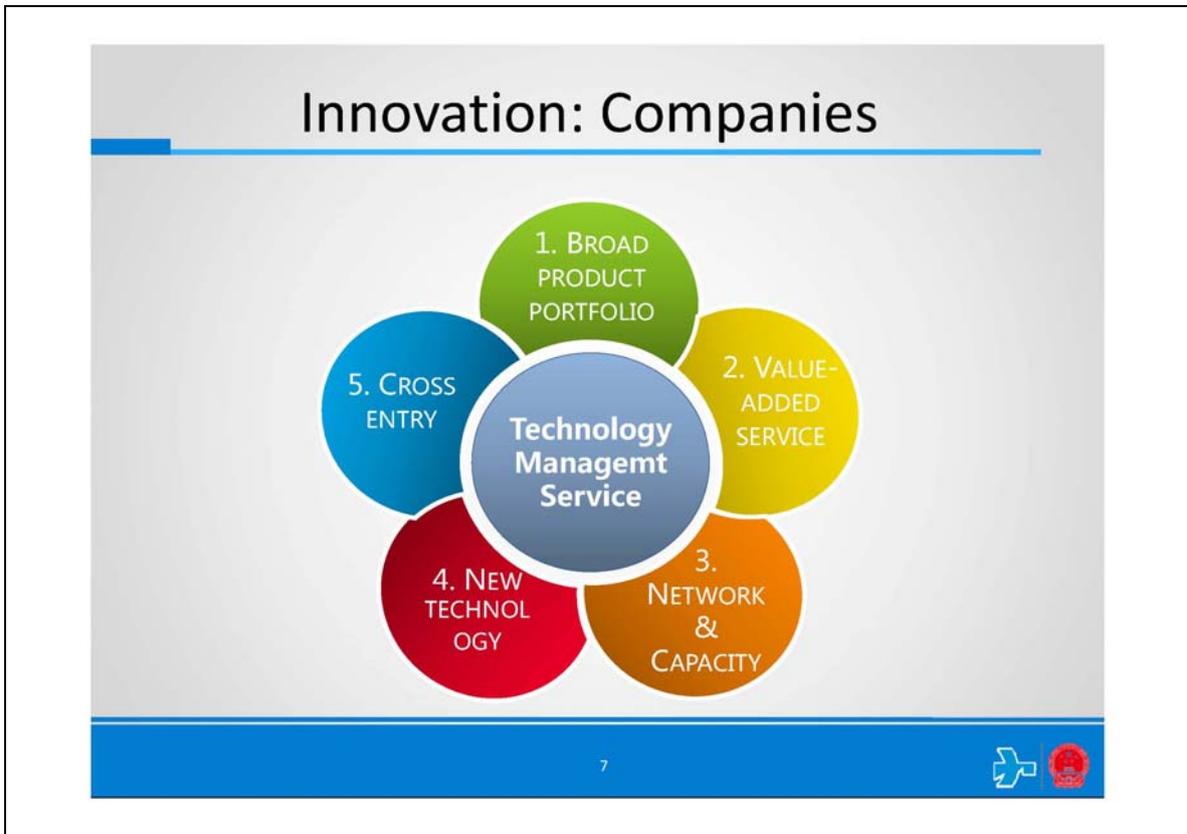
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Future Trends

- 1. Service capacity
- 2. End delivery solutions
- 3. Cooperation

Challenge

Opportunity

Cross-border e-Commerce

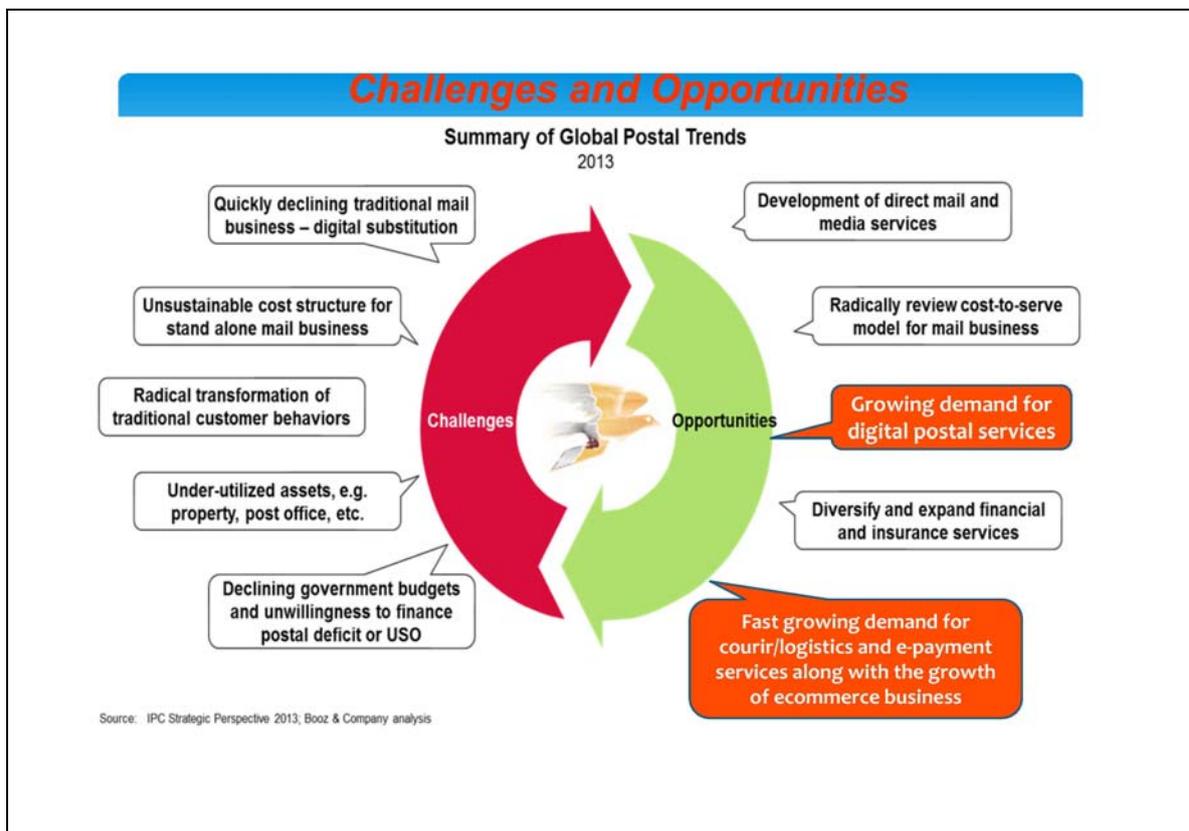
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Thank You

Strategic Insights

- Challenges and Opportunities
- Other Postal Operators's Service Offerings
- Pos Indonesia's Digital Transformation Program
- Ideal Model for Shared Product Database (ASEANPOST++ E-Commerce Development Project)

Inovation Management Initiative
PT Pos Indonesia (Persero)
New Delhi, September 4th 2013



Globally, other postal operators are aggressively broadening their service offerings beyond traditional mailing services

Logistics	Financial Services	e-Commerce & Retail
<p>Post</p> <p>Austrian Post – ‘Drop-Off Box’ and ‘Parcel Box’ Parcels are placed in a secure box at select apartment buildings and a private access code is given with a notification card, which can be dropped in the one’s personal Mailbox, to enjoy the service at their address.</p> <p>postnord</p> <p>Sweden Post – ‘My Pack’ It provides inter alia delivery to 4,450 local service points within the Nordic countries, longer operating hours, accurate tracking along the entire delivery chain and SMS notification.</p> <p>Deutsche Post</p> <p>Deutsche Post – ‘My Pack’ People can choose to collect parcels 24/7 from one of around 2,300 automated DP Packstations, receive SMS / email notification and also send parcels using a touchscreen automated process.</p>	<p>bpost</p> <p>Belgium Post – ‘bPaid’ Prepaid payment card which provides a payment option to consumers for online shopping. This is especially helpful for those reluctant to use their existing cards for online purchases.</p> <p>Kiwibank Limited A wholly owned subsidiary of the state-owned enterprise New Zealand Post, Kiwibank provides banking services through PostShops and other outlets.</p> <p>Kiwi bank.</p> <p>Posteitaliane</p> <p>Post Italiana Own services provided by BancoPosta and Postovita company (e.g. payments, accounts, pre-paid cards, life insurance). Also offers customers services enabled through partnerships (i.e. credit cards, mortgages, loans).</p>	<p>La Poste Group Provide services for e-retailers along the e-commerce value chain and responding to the specific needs of SMEs.</p> <p>Australian Post Shop Provides wide range of products online and Digital Mailbox.</p> <p>Australia Post Digital MailBox</p> <p>Swiss Post Automatic platform on the existing services and offer additional paid-for services.</p> <p>Japan Post E-Commerce, Bank Post, Property and Post Shop.</p>

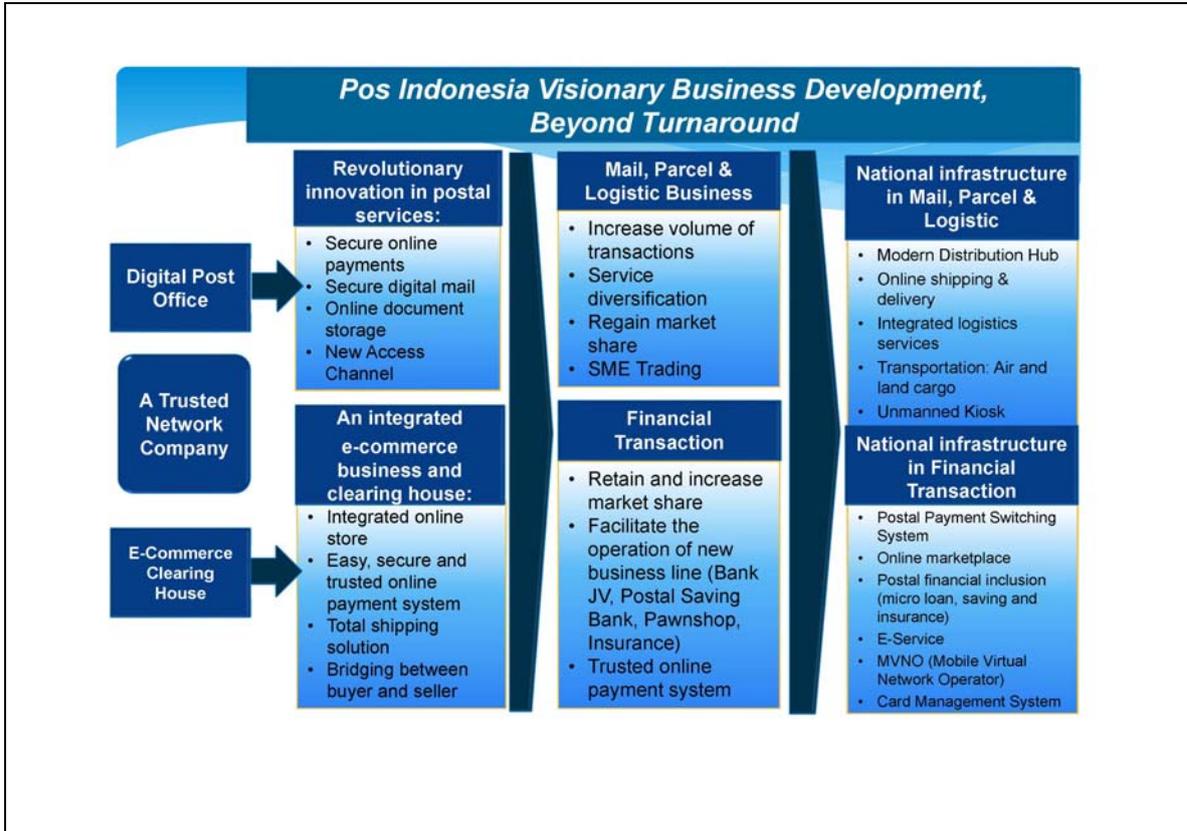
Source: IFC Strategic Perspective 2013; Booz & Company analysis

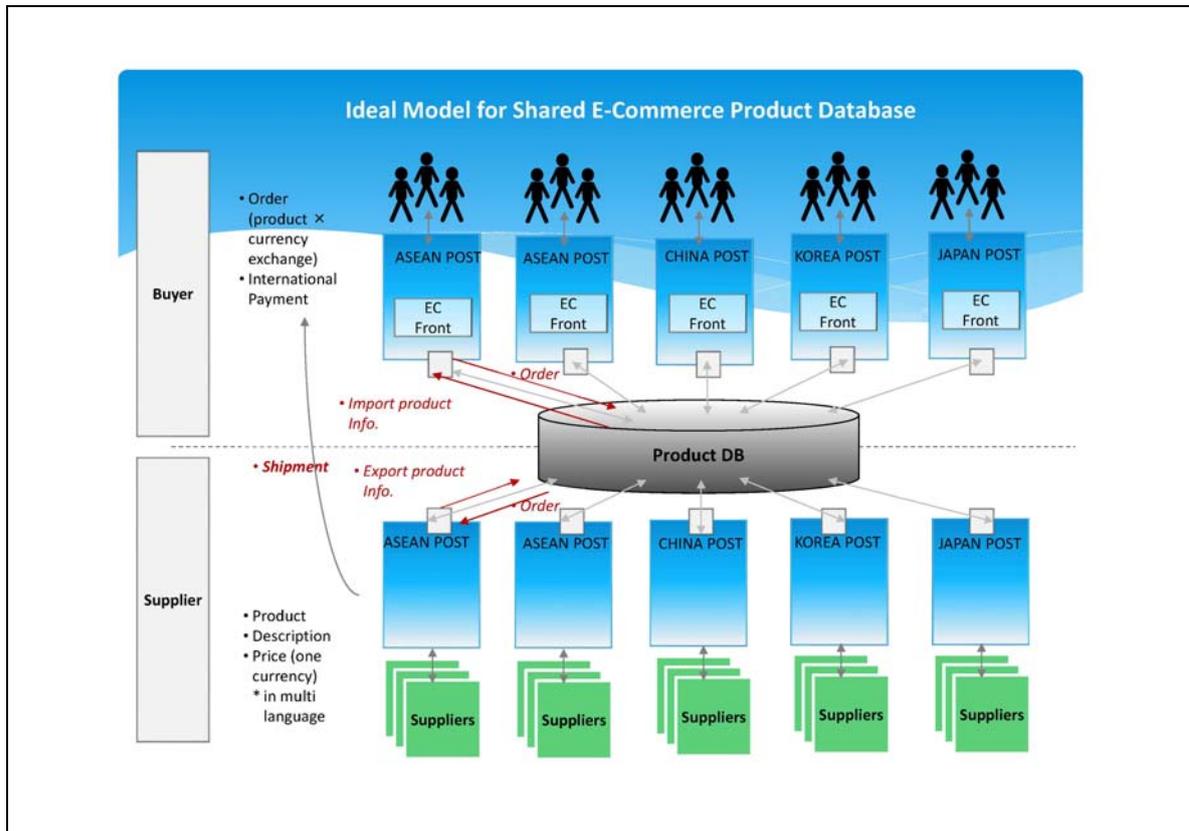
An integrated strategic program is now being launched consisting of multiple new business initiatives and shared elements

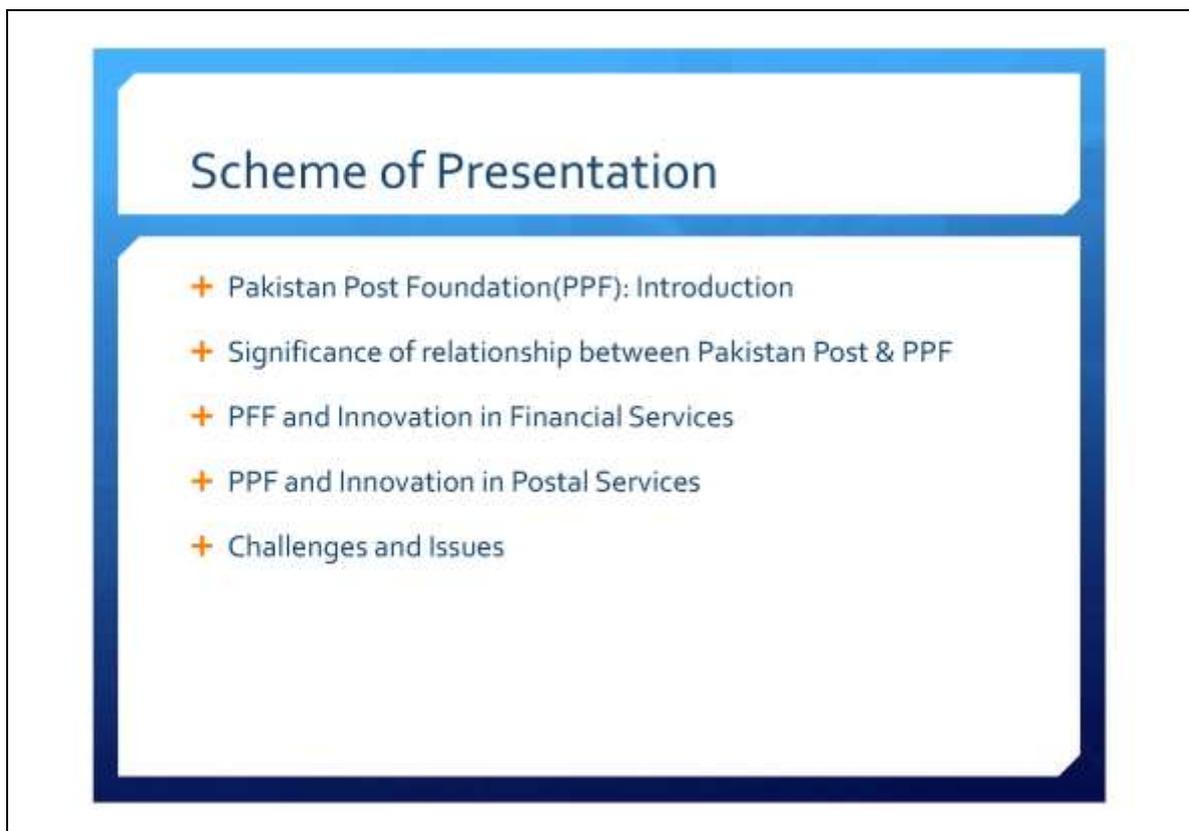
POS INDONESIA'S DIGITAL TRANSFORMATION PROGRAM

A Trusted Network Company

<p>A Mail, Parcel & Logistics</p> <ol style="list-style-type: none"> 1 Integrated Logistics 2 Air Cargo 3 Mail Processing Centres 4 Digital Post Office 	<p>B Financial Services</p> <ol style="list-style-type: none"> 5 Mobile Financial Transactions 6 Card Management 7 Postal Savings Bank 8 Joint Venture Bank 9 Insurance 	<p>C Retail & Property</p> <ol style="list-style-type: none"> 10 Clearing House (eCommerce) 11 Post Agent 12 Additional Post Office Locations 13 Asset Utilization (e.g. Hospitality)
<p>D Shared Elements</p> <ol style="list-style-type: none"> 14 People Skills & Capabilities 15 Organization & Business Process 16 IT Infrastructure & Solutions 17 Healthy Financial Structure 		







Pakistan Post Foundation (PPF) Introduction

- + An autonomous charity Trust to promote the welfare of Postal employees in health, education, housing etc.
- + A high- powered Board chaired by the Secretary Communications governs the PPF
- + Resources are generated through commercial ventures in areas such as Printing, transmission of mail, Garment & Furniture- making, Steel products, security services etc.

PPF: New Business Initiatives (2013-16)

- + Remittance Services
- + Logistics and Express Services
- + E-business; Banking and Retail Services
- + PPF Shops
- + Hybrid Business Mail
- + Direct Marketing and Advertising Campaign
- + Commercialization of Philately

PPF: New Welfare Initiatives(2013-16)

- + PPF Health Insurance
- + PPF Medical Centers
- + Youth Development Program
- + Women Entrepreneurship
- + PPF School System
- + PPF Fair Price Shops
- + PPF Cooperative Housing Society

Significance of relationship between Pakistan Post and PPF

- + An authorized agent of Pakistan Post to market and leverage its infrastructure
- + Develop innovative products and services for optimal utilization of Pakistan Post Infrastructure
- + Help Pakistan Post overcome conventional rigidity, inflexibility in decision making, product development and resource generation
- + Processes, management and decision making are lean, fast and time-sensitive

E-Business: Banking Sector Situation Analyses

- + 98% banks in Pakistan have Real Time on Line Banking (RTOB) facility
- + Banks do not cater for Micropayments
- + 59% population still unbanked
- + State Bank of Pakistan (SBP) in 2008 devised a policy for unbanked

E-Business: Banking Sector Situation Analyses

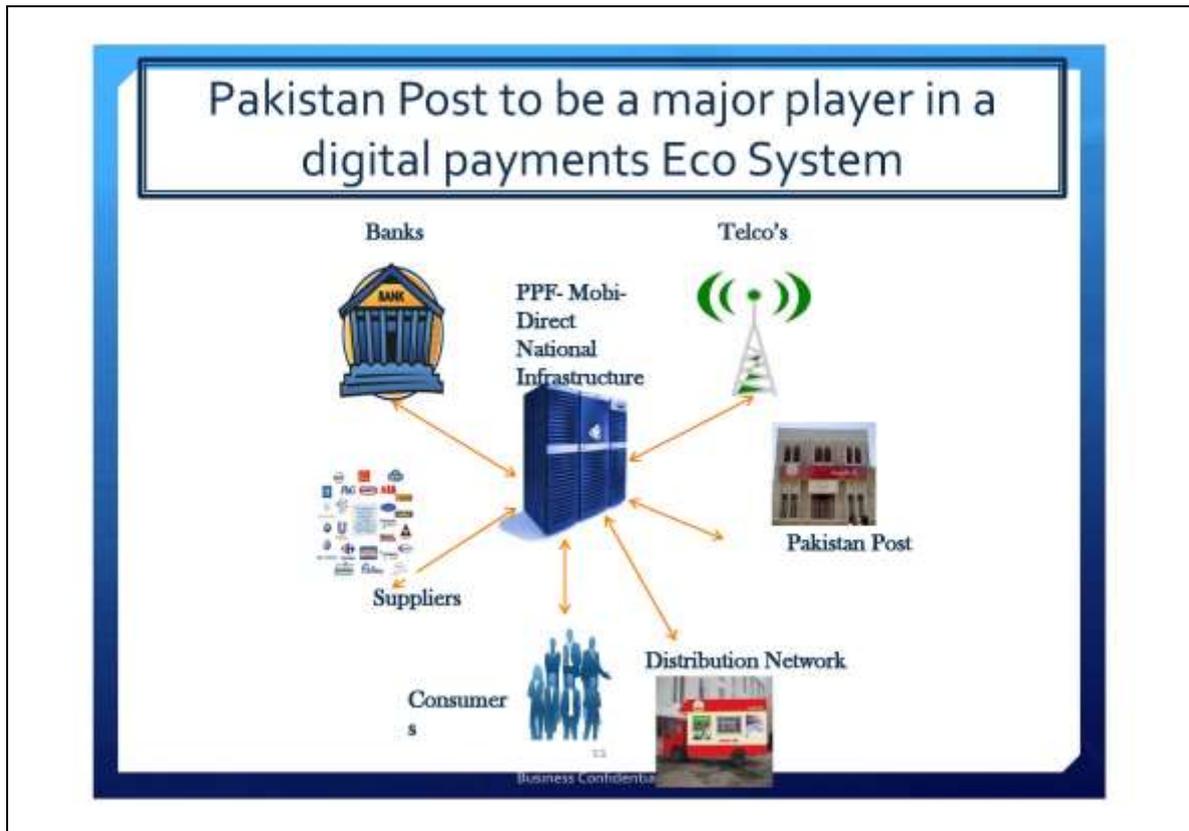
- + 42 banks with only 25 million accounts
- + 6.33% growth in e-banking, 33% growth in internet banking, 15% growth in ATM's
- + Still 1% mobile banking and 2% internet banking of total e-banking

E- Business: Banking Sector Situation Analyses

- + 120 million SIMS in use – more than 50 million population has access to connectivity
- + Most of the unbanked population are mobile users
- + Mobile users are mainly doing micropayments

E-Business: Banking Sector Situation Analyses

- + 7 trillion retail payments mostly cash driven
- + Low Telco rates for SMS and voice
- + Pakistan 4th in world ranking in terms of SMS usage (volume of 150 billion and SMS revenue of PKR40 billion)
- + Telco 's monthly revenue of PKR 250 billion mostly in cash



- ### Business opportunities for Pakistan Post
- + Delivery of Partner Company's e-commerce merchant's products
 - + Co-Branded Packages Delivery Arrangements (Payment Gateway Subscribers)
 - + Branchless Banking transactions and airtime sale
 - + "Light Retail" outlets
 - + Co-Branded Products
 - ✓ Pre Paid Cards & Commercial Payment Instruments
 - ✓ Commercial Branded Electronic Mail Box
 - ✓ Commercial Electronic Vault (Storage & Retrieval)
 - ✓ Direct Debit Authority for Payment
 - ✓ Arrangement for Students Fee Payments

Business opportunities for Pakistan Post

- + Partner Designed & Managed Pakistan POST SMART Cards
- + International Inward Remittances Network directly from International banking customers
- + Enrolment of Pensioners & Customers using digital products
- + Electronic Proof Of Life Verification for Enrolment and Pensioners
- + Electronic email service
- + Online sale of Pakistan post products
- + Pakistan Post barcode tickets for online customers

Business opportunities for Pakistan Post

- + Online receipt of payment for Postal pay order delivery
- + Online confirmation of delivery
- + Online sale of postal insurance to banking customers
- + Mapping of geo location of postal codes and staff

PPF innovation in Postal Services

- + Digitization of
 - ✓ Postmen Delivery Beats
 - ✓ Mail Transmission routes – GIS technology
- + Video Conferencing
- + Automatic Vehicle Locator (AVL)
- + Integrated Security Solution (ISS)
- + X-RAY Scanning

Challenges and Issues

- + Lack of requisite I.T infrastructure
- + Lack of trained Human Resource
- + Resistance to change
- + Conventional Public Sector organizational model



E-Integration of Postal Services and the UPU eCommerce Framework

APPU Congress - Innovation and e-Business Forum
 4th Sept 2013

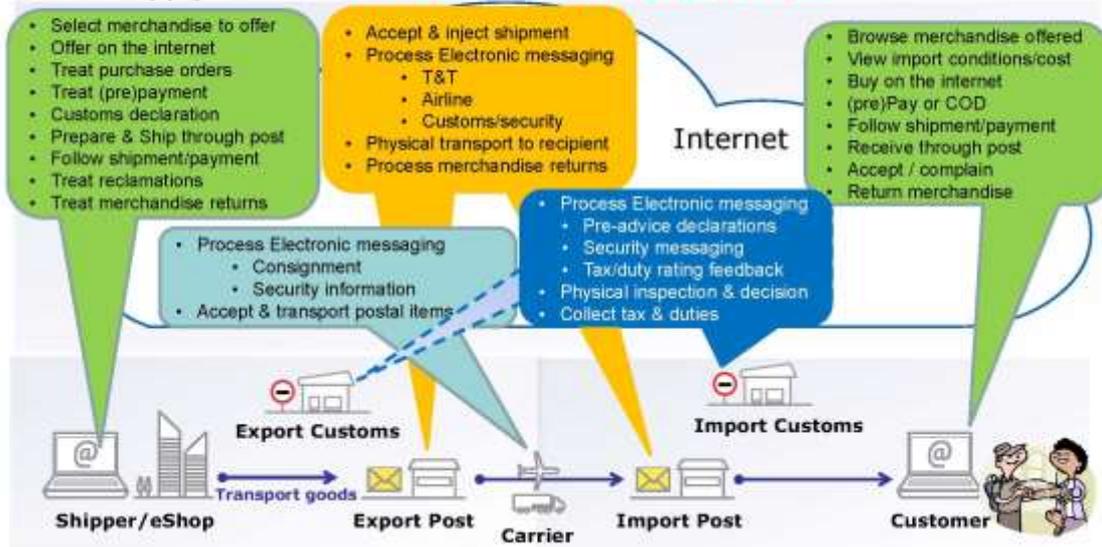
Harald Weyerich,
 Director Postal Technology Centre

POSTAL TECHNOLOGY CENTRE

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Postal Supply Chain - **Who does what in eCommerce ?**



POSTAL TECHNOLOGY CENTRE

Slide 2

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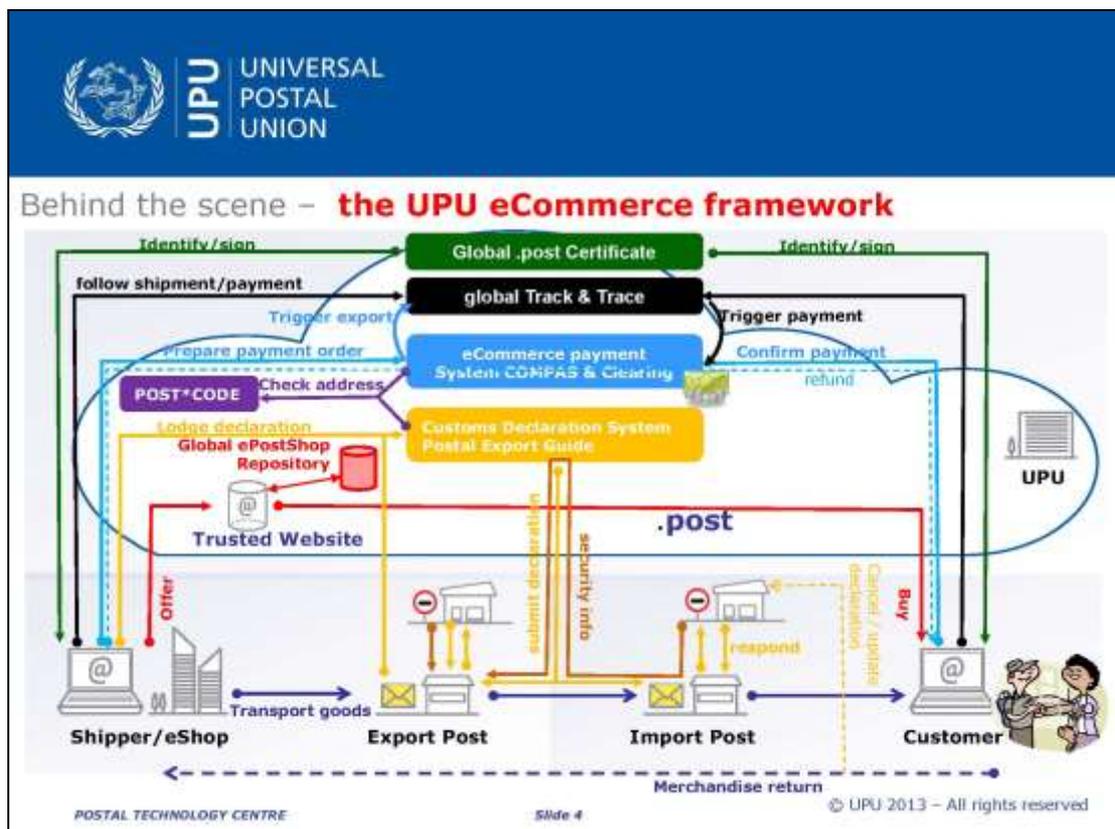
 **UPU** UNIVERSAL POSTAL UNION

Postal Supply Chain – **Behind the scene are needed...**

- Standards for electronic data exchange
 - between posts (EMSEVT, PREDES etc.)
 - between posts and carriers (CARDIT/RESBIT)
 - between posts and border agencies (ITMATT, CUSITM/CUSRSP)
 - between posts for eCommerce payments (MONORD/RESORD → Postal Payment Service Agreement)
- Lookup compendiums/guides
 - to determine restrictions/prohibitions of import plus import cost
 - Determine payment services available
- Trusted IT framework for eCommerce (.post)
 - with a capability to host or interconnect trusted eShops, a Trusted Traders Merchandise repository & globally recognized eSignatures
- Standard IT solution framework to hook into and reach everybody
 - UPU standard IT infrastructure & solutions (POST*Net, IPS, IFS, CDS)



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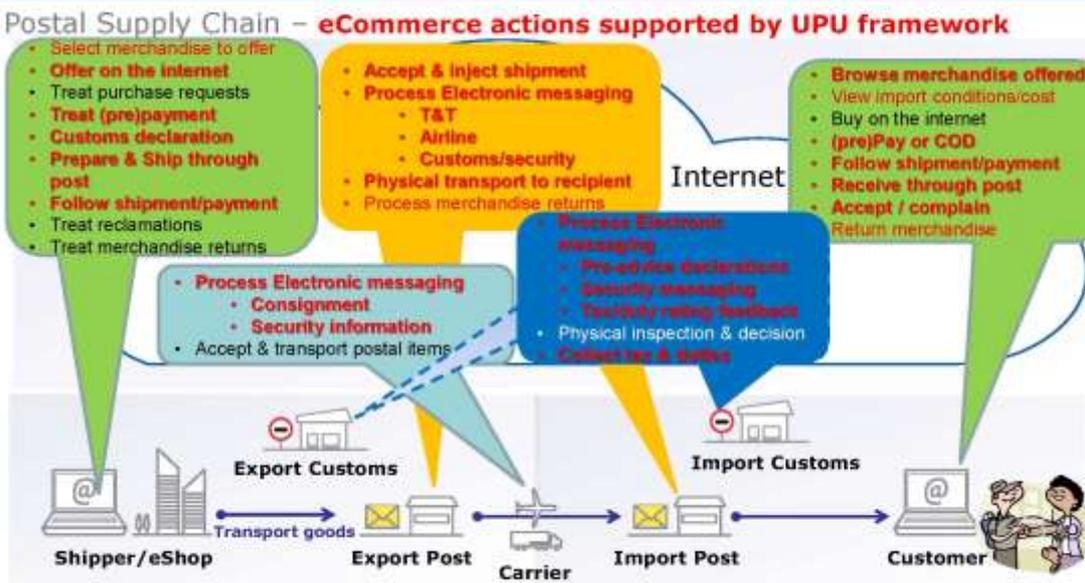
Postal Supply Chain – Advantages of a UPU based eCommerce framework...

1. Trusted eCommerce infrastructure available with .post
2. Accessible and affordable for every postal operator
3. Economy of scale (171 operators already use UPU solutions)
4. No banking license needed for eCommerce payment service
 - a) Can be operated by the mail divisions alone without a need to partner with a (post-)bank
 - b) no counter staff training needed
5. One-stop-shopping offer for mailers and customers
6. Customs/Security exchanges based on UPU-WCO agreement, payment exchange on Postal Payment Service Agreement
7. Standard IT solutions available

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Postal Supply Chain – eCommerce actions supported by UPU framework



- **Select merchandise to offer**
- **Offer on the internet**
- Treat purchase requests
- **Treat (pre)payment**
- **Customs declaration**
- **Prepare & Ship through post**
- **Follow shipment/payment**
- Treat reclamations
- Treat merchandise returns

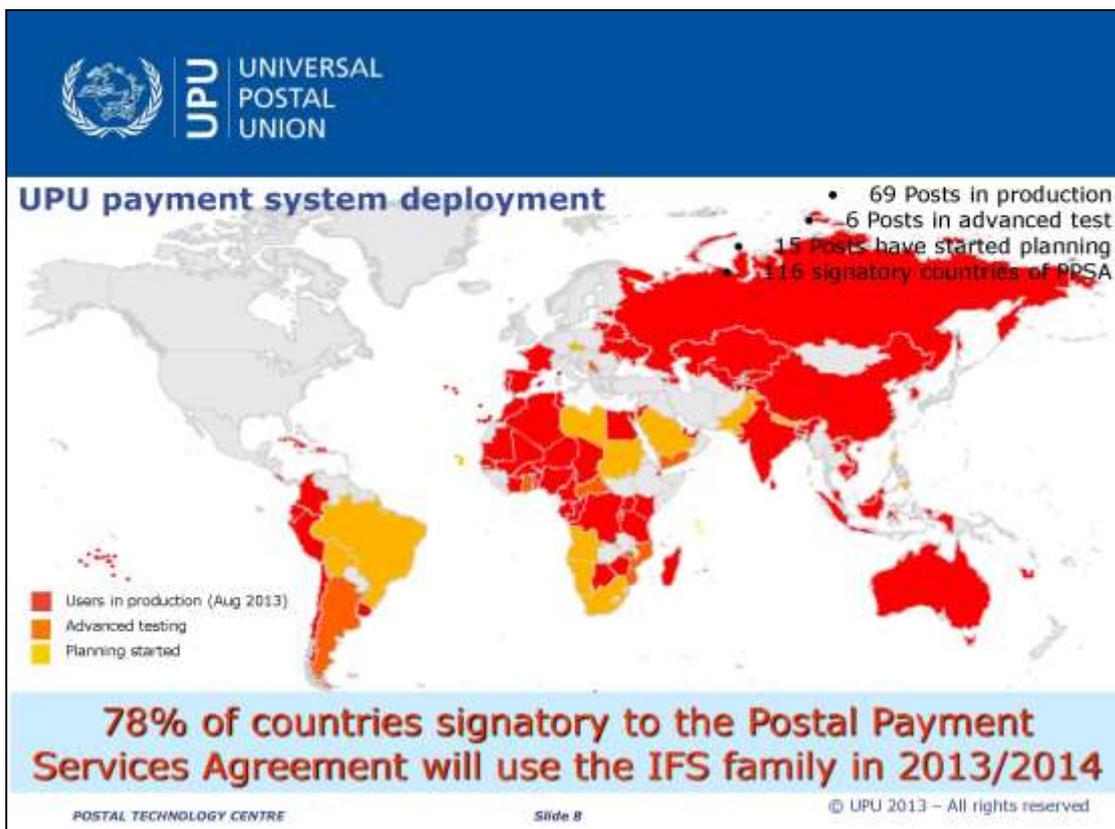
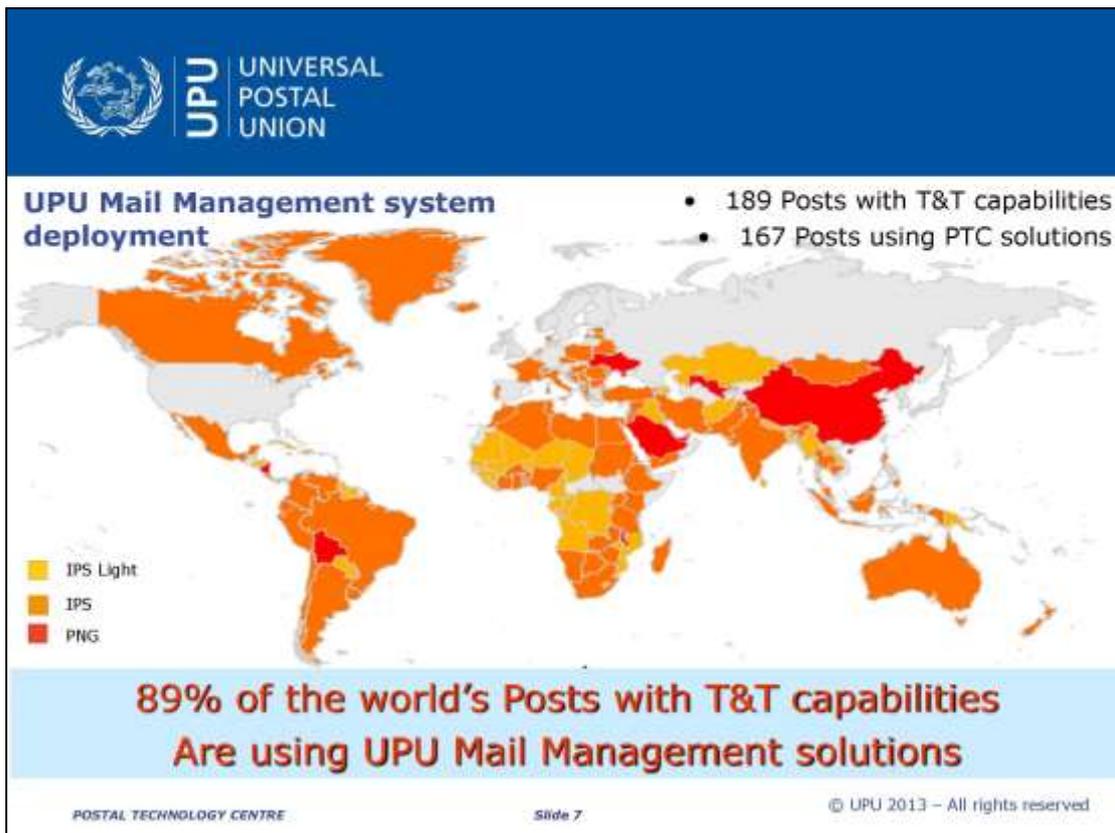
- **Accept & inject shipment**
- **Process Electronic messaging**
 - T&T
 - Airline
 - Customs/security
- **Physical transport to recipient**
- **Process merchandise returns**

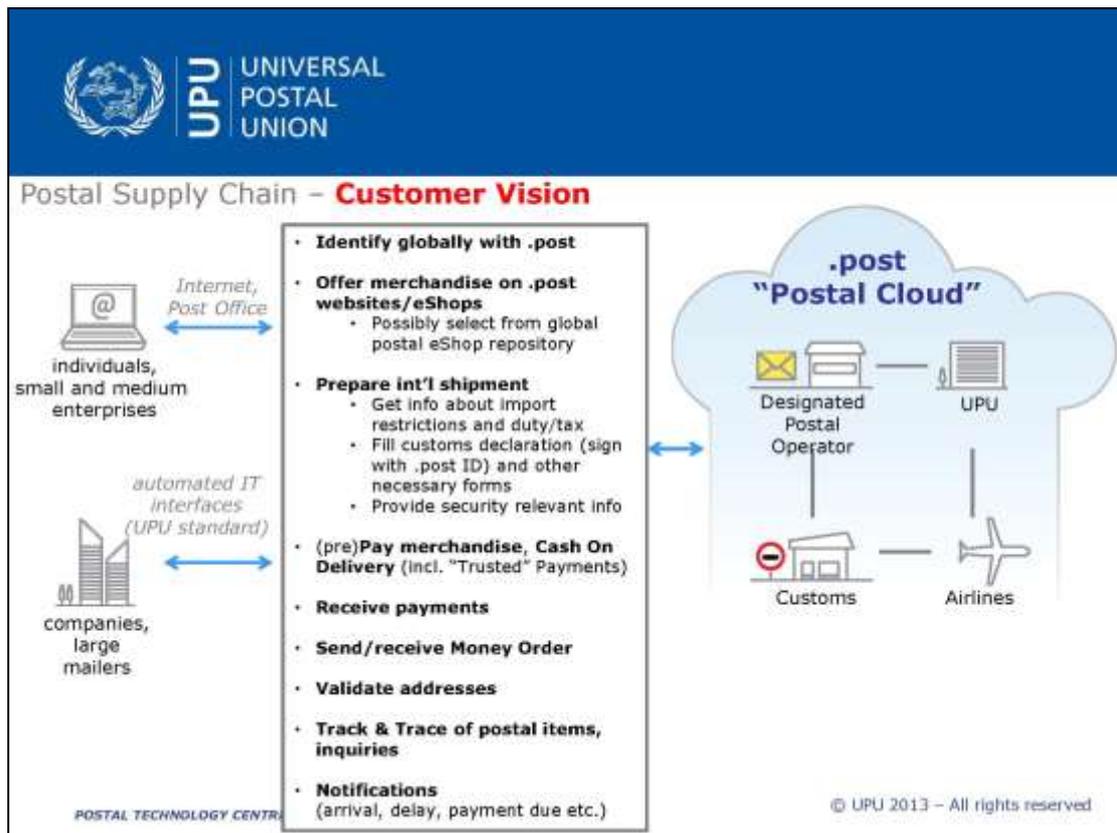
- **Process Electronic messaging**
 - Pre-service declarations
 - Security messaging
 - Tax/duty rating feedback
- **Physical inspection & decision**
- **Collect tax & duties**

- **Browse merchandise offered**
- **View import conditions/cost**
- **Buy on the internet**
- **(pre)Pay or COD**
- **Follow shipment/payment**
- **Receive through post**
- **Accept / complain**
- **Return merchandise**

• **<red & bold> = UPU standard solution operational**

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Postal Supply Chain – eCommerce Workshop

An **eCommerce Workshop** will be held at the
APPU E-Commerce & Sustainable Logistics Forum,

Bangkok, 20th Nov (afternoon) OR 21st Nov 2013 (morning)

Please,

- take up the questionnaire (or leave your card to get the electronic version)
- Fill it out and **return it until 7th October 2013**

POSTAL TECHNOLOGY CENTRE
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POSTAL TECHNOLOGY CENTRE
 Questionnaire eCommerce Services
 E-COMMERCE & SUSTAINABLE LOGISTICS FORUM
 19-20 November 2013 APPU Bangkok

eCommerce Services Status & Plans

Country:	National/International (Y/N)	Starting date of service
Does your postal division offer special eCommerce services other than transport?		
If yes, which ones?		
• Own internet shop for postal products (stamps etc.)	<input type="checkbox"/>	
• Internet chat for customer	<input type="checkbox"/>	
• Warehousing / packaging for vendors	<input type="checkbox"/>	
• Customs handling for vendor/buyer	<input type="checkbox"/>	
• Import/Export calculation	<input type="checkbox"/>	
• Conditions & restrictions info	<input type="checkbox"/>	
• Guaranteed delivery time (in your respective segment)	<input type="checkbox"/>	
• Special merchandise return treatment	<input type="checkbox"/>	
• Special service for Small/Medium Enterprises (Please describe):	<input type="checkbox"/>	
• Other (please describe):	<input type="checkbox"/>	
Do you already offer special payment services for eCommerce?		
If yes, which ones and what characteristics do they have?		
• Cash on Delivery (COD)	<input type="checkbox"/>	
• Prepayment	<input type="checkbox"/>	
• Other (please describe):	<input type="checkbox"/>	
What type of payment do you offer?		
• Payment for the merchandise ordered	<input type="checkbox"/>	
• Payment for Customs/Import duties & taxes	<input type="checkbox"/>	
• Total cost for transport/shipping/insurance	<input type="checkbox"/>	
Payment methods of choice:		
• Cash	<input type="checkbox"/>	
• Card (Credit card or customer prepaid)	<input type="checkbox"/>	
• Mobile	<input type="checkbox"/>	
• From customer account (postal or bank)	<input type="checkbox"/>	
• Other (please describe):	<input type="checkbox"/>	
Do you use Partners to offer the payment service?	<input type="checkbox"/>	
If yes, we use the following partners:		
• _____, offer what service:		
• _____, offer what service:		
Do you plan to offer in the future special services for eCommerce?		
If yes, please specify services from above or add new services:		
• _____		
• _____		

eCommerce questionnaire for Bangkok

Questionnaire eCommerce Services
 E-COMMERCE & SUSTAINABLE LOGISTICS FORUM
 19-20 November 2013 APPU Bangkok

How important do you estimate the online platform for eCommerce services over the next 3 years?	N/S	Very important
• Critical (> 50% of volume/income)	<input type="checkbox"/>	<input type="checkbox"/>
• Very important (> 20% of volume/income)	<input type="checkbox"/>	<input type="checkbox"/>
• Important (> 10%)	<input type="checkbox"/>	<input type="checkbox"/>
• Not important (less than 10%)	<input type="checkbox"/>	<input type="checkbox"/>
How do you understand the eCommerce service operations and coordinate the Mail division with the financial and/or electronic Service division?		
• Separate user Mail class (EMS, Flat rate/parcel)	<input type="checkbox"/>	
• Coordinated offer priority Mail Classes	<input type="checkbox"/>	
• Specific eCommerce division created	<input type="checkbox"/>	
• Online info/over postal eShop integrated	<input type="checkbox"/>	
• Postal Payment division/Postbank integrated	<input type="checkbox"/>	
• Other organizational solutions:	<input type="checkbox"/>	
Please describe:		
Do you have special IT systems for the eCommerce services in your IT systems?		
• Online/Internet access for customers?	<input type="checkbox"/>	
• Special eCommerce functionality in counter systems?	<input type="checkbox"/>	
• Over postal eShop	<input type="checkbox"/>	
• Link with Postal Account/Customer Card systems?	<input type="checkbox"/>	
• Integration between Mail and financial systems?	<input type="checkbox"/>	
• Coordinated Track & Trace of shipment & payment?	<input type="checkbox"/>	
• Other?	<input type="checkbox"/>	
Please describe:		
Which countries are/would be your main partners for international eCommerce?		

Your contact information:

Name (Family name or PNR Code)		<input type="checkbox"/> Mr.	<input type="checkbox"/> Ms.
Telephone		Mobile	
E-mail			

Please send the completed questionnaire by e-mail by 7 October 2013 to:

Postal Technology Centre International Bureau Universal Postal Union	Fax: +41 31 302 42 22 E-mail: ptc.info@upu.int
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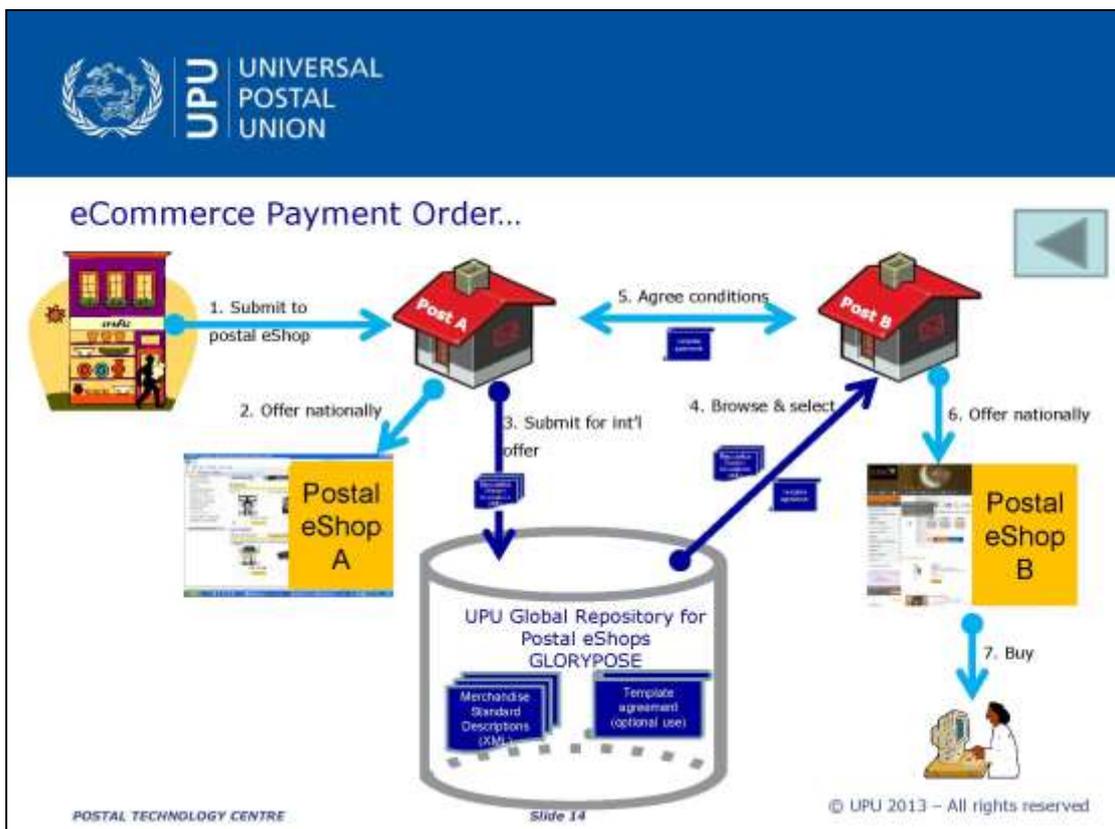
Thank you !

Questions ?

please contact:

Harald Weyerich
Director Postal Technology Centre, UPU
harald.weyerich@upu.int

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eCommerce Payment Order...



with payment modes:

- prepayment (no shipment before payment)
- COD (Cash-on-delivery, customer signs payment order with acceptance of item)
- Trusted Postal Payment
 (no shipment until destination post has collected the payment and no outpayment to shipper if customer rejects the item)

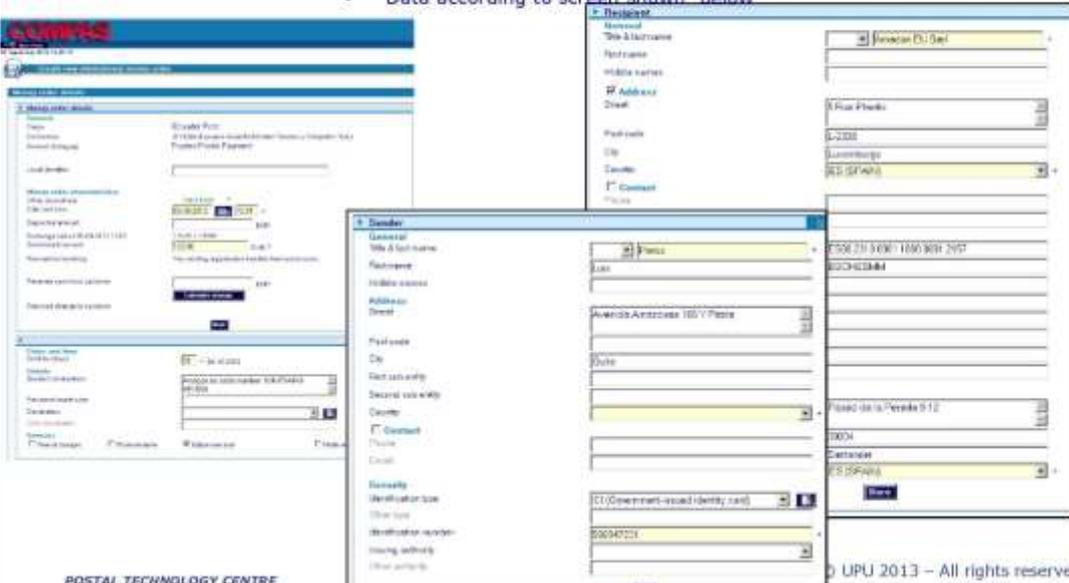


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UPU COMPAS

- Automated interface (API, Web service)
- Data according to screen shown below



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UPU Global Track & Trace function under Postal website (recommended)

Objective:

- First global service under .post
- Enable ALL postal operators to offer a comprehensive T&T for Int'l shipments on their websites
- → reduce tel./email inquiries

Target users:

- Mostly developing and least developed countries

Support needed:

- Participation of industrialized posts to enable end2end T&T

One line of HTML code to embed GlobalT&T into postal website !

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UPU Global Track & Trace

How it works

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Slide 20

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Customs Declarations System

UPU Customs Declaration System

- declaration entry screen → = CN23 form
- Automated interface also available (API, Web service)

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Slide 23



UPU UNIVERSAL POSTAL UNION

UPU Customs Declaration System

- Security alert from destination customs to origin post for extra check

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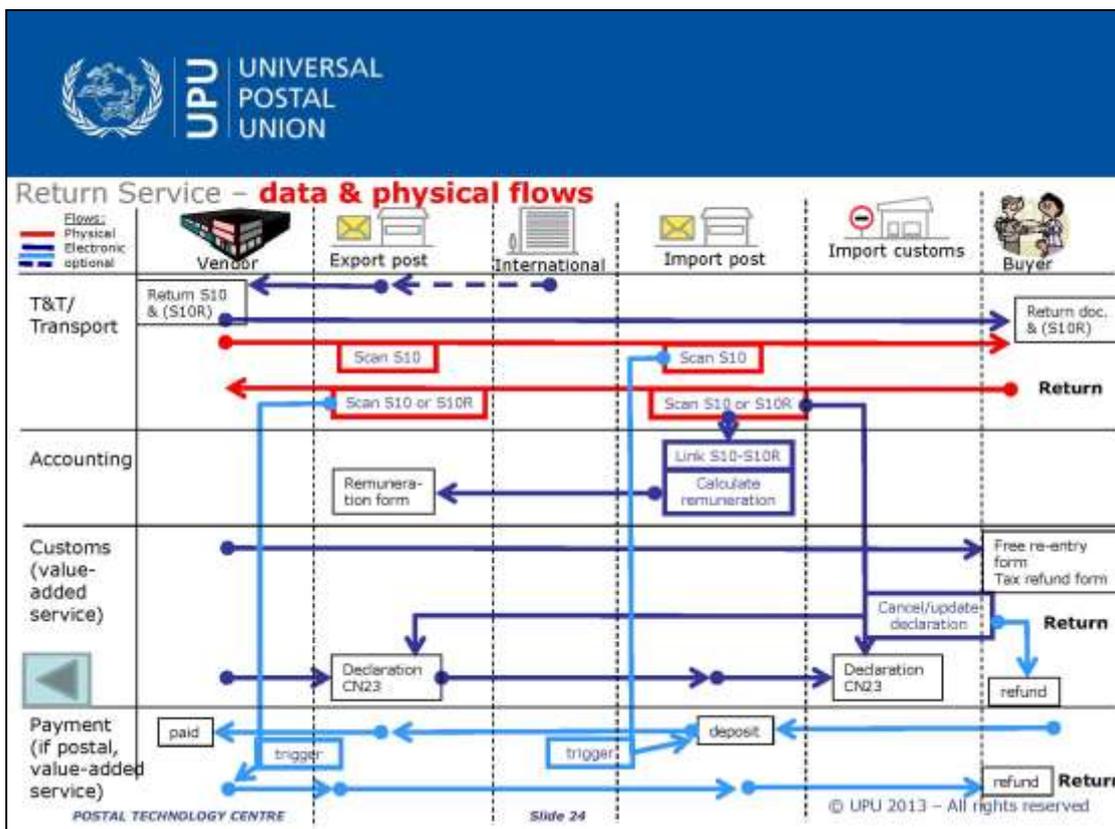
Return Service – Elements to be considered

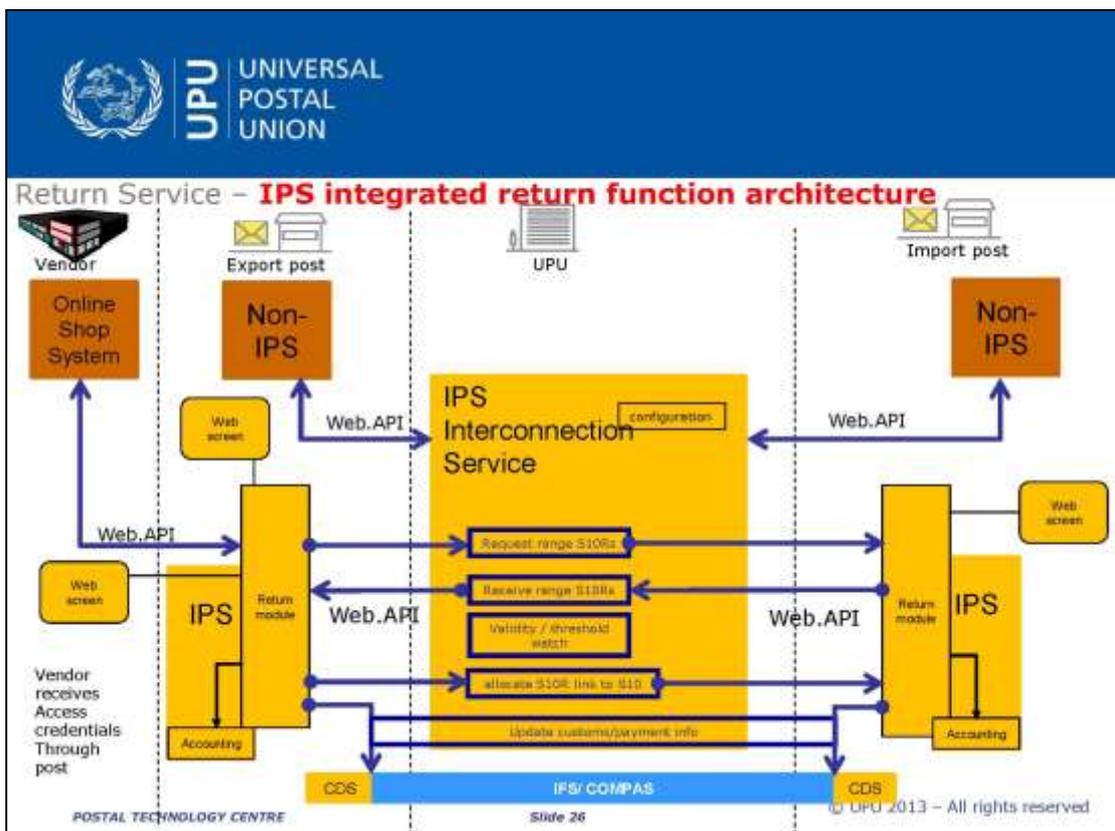
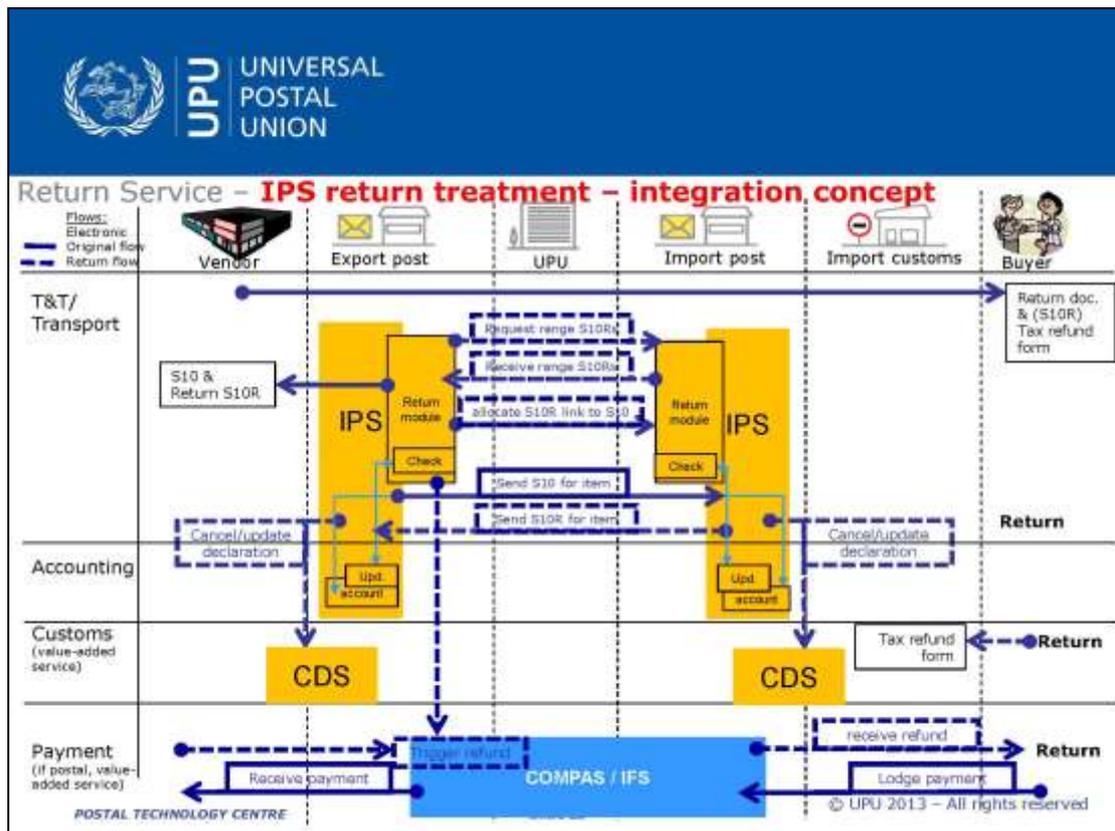
- **Standard return label**
- **Return service indicator in S10 barcode**
 - + linking original and return S10 if 2 barcodes are used
- **Linking return T&T with Int'l Accounting**

Possible value-added services involved:

- **Central management of return labels**
- **Customs**
 - Assist customer (vendor) in receiving back merchandise free of duty and to cancel/update the electronic customs declaration
 - Assist customer (buyer) to treat customs issues (duty/tax refund, re-entry forms to origin etc.)
- **Payment**
 - If origin post offered also an eCommerce payment,
 - manage the refund from vendor to buyer

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Return Service – **IPS integrated return function architecture**

Technology

- Reusing software elements from CDS and GlobalT&T
- Return module can be installed locally or centrally
- Routing through the IPS Interconnection Service as not all data elements can be transported with standard EDI messages
- Web.API to connect between IPS users and with other software
- Web screen to allow Post offices (or customers through own postal Website, equal as GlobalT&T) to check a Return S10 (S10R) for validity
- Non-IPS users can connect their systems also through Web.API
- Vendors requesting S10Rs can do this directly from their systems either
 - Linking their systems through Web.API to the IPS Return Module
 - Using the Web screen of the IPS Return Module





Questionnaire eCommerce services

E-COMMERCE & SUSTAINABLE LOGISTICS FORUM
18-20 November 2013 APPU Bangkok

eCommerce Services Status & Plans

Country:	National (N) International (I) Both (B)	starting date of service
<p>Does your mail division offer special eCommerce services other than transport ? If yes, which ones ?</p> <ul style="list-style-type: none"> • Own Internet shop for postal products (stamps etc.) <input type="checkbox"/> • Hosting Internet shops for vendor customers <input type="checkbox"/> • Internet café for customers <input type="checkbox"/> • Warehousing / packaging for vendors <input type="checkbox"/> • Customs handling for vendor/buyer <input type="checkbox"/> • Import cost calculation <input type="checkbox"/> • prohibitions & restrictions info <input type="checkbox"/> • Guaranteed delivery time (in your transport segment) <input type="checkbox"/> • Special merchandise return treatment <input type="checkbox"/> • Special service for Small/Medium Enterprises <input type="checkbox"/> <p>Please describe: _____</p> <ul style="list-style-type: none"> • Other (please describe): <input type="checkbox"/> _____ 	<p>I I I</p>	
<p>Do you already offer special payment services for eCommerce ? If yes, which ones and what characteristic do they have?</p> <ul style="list-style-type: none"> • Cash-on Delivery (COD) <input type="checkbox"/> • Prepayment <input type="checkbox"/> • Other (please describe): <input type="checkbox"/> <hr/> <p>What type of payment do you offer ?</p> <ul style="list-style-type: none"> • Payment for the merchandise ordered <input type="checkbox"/> • Payment for Customs/Import duties & taxes <input type="checkbox"/> • Total cost for merchandise,shipment,import <input type="checkbox"/> <p>Payment methods offered:</p> <ul style="list-style-type: none"> • Cash <input type="checkbox"/> • Card (Credit card or customer prepaid) <input type="checkbox"/> • Mobile <input type="checkbox"/> • From customer account (postal or bank) <input type="checkbox"/> • Other (please describe): <input type="checkbox"/> <hr/> <p>Do you use Partners to offer the payment service:</p> <ul style="list-style-type: none"> • No, it is my own postal service <input type="checkbox"/> • Yes, we use the following partners: <input type="checkbox"/> o <partner>, <for what service> 		
<p>Do you plan to offer in the future special services for eCommerce ? If yes, please copy service from above or add new service:</p> <ul style="list-style-type: none"> • • 		



Questionnaire eCommerce services

E-COMMERCE & SUSTAINABLE LOGISTICS FORUM
18-20 November 2013 APPU Bangkok

	N/I/B	
<p>How important do you estimate the volume and income from eCommerce services over the next 5 years ?</p> <ul style="list-style-type: none"> • Crucial (> 50% of volume/income) <input type="checkbox"/> • Very important (> 20% of volume/income) <input type="checkbox"/> • Important (> 10%) <input type="checkbox"/> • Emerging (starting with growth rate) <input type="checkbox"/> 		annual growth in %
<p>How did/do you implement the eCommerce service operations and coordinate the Mail division with the financial and/or electronic Services division?</p> <ul style="list-style-type: none"> • Separate per Mail class (EMS/Parcel/Packet) <input type="checkbox"/> • Coordinated offer across Mail classes <input type="checkbox"/> • Specific eCommerce division created <input type="checkbox"/> • Online shops/own postal eShop integrated <input type="checkbox"/> • Postal Payment division/Postbank integrated <input type="checkbox"/> • Other organizational solutions: <input type="checkbox"/> Please describe: 		
<p>Do you have support for the eCommerce service in your IT systems ?</p> <ul style="list-style-type: none"> • Online/Internet access for customers ? <input type="checkbox"/> • Special eCommerce functionality in counter system? <input type="checkbox"/> • Own postal eShop <input type="checkbox"/> • link with Postal Accounts/Customer Card systems ? <input type="checkbox"/> • Integration between Mail and Financial systems ? <input type="checkbox"/> • Combined Track & Trace of shipment & payment ? <input type="checkbox"/> • Other ? <input type="checkbox"/> please describe : 		
<p>Which countries are/would be your main corridors for international eCommerce?</p>		

Your contact information:

Full name (Family name in UPPERCASE)		<input type="checkbox"/> Mr.
		<input type="checkbox"/> Ms.
Organisation		Telephone:
Position/title	E-mail	

Please send the completed questionnaire by e-mail, **by 7 October 2013**, to:

<p>Postal Technology Centre International Bureau Universal Postal Union</p>	<p>Fax: +41 31 352 43 23 E-mail: ptc.info@upu.int</p>
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International E-commerce: Building Sustainability

Presentation to the Asia-Pacific Postal Union
Congress, September 4, 2013

Terry Dunn
General Manager, International Relations
Canada Post Corporation

The slide features a world map with Canada highlighted in red. The title is in large red font, and the text below is in black. The Canada Post logo is in the top right corner.

Do postal operators have a future?



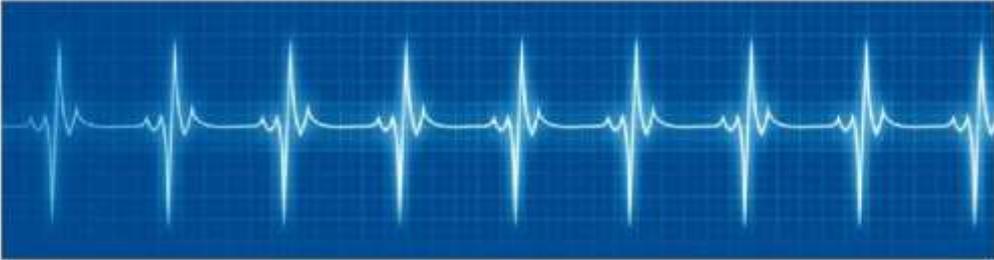
MAIL



2

The slide has a blue header with the question 'Do postal operators have a future?' and the Canada Post logo. Below is a blue rectangular area containing a white ECG line that ends in a question mark. Underneath this is the word 'MAIL' and an icon of an envelope with a red line graph showing a downward trend. The number '2' is in the bottom right corner.

Postal service will continue to be a critical enabler of trade in the digital economy



MAIL   **PARCELS** 

While the makeup of what we deliver may be changing, physical delivery of goods remains a tremendous opportunity for postal operators.

3

The evolution of postal e-commerce trade

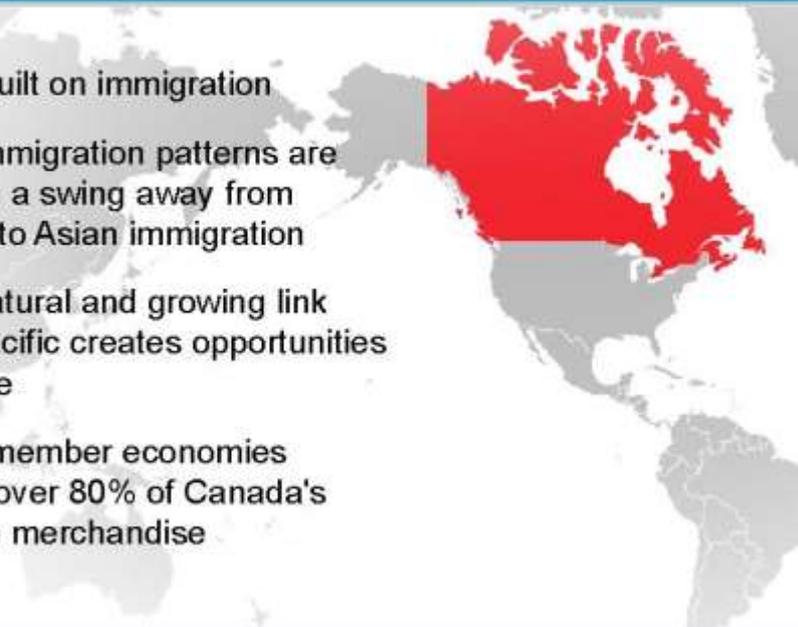
The largest postal growth opportunity in 50 years:

- Technology: fuelling fundamental changes in how people communicate and conduct business
- New business models: economies are being created on e-commerce
- E-commerce transcends borders: international customers are fuelling regional growth
- Consumer-driven: customers are playing a more active role in how goods are sent and received



4

Canada: a natural link with Asia-Pacific



- Canada is built on immigration
- Canadian immigration patterns are shifting, with a swing away from Europeans, to Asian immigration
- Canada's natural and growing link with Asia-Pacific creates opportunities to grow trade
- APEC's 21 member economies account for over 80% of Canada's total trade in merchandise

5

Canada: an attractive e-commerce market



Canadian broadband penetration

69%	74%
2008	2013

Goods purchased online are increasingly from Asia-Pacific

25%	34%
2010	2012

Canadians' e-commerce product preferences

Beauty	Books Music Movies	Apparel
--------	--------------------------	---------

6

Canada Post: meeting our customers' needs

- E-commerce is a fundamental priority to Canada Post
- We are redefining our products and services
- With a focus on the needs of both merchants and consumers:
 - Consumer preferences
 - Helping Canadian businesses improve their online platforms and meet their customers' needs


Shipping Tools


Rating


Delivery




Returns and Supply Chain Solutions


Delivery Options


Tracking

7

Canada Post: making progress with e-commerce

- Canada Post has become **Canada's #1 player in the business to consumer segment**
- We have gained over 60% market share by focusing on customer needs
- We have accomplished this with relatively limited investments















An increasing % of parcels delivered to Canadians originate outside Canada

8

E-commerce: an international sector priority

Doha 2013-2016 Postal Strategy

- Network efficiency and product modernization are important areas of work at the UPU
- Recognition that products and services designed decades ago need to be updated to meet evolving customer needs and supply chain requirements
- There is an urgent need to engage in change:
 - A sustainable end-to-end postal network
 - Address the new reality with customer-focused products and services

9

E-commerce through the postal network: an opportunity to drive growth and inclusion

Leverage reach and access to:

- Enable trade
- Facilitate regional development
- Grow markets for SMEs, artisans, cottage industries

10

But are we on the right path?



- Posts are experiencing e-commerce growth; but generally with lightweight, low-value items
- We have lost ground on the feature sets required by today's customer
- Tendency to focus on only a part of the end-to-end network
- Posts are compensating each other based on outdated treaty-based remuneration models, no longer aligned with the cost to serve these requirements

Postal Operators



Integrators



11

Is this a sustainable future for Posts?



Integrators:

- Targeting medium- to high-value products
- Investing in deferred services
- Quick to market
- Integrated end-to-end range of services
- Aligned to customer needs

Postal Operators:

- Left with only low-value items the competition chooses not to handle?
- Serve geographic areas our competitors choose not to?
- Residual delivery network?

How do we leverage our collective strength to succeed?

12

We can create a mutual foundation for growth

A sustainable network

- End-to-end integrated network focus – posts as partners in the customer value proposition
- Effective use of technology to enhance the efficiency of our network
- Responsibility of both origin and destination posts to grow business
- Modernize products to meet evolving customer and supply chain requirements
- Build a more meaningful remuneration system for e-commerce that recognizes the need for quality



13

Thank you



14



New Zealand Post's Digital Journey

Asian-Pacific Postal Union
4th September 2013

Dr Sohail Choudhry
GM Customer Solutions, Marketing & Strategy
New Zealand Post Group

ASIAN PACIFIC POSTAL UNION BUREAU *taking post to the future*

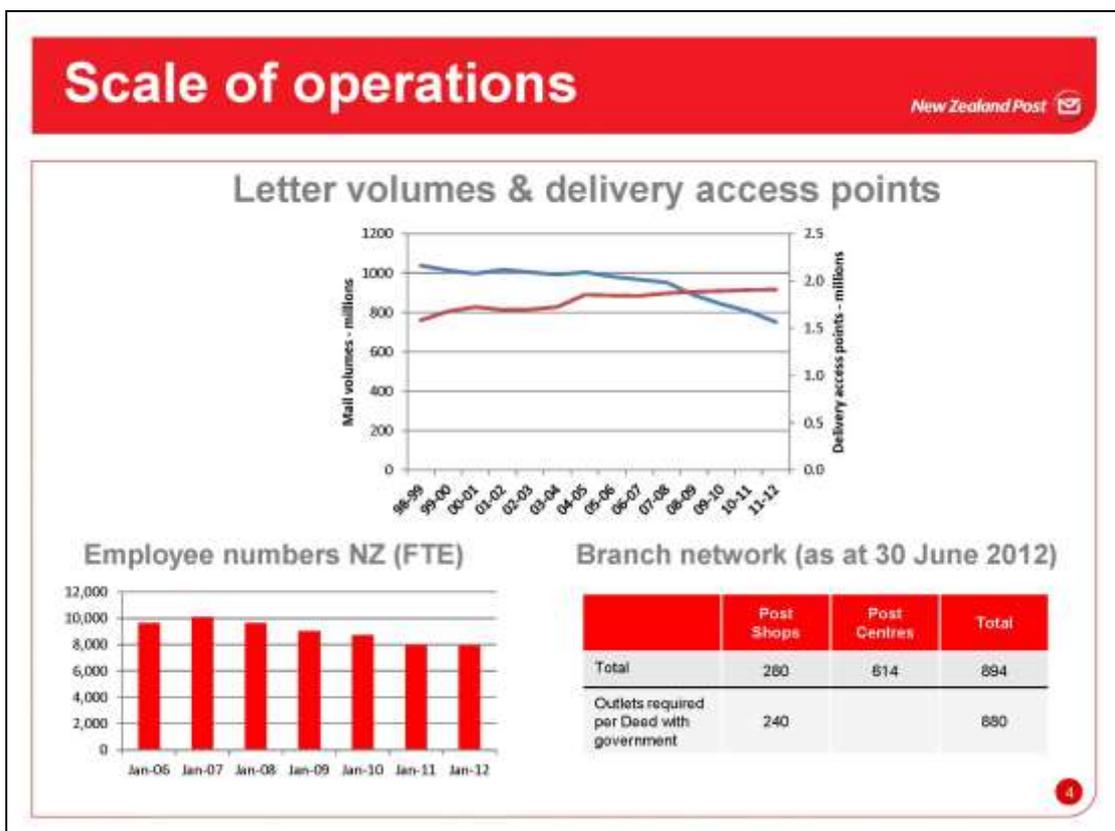
New Zealand Post 



NEW ZEALAND

Half the size of France	NZ = 268,000 km ²
Population equal to Ireland	4.4m
7 sheep for every person	31.1 million sheep
Very low population density	NZ = 17 people/km ² (UK = 260)
Sweden = 1574 km long	NZ = 1,600 km long

Background imagery includes snow-capped mountains, a Māori haka mask, a crowd of people, and a kiwi bird.



Key strategic Issues

New Zealand Post 

- Letter volumes declining at the upper end of our forecasts.
- The growth of Kiwibank requires NZ Post to have a stable balance sheet, otherwise Standard & Poors will downgrade us upping Kiwibank's cost of capital.
- Require regulatory certainty to adapt to present and future market conditions.
- The pace of consumer product & service adoption is exponential however our business model is linear.
- Direct competition in the physical and digital/technology world.

5

Growth of Kiwibank

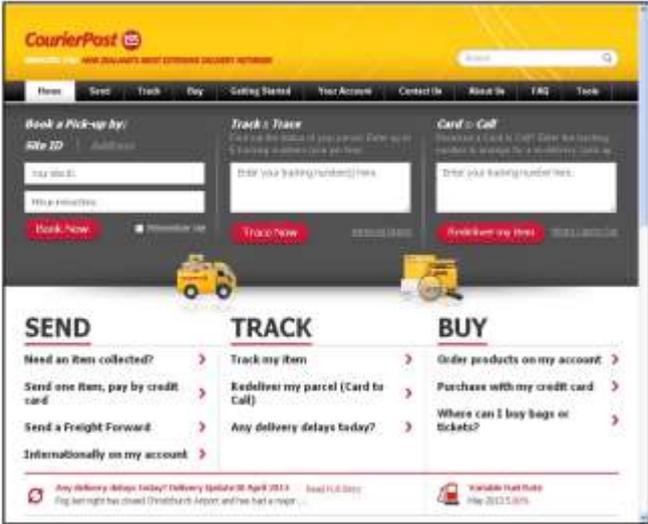
New Zealand Post 

The Growth of Kiwibank requires NZ Post to have a stable balance sheet, otherwise Standard & Poors will downgrade us upping Kiwibank's cost of capital

 kiwi bank It's ours

6

We have also acquired 100% of ECL our courier & logistics business – another growth area New Zealand Post 



7

Require regulatory certainty to adapt to present and future market conditions New Zealand Post 



8

The pace of consumer product & service adoption is exponential however our business model is linear

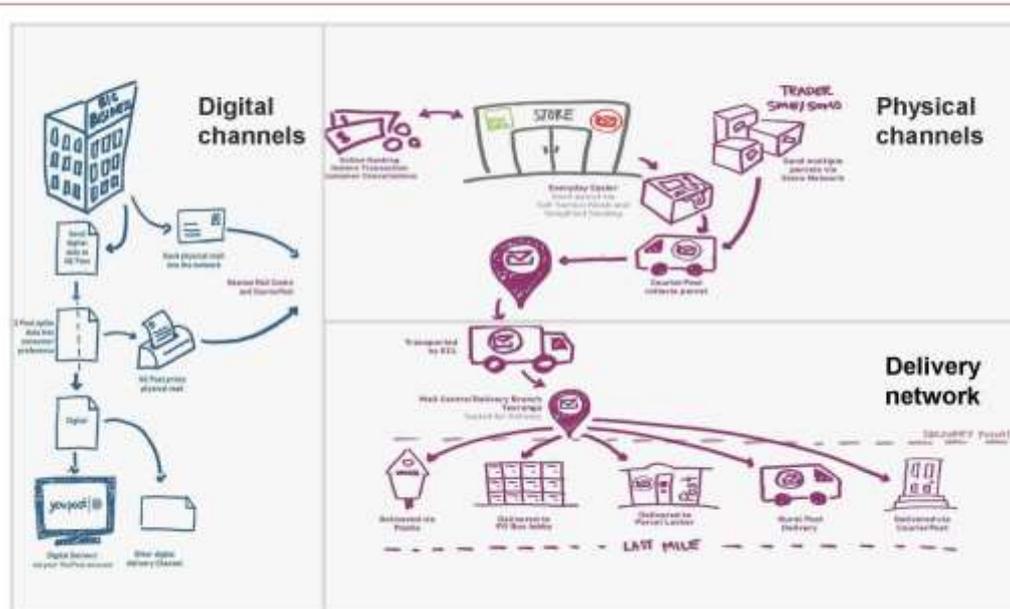
New Zealand Post



9

To help address these issues we went from a federated business model to an integrated model

New Zealand Post



10

This enabled us to focus on the customer and the channels they use

New Zealand Post 



- The retail network is a channel and removal of products that distract from core is essential
- Digital to us is a channel or a platform not a business in its own right
- We see us as an enabler to the digital economy as we were in the physical world
- Example is RealMe a verified digital identity for NZ

11

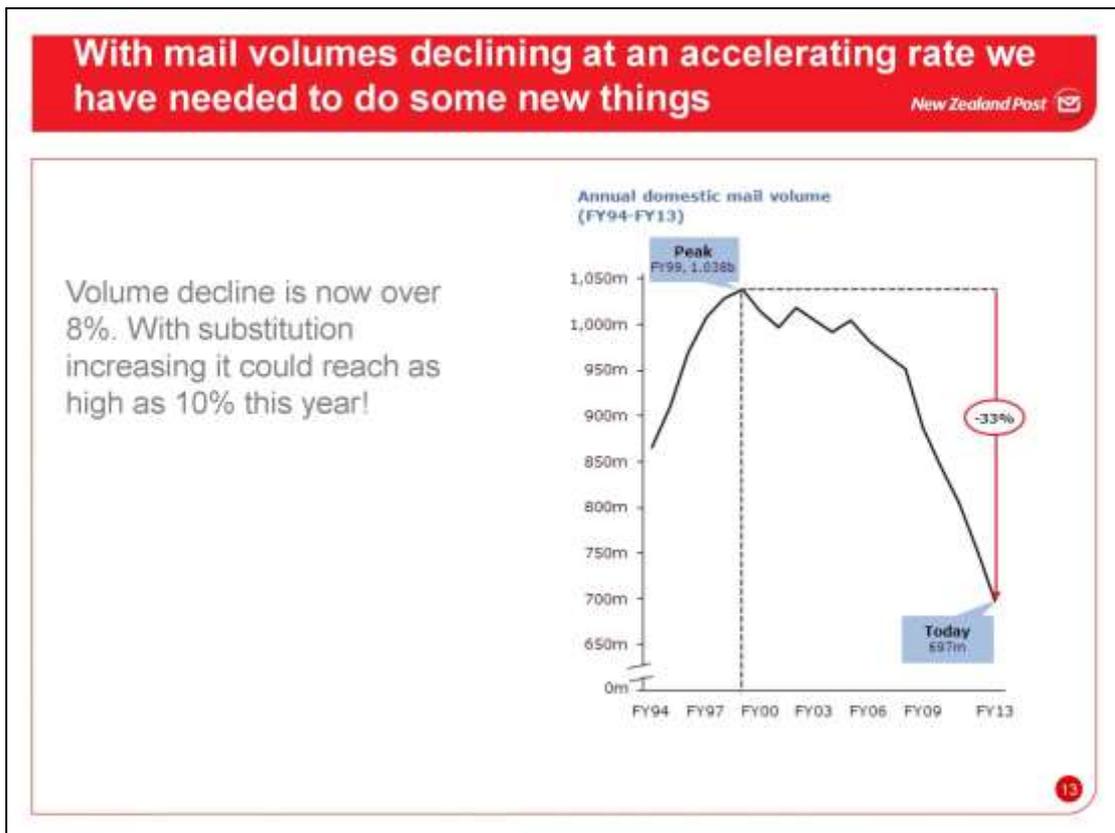
We have developed three strategic themes

New Zealand Post 

1. Network of the future (NOTF)
2. Retail Transformation Programme (RTP)
3. **Growing the Digital Business**

These activities along with a Kiwi Bank based growth strategy have become our key focus areas for the business

12



Our key sender customers are turning off mail

New Zealand Post

The move to electronic bills has been slow, but is now rapidly accelerating as senders invest in their own capability and as a result of learnings from previous attempts to promote e-billing

All of the senders are now offering incentives to switch to online billing

Win, with electronic statements

Choose to receive electronic statements, and we'll give you bonus entries in the March TSB Bank Monthly Cash Draw to win \$25,000*

TSB Bank

14

ANZ (our largest customer) are being particularly pro-active! New Zealand Post 

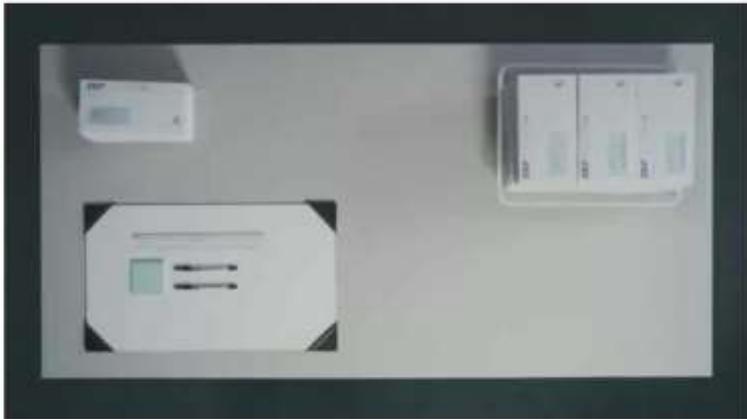

**"You don't need to do anything
We'll stop sending paper statements for your accounts above automatically
from 1 July 2013."**

Last year ANZ (our largest sender) lodged close to 50 million items. This year an estimated 20% less into our network !!!



15

Large mailers like Sky TV are now reverting to email billing New Zealand Post 



16

Vodafone tried the “stick” approach but now offer incentives to switch New Zealand Post 



This is what Vodafone is currently saying

“Say hello to email bills and goodbye top paperwork – ditch your paper bill and make the move to email billing by 15th July and you could win one of three Samsung Galaxy Note 10.1 LTE tablets....”

And its really is a win:win because as well as the chance to pick up an awesome prize, you'll also help save us paper, which is great for the environment too.”



In the Utility market all of the power companies are now offering rewards to switch to e-billing New Zealand Post 



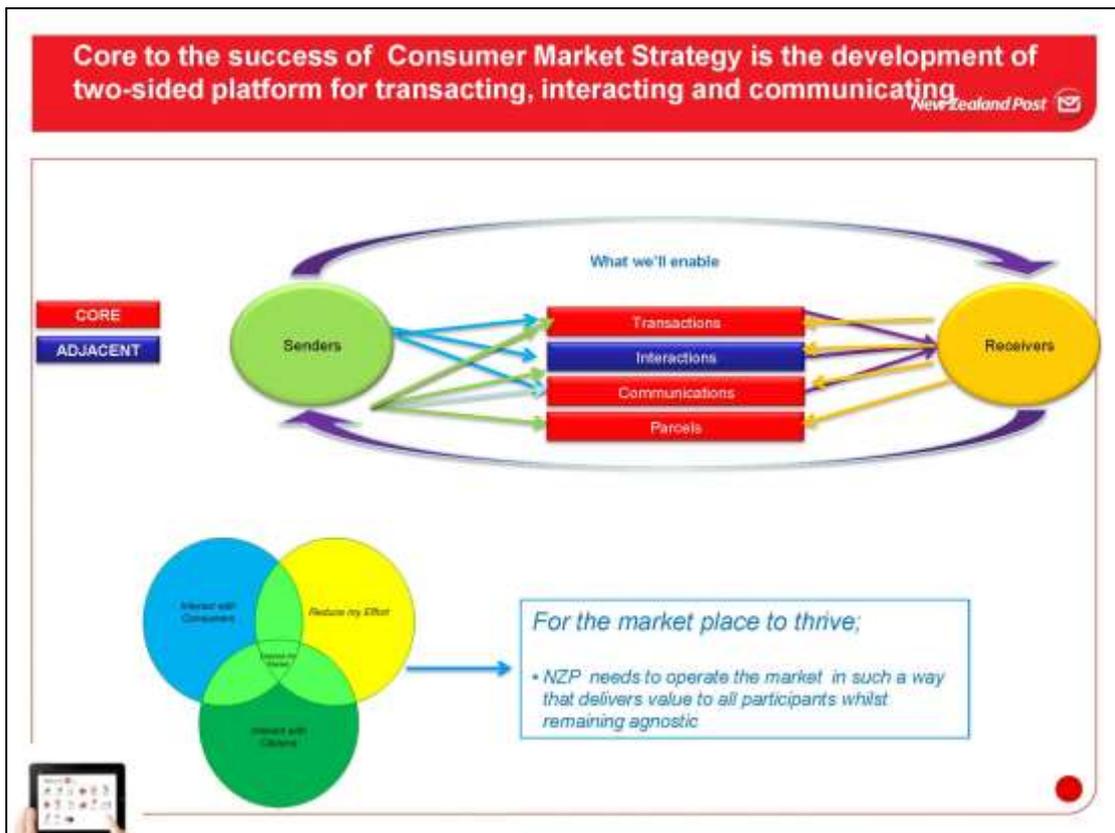



“With Online OnTime prompt payment discount get your energy bills online, pay in full on time & get a **22% discount**.”

“You also get **Brownie Points** for all the good things you do, like staying with us when you move house or saving paper by getting your bill online.”

“Sign up online in under a minute. Access your account online and get **Perks points**.”

“Sign up for e-bills
 E-bills help you do your bit for the environment. You'll **go in the draw to win** one of ten Philips lighting packs if you sign up to receive your bills by email.”



Our first new digital business launch was - YouShop
 New Zealand Post

The service directly meets the needs of shoppers who said that they wanted certainty and reliability around their actual parcel shipments

- Launched in Sept 2012
- Initially it was the USA only
- There are now over 45,000 registered users
- 40,000 parcels moved
- Over 50,000 kgs has been carried to date
- Goal is 200,000 active users by Dec 2014
- In August 2013 we launched the UK

Get goods from the UK and US you couldn't get before. Shop like you've never shopped before. Making using YouShop's service.

Features

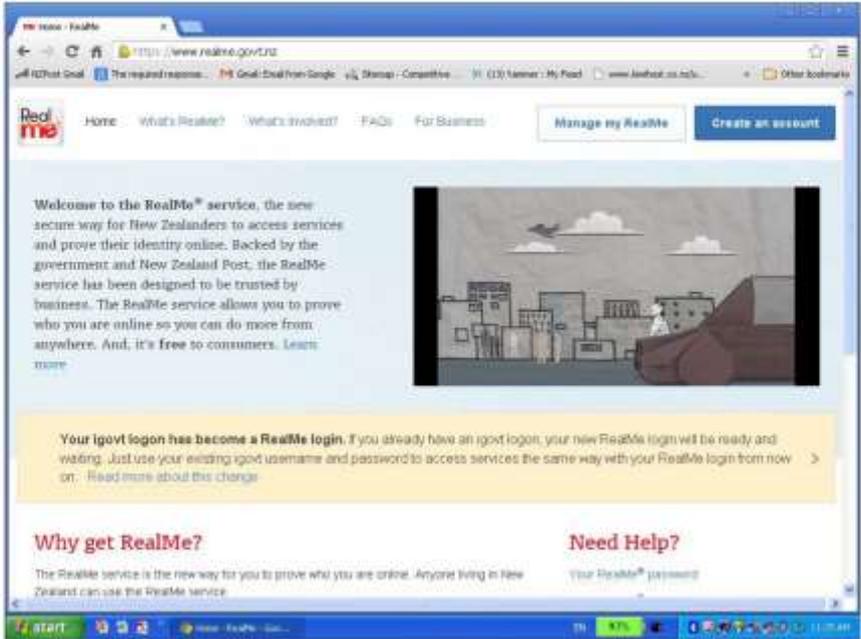
- Shop convenience: Shopping to you
- Buy for home plus free and more that you can't get in
- One reference about your parcel's progress
- Parcel is in good hands by using New Zealand Post
- Competitive postage rates

How YouShop works

1. Purchase
2. Pay & send
3. Receive

RealMe - now launched

New Zealand Post 



The screenshot shows the RealMe website interface. At the top, there is a navigation bar with links for Home, What's RealMe?, What's Involved?, FAQs, and For Business. There are also buttons for 'Manage my RealMe' and 'Create an account'. The main content area features a welcome message: 'Welcome to the RealMe® service, the new secure way for New Zealanders to access services and prove their identity online. Backed by the government and New Zealand Post, the RealMe service has been designed to be trusted by business. The RealMe service allows you to prove who you are online so you can do more from anywhere. And, it's free to consumers. [Learn more](#)'.

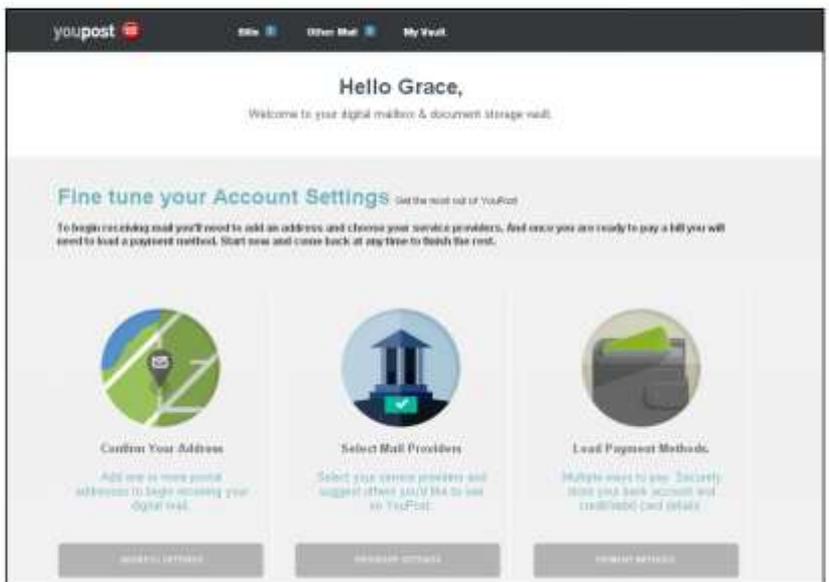
Below the welcome message is a yellow box with the text: 'Your iGovt logon has become a RealMe login. If you already have an iGovt logon, your new RealMe login will be ready and waiting. Just use your existing iGovt username and password to access services the same way with your RealMe login from now on. [Read more about this change](#)'.

At the bottom, there are two sections: 'Why get RealMe?' and 'Need Help?'. The 'Why get RealMe?' section states: 'The RealMe service is the new way for you to prove who you are online. Anyone living in New Zealand can use the RealMe service.' The 'Need Help?' section has a link for 'Your RealMe® password'.

21

YouPost (digital mailbox) about to be launched

New Zealand Post 



The screenshot shows the YouPost website interface. At the top, there is a navigation bar with links for Home, Other Mail, and My YouPost. The main content area features a personalized greeting: 'Hello Grace, Welcome to your digital mailbox & document storage vault.' Below this is a section titled 'Fine tune your Account Settings' with the subtext 'Get the most out of YouPost'. The text reads: 'To begin receiving mail you'll need to add an address, and choose your service providers. And once you are ready to pay a bill you will need to load a payment method. Start now and come back at any time to finish the rest.'

There are three main steps listed:

- Confirm Your Address:** Add one or more postal addresses to begin receiving your digital mail.
- Select Mail Providers:** Select your service providers and suggest others you'd like to see in YouPost.
- Load Payment Methods:** Multiple ways to pay. Securely store your bank account and credit/debit card details.

At the bottom, there are three buttons: 'ADD NEW ADDRESS', 'SELECT MAIL PROVIDERS', and 'LOAD PAYMENT METHODS'.

All your bills and other essential mail. It's safe, secure, personal, private, easy and only from senders you choose.

22

There is a document vault feature as well New Zealand Post

youpost Bills Other Mail My Vault

Your document storage vault is ready now Trusted secure and free New Zealand cloud storage.

You can begin storing your important documents right away. Choose an option below or visit [My Vault](#).

Here's an Idea
We've put together a list of file's more important documents that you can keep safe.
[FILE CHECKLIST](#)

Plenty of Free Space
Upload and securely store your important documents. Trusted secure and free.
[RECOVER ITEMS](#)

Upload a File
Use the quick and easy, drag and drop file upload tool. Get started now.
[UPLOAD FILE](#)

23

Users see a summary of their bills New Zealand Post

youpost Bills Other Mail My Vault Account Settings

Account Settings Personal Details Postmaster Address Payment Settings My Provider Sharing Top

By Provider Suggest a Provider

telecom™ [Activate](#)

Smiths City [Activate](#)

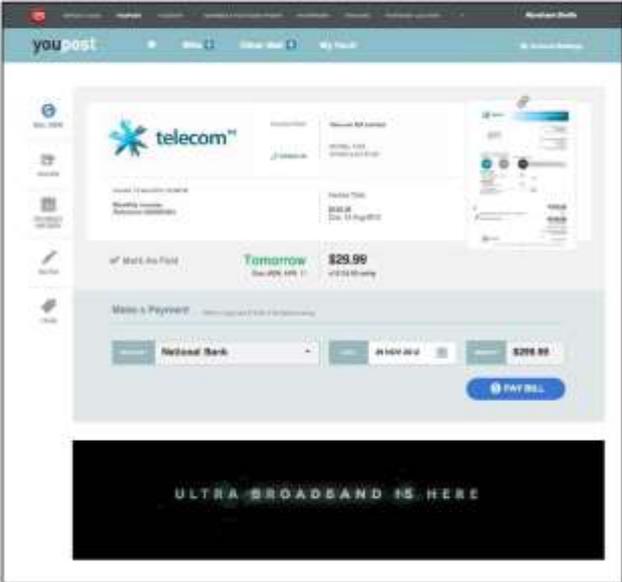
Christchurch City Council [Activate](#)

meridian [Activate](#)

[Suggest a Mail Provider](#)

24

You can then click on a specific bill to see the detail
New Zealand Post



ULTRA BROADBAND IS HERE

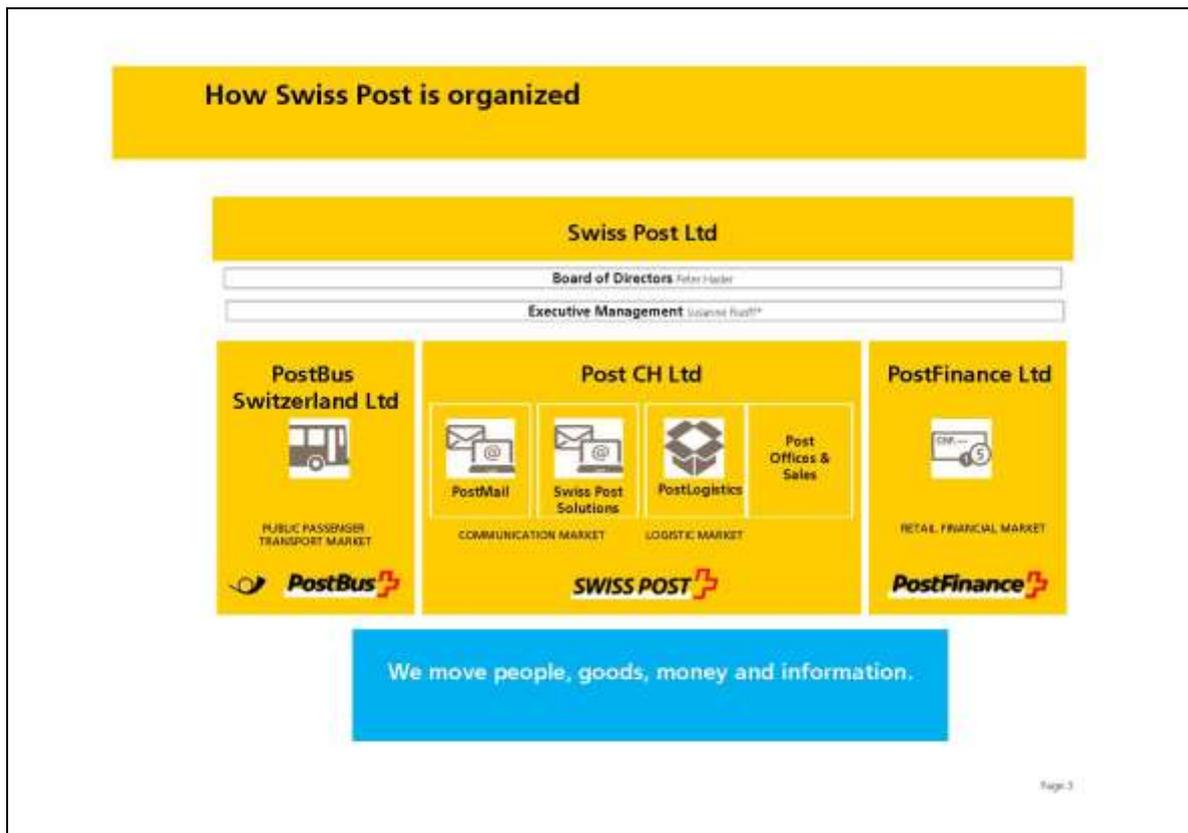
25

Lessons Learnt
New Zealand Post

Organisational	Digital
<ul style="list-style-type: none">• Culture of the workforce• Leadership – capacity and capability for change• Aligning public, politicians and regulators• Maintaining relevance to New Zealanders	<ul style="list-style-type: none">• Unexpected source of distraction and challenge.• Identity services is a key value add for our digital platform.• It is important to articulate and socialise an overarching digital strategy so that people can see where a particular solutions fits.• Most things are becoming digital so its important not to try and take "control". Partnerships are important.

26





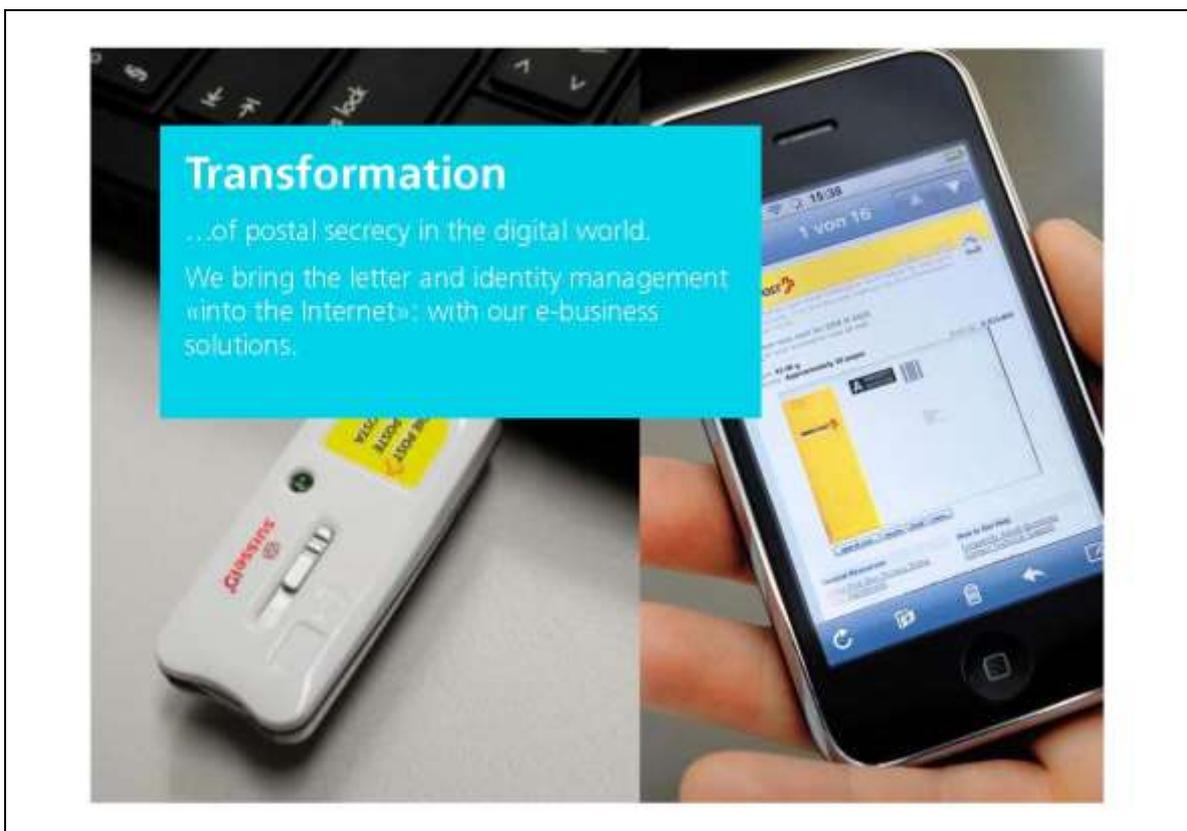
Swiss Post as a company

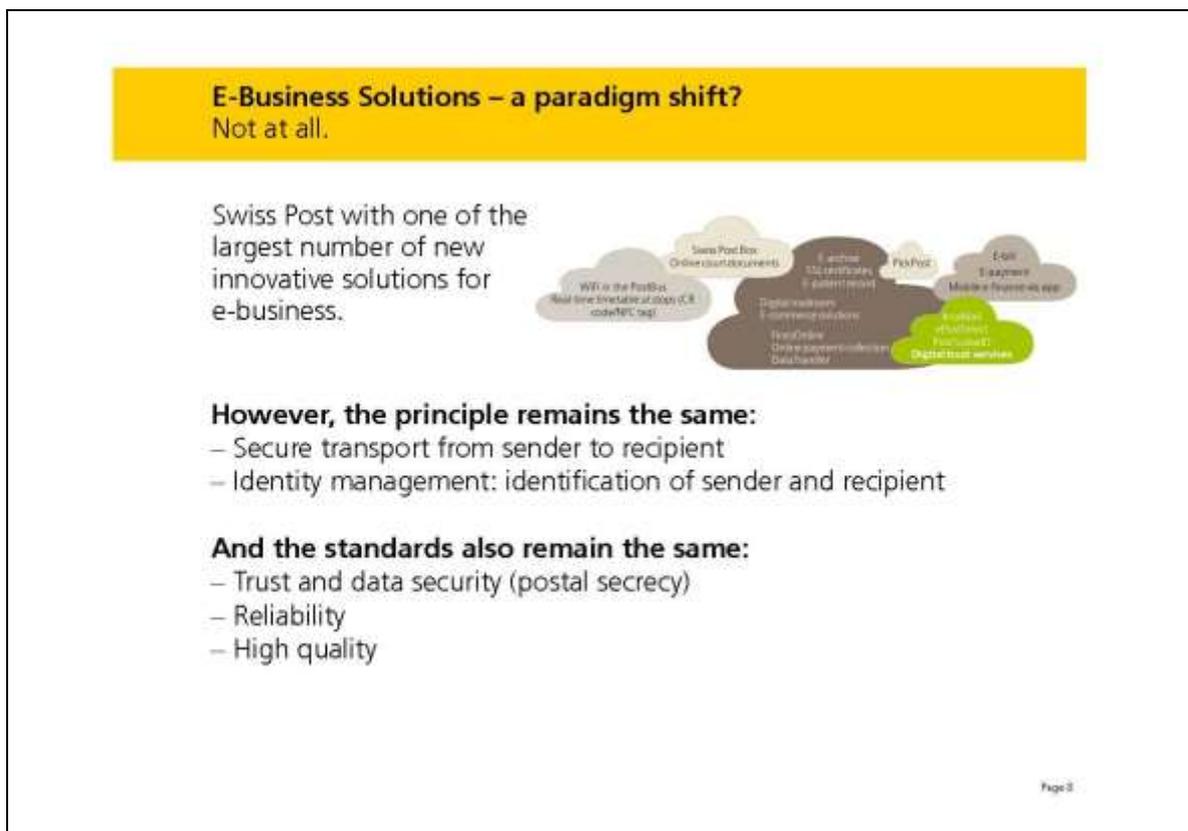
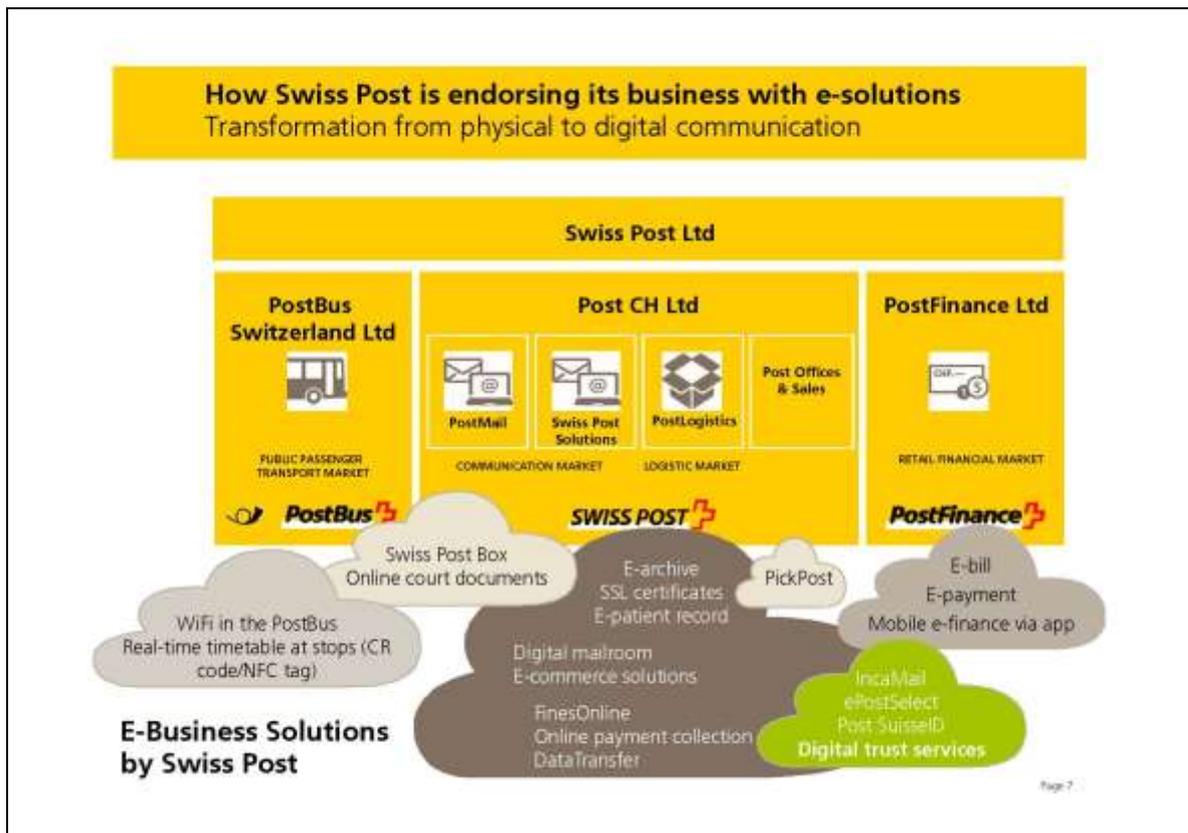
Key facts and figures (in CHF million unless stated otherwise)

- 62,000 employees from 140 nations in more than 100 professions
- 15 million consignments per day
- Over 100 million parcels a year
- Over 2.9 million customers
- 129 million passengers on PostBus a year
- 814 PostBus routes
- Operating income (turnover): **CHF 8.582 billion**
- Group profit: **CHF 859 million**

This is Swiss Post today...

Page 4





Postal secrecy in the Internet

With its e-solutions, Swiss Post assumes responsibility for data management between organisations or persons, just as it has handled the transportation of letter post securely and reliably for over 100 years.

Three digital trust services of Swiss Post:



ePostSelect:

Business Hybrid Solution

Post SuisseID:

SuisseID enables simple use of high-grade security technology for secure login and a legally-valid digital signature.

IncaMail:

Confidential and verifiable e-mailing

Page 8

Business hybrid solution – ePostSelect

ePostSelect is a trendsetting solution for an easy shift from physical to electronically delivery.

Benefits:

- Sustainable – paperless
- Simple solution – no integration work required
- More service – easy-to-use for recipients
- Secure dispatch – IncaMail





E-Business with the SuisseID service

Swiss Post assumes responsibility for identity management at portals and applications on behalf of service providers/companies.

Business transactions can be concluded with legal effect, without complication and wholly digitally.

Benefits:

- Optimise processes
- Minimise administration and costs
- Efficient, seamless working



**Encrypt your e-mails with IncaMail.
So nobody can spy on them.**

**E-Business with IncaMail:
Today 100 companies and 30,000 users**

Benefits:

- Communicate securely, confidentially, reliably and verifiably
- Simple to integrate and easy-to-use
- Exploit huge savings potential
- Benefit the environment

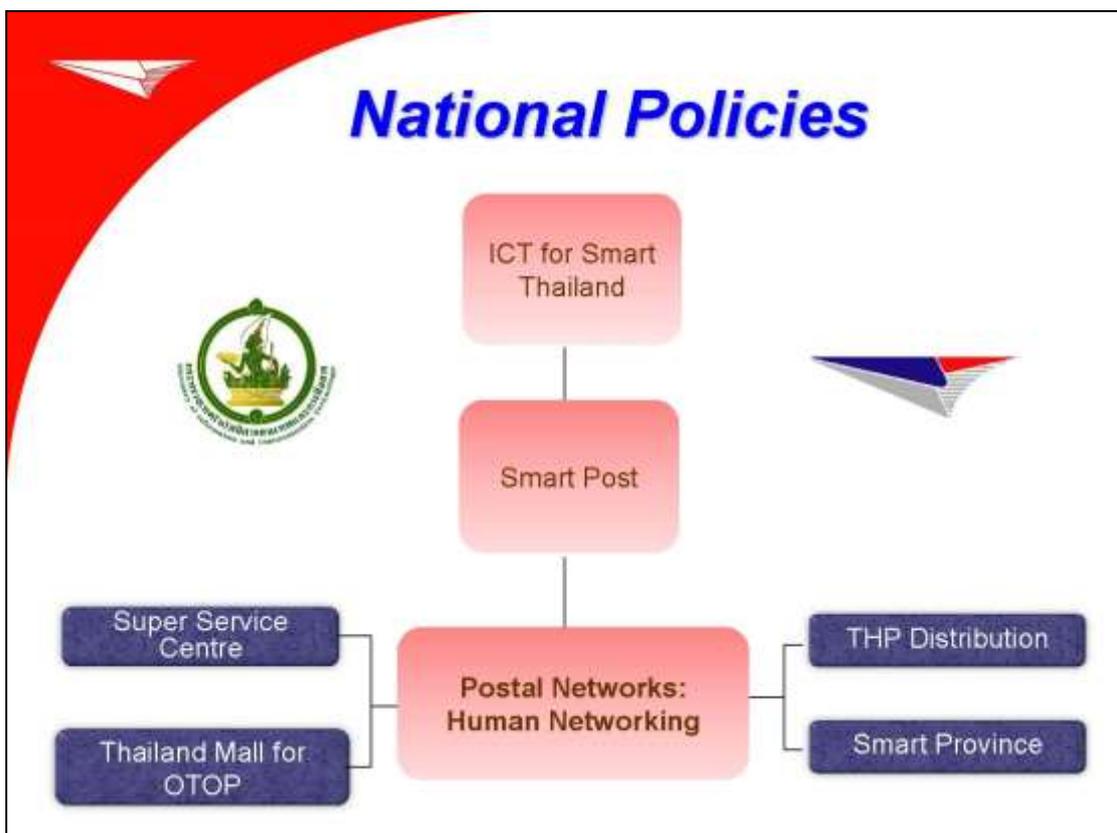






Challenges, Approach and Imperatives on Digitization in Thailand Post

Anusra Chittmittrapap
Thailand Post
4 September 2013



Smart Post

- Super Service Centre
- Thailand Mall for OTOP
- THP Distribution
- Smart Province



The infographic shows a winding road through a community with various icons representing services like mail, parcels, and digital communication. A red circular logo at the top left contains Thai text: "สำนักงานไปรษณีย์ไทย" (Thailand Post Office) and "กระทรวงการคลัง" (Ministry of Finance).



A red truck with a white cargo area is shown carrying mailboxes. Thai text above the truck reads "บริการไปรษณีย์" (Postal Service) and "บริการไปรษณีย์" (Postal Service). Below the truck, it says "บริการไปรษณีย์" (Postal Service) and "บริการไปรษณีย์" (Postal Service).

Super Service Centre

- Bill Payments for utilities
- Agency Services for Public Sector
- Agency Services for Private Sector
- POST&HOME



A collection of images illustrating the Super Service Centre concept: a modern building with a red mailbox, a woman holding a document, a man and woman interacting at a counter, a postal worker in uniform, and a postal worker assisting an elderly woman.



A silver mobile phone with a red and white cartoon character on the screen.



Thailand Mail for OTOP

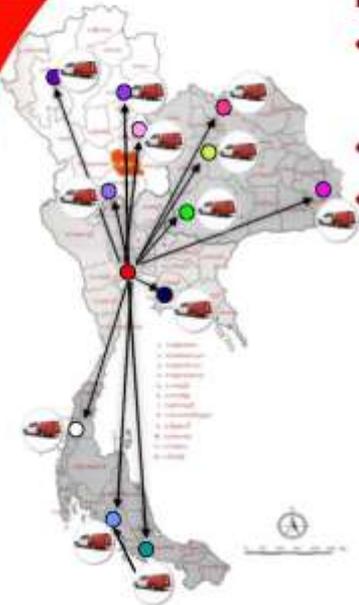
- Postal counters
- Websites: thailandmall.net, postmart.co.th
- Application: postemart



THP Distribution

Domestic Services:

- Port-to-Door and Door-to-Port
- LTL & FTL
- B2B, B2C focus



Smart Province

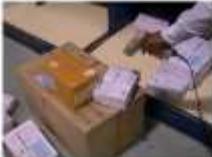
The slide features a central map of Thailand with its provinces labeled in Thai. To the left of the map is a collection of various agricultural products, including rice, vegetables, and packaged goods. Below the map is a red postal truck. To the right of the map are two images of fresh fruit, including lemons and oranges.

Customers Orientation

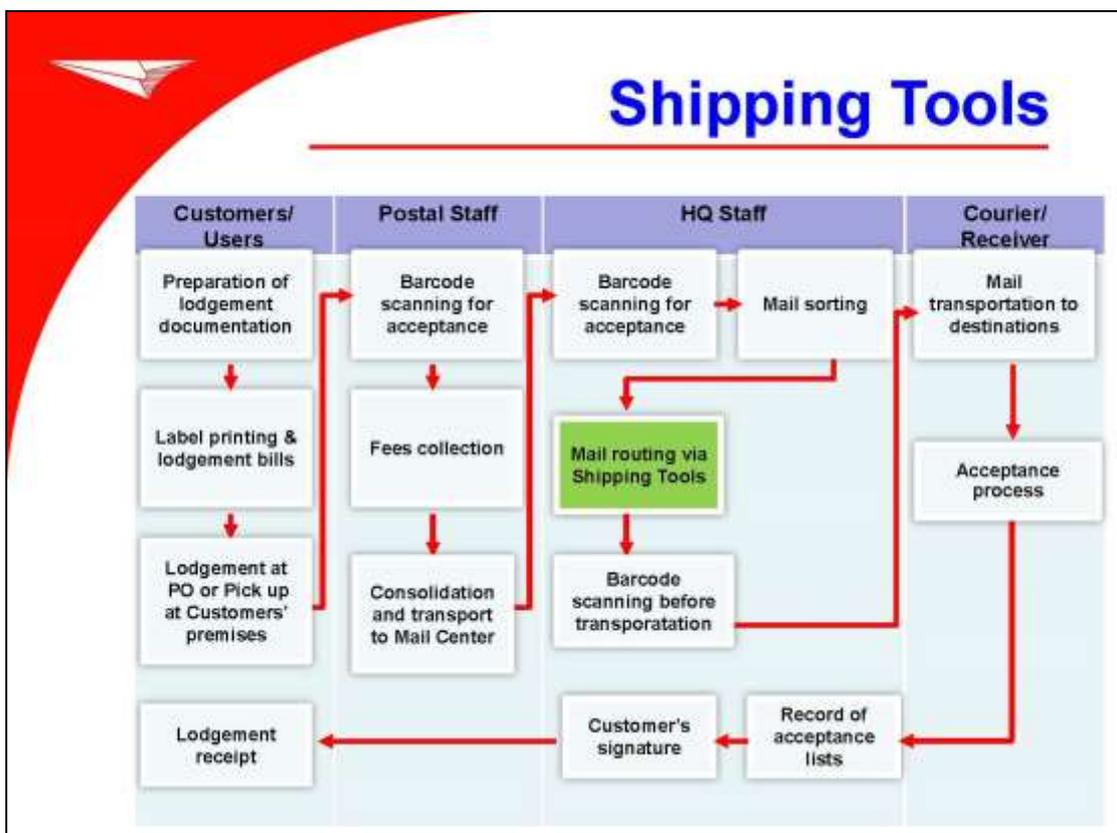
The slide contains five photographs illustrating customer orientation. The top row shows a woman smiling, a large warehouse with a blue conveyor belt, and a large warehouse with many people. The bottom row shows a postal worker holding a product and a postal worker in a red uniform and helmet.

Shipping Tools

- Tool for preparing shipment for customers
- Applications for addressing
- SMEs, e-Commerce
- iPost







i Post-a-Card

iPost-a-card
Touchable memory

Available on the App Store | Available on Google play

Instantly create and mail real postcards directly from your iPhone.
PLUS YOU CAN RECORD VIDEO CLIP FOR 15 SECS

The advertisement features a hand holding an iPhone displaying a postcard image. To the right is a physical iPost-a-card with a camera lens. Below the phone are several physical postcards with various scenic photos. On the left, a screenshot of the app's interface is shown. The background is a soft-focus landscape of a field at sunset. The top left corner has a red curved banner with a white paper airplane icon.



Regional Cooperation



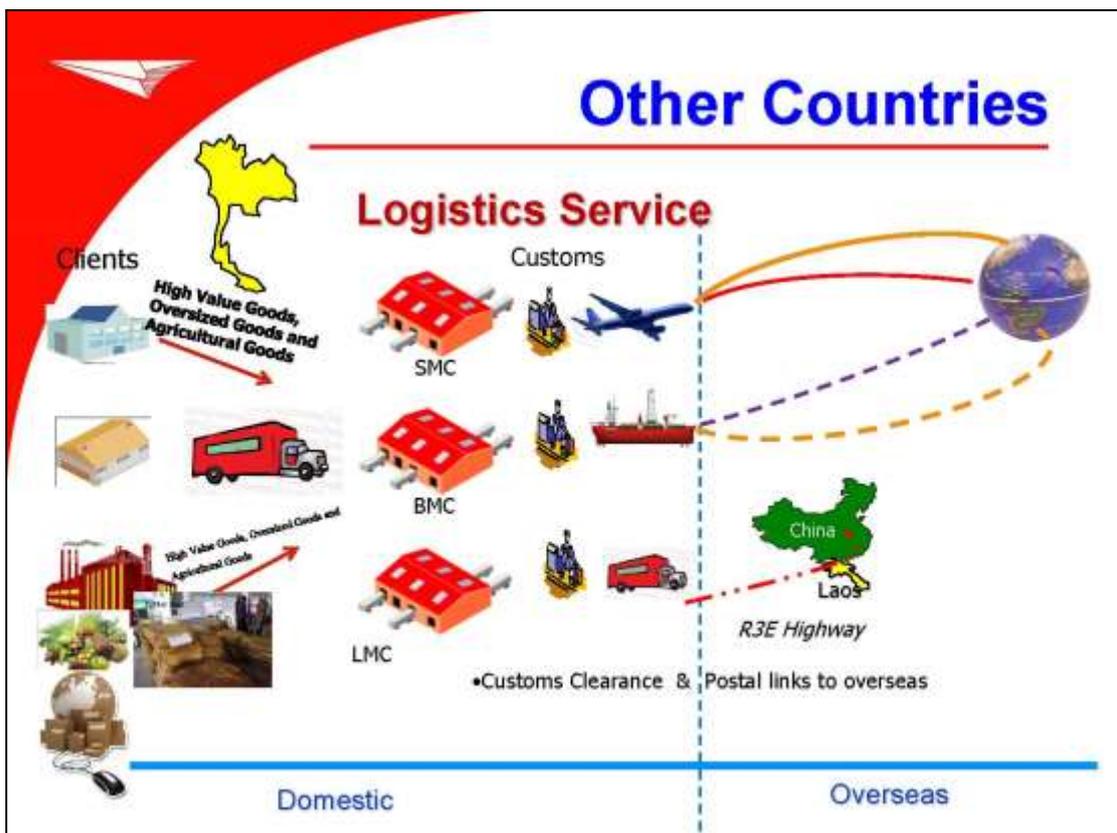
ASEANPOST++

The advertisement features a red curved banner at the top left with a white paper airplane icon. The title "Regional Cooperation" is in large blue font. On the left is the ASEAN logo, a yellow stylized 'A' inside a red circle with the word "asean" below it. On the right is a map of Southeast Asia with lines connecting to the national flags of Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. At the bottom center is the ASEANPOST++ logo, where "ASEAN" is in blue, "POST" is in red with a stylized 'P', and "++" is in blue.

ASEAN Community

- Bilateral agreement with the member countries of ASEAN;
- Objectives: To facilitate the expansion and integration of logistics service and international money transfer.





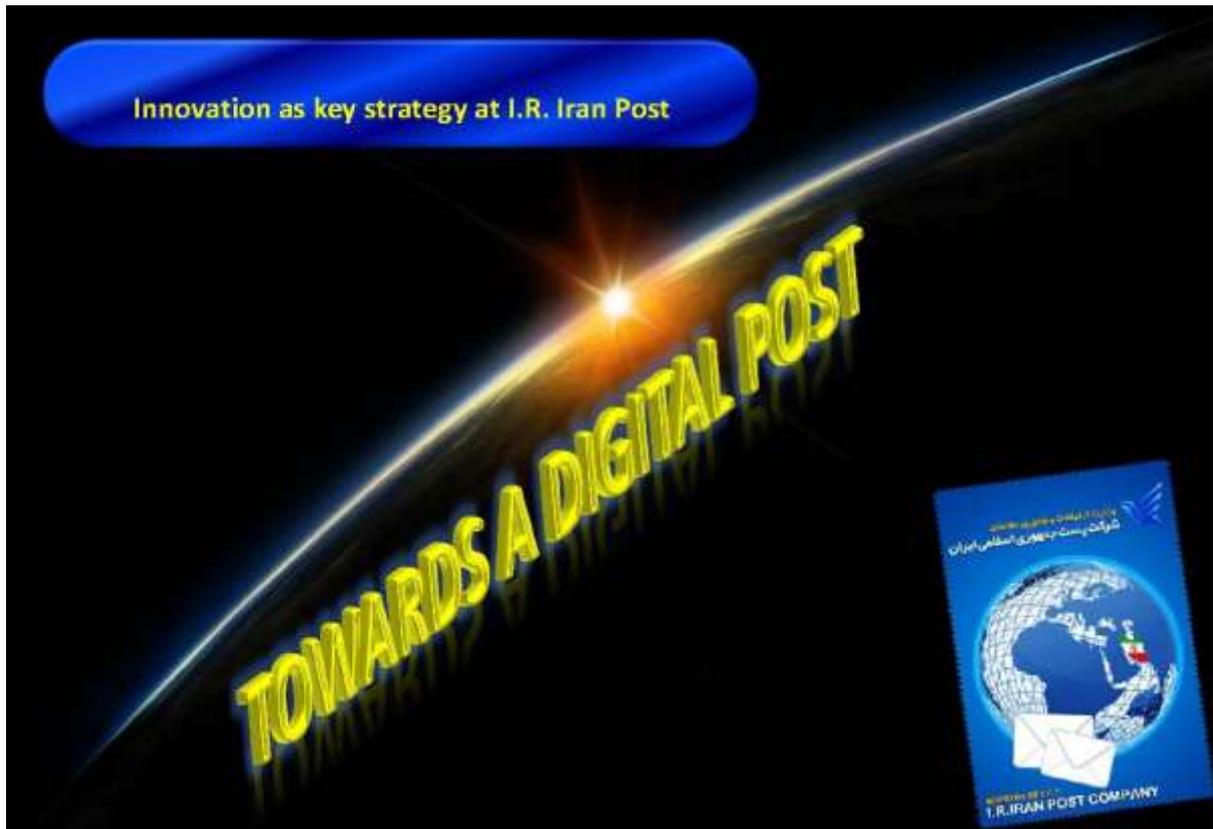
Actions Taken

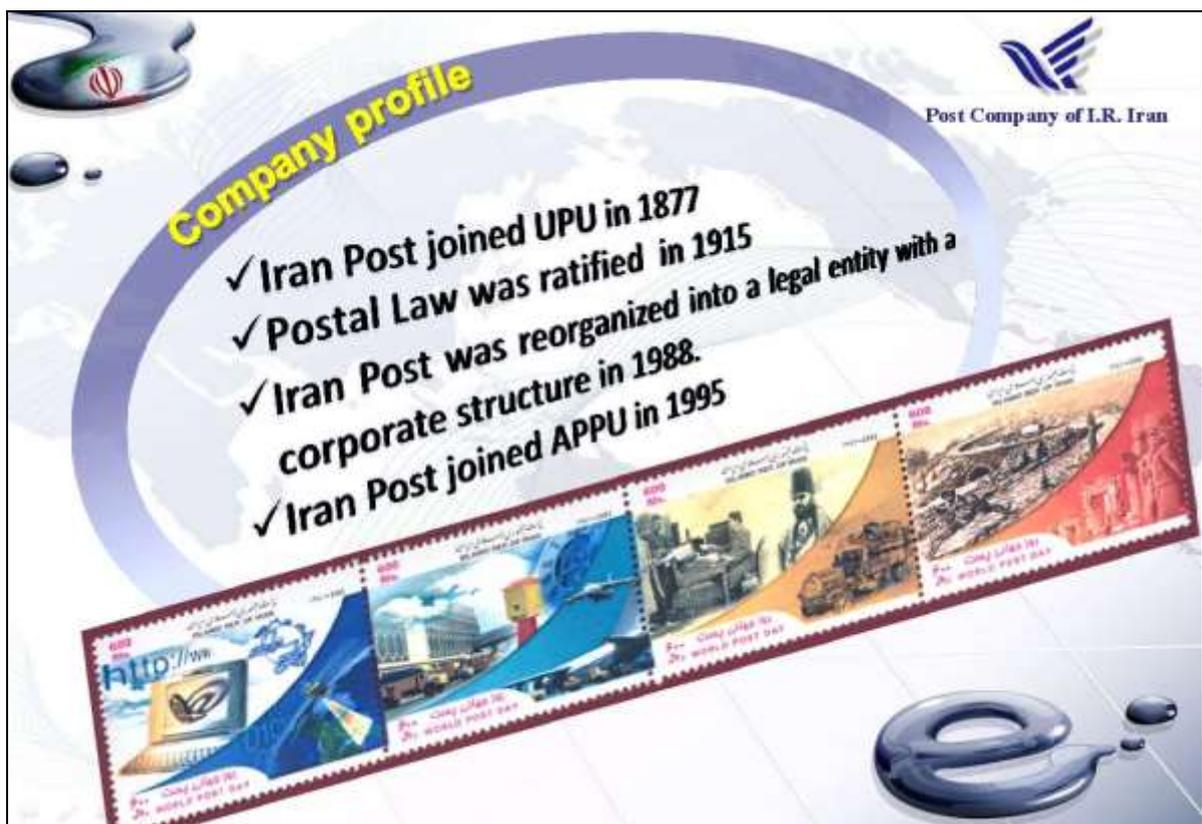
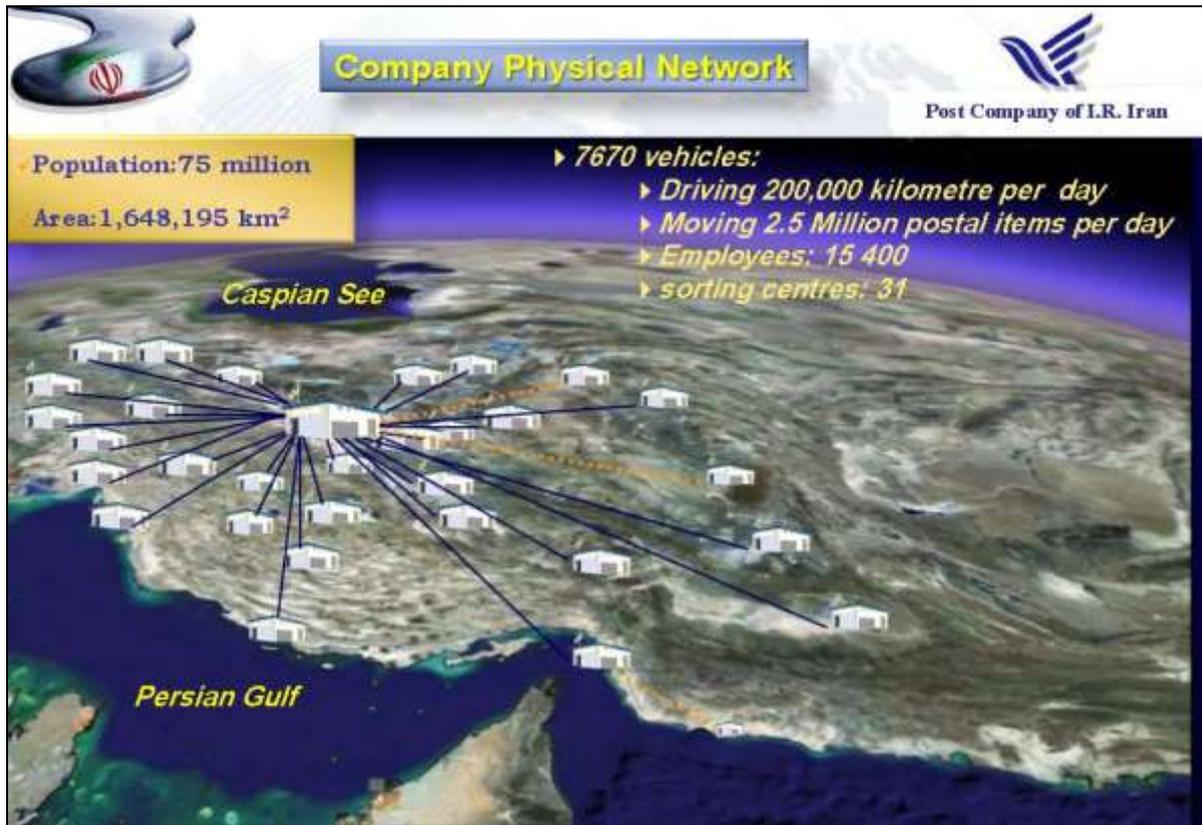
- Improving operating systems and networks: Acceptance, Forwarding, Delivery;
- Deploying IT / Responsibility Units;
- Human resources development: Excellence Corporate Culture, Service Excellence.



Thank You.









Post Company of I.R. Iran

Lessons from Doha Postal Strategy 2013–2016

Goal 3: "Promote innovative products and services (developing the three-dimensional network)"

- Modernize and diversify postal products and services.
- Stimulate market growth through the use of new technologies.
- Facilitate international e-commerce.
- Continue development of postal networks along three dimensions.



Promote innovative products and services (develop the three-dimensional network)



Post Company of I.R. Iran

Iran Post

Innovative

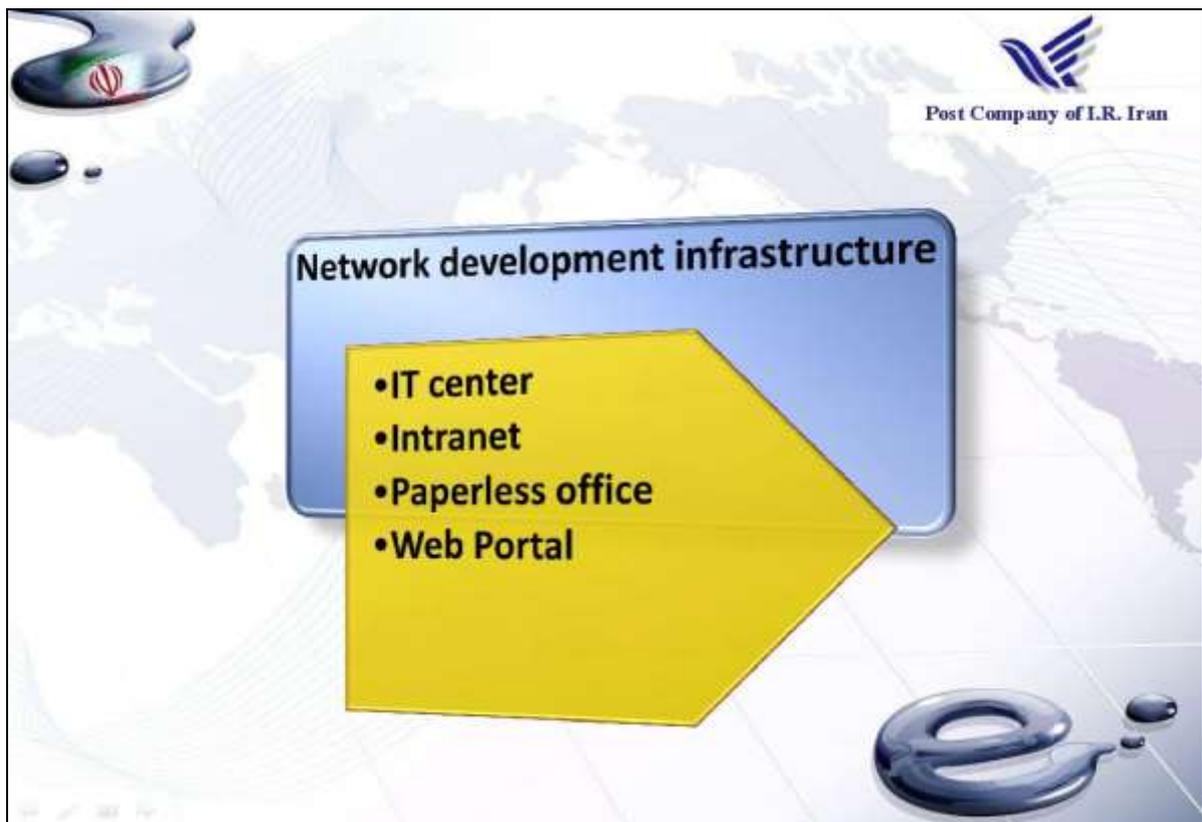




Post Company of I.R. Iran

Aspects	Strategic Goals
Financial	Increase in traffic and income - Cost management - Increasing productivity
Customers	On time delivery - Staff behavior and performance improvement - Customer care - Arrangement and level of cleanliness
Internal process	Improving operations and products quality control process - Improving supply and logistic process - Improving operational and financial process - Market management - Improving planning and monitoring
Growth & learning	Improving staff capability and involvement - Improving staff satisfaction - Development of information and communication systems - Development of management and leadership capabilities - Development of knowledge management



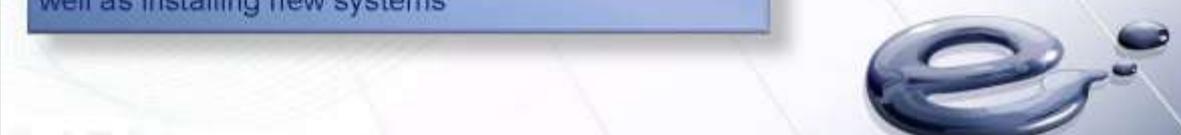




IT Center

Post Company of I.R. Iran

- ✓ Established in In 1994
- ✓ Developing different technological applications and software solutions.
- ✓ Applying advanced technologies to postal structures and equipment
- ✓ Maintaining, upgrading and technical support as well as installing new systems



Iran Post Intranet

Post Company of I.R. Iran

In order to connect all 17479 permanent offices and 31 sorting centers with each other in the country, I.R. Iran Post has developed its own intranet.

- IT center is connected to national intranet through optic fiber with 34Mbps band width
- There is a wireless coverage for Tehran with 25 active links with 100Mbps to 200Mbps band width.
- All province centers are connected to MPLS service with 2Mbps
- All province centers are connected to internet with 512kbps or 1Mbps band width.





The image shows a screenshot of the Iran Post web portal. At the top, there is a navigation bar with the text "MINISTRY OF I.C.T I.R.Iran Post Company" and "وزارت ارتباطات و فناوری اطلاعات شرکت پست جمهوری اسلامی ایران". Below this is a search bar and a "فارسی" button. The main content area features the logo "WWW.POST.IR" and "I.R. IRAN POST COMPANY" in large, colorful letters. To the right, there is a "Mail Service" logo with a globe and an envelope. Below the logos, a paragraph of text describes the portal's functions.

Web Portal

Post Company of I.R. Iran

MINISTRY OF I.C.T
I.R.Iran Post Company

وزارت ارتباطات و فناوری اطلاعات
شرکت پست جمهوری اسلامی ایران

Monday, June 18, 2013

Home > User Services > Services > Postal Rules > About Us

WWW.POST.IR
I.R. IRAN POST COMPANY

Mail Service
MAIL@POST.IR

Iran Post benefits from a unique web portal that functions as a point of access to information regarding its services such as, 10-digit Postcode, contractual services on behalf of different state owned organizations, direct mail and so on.



The image displays a slide titled "Resolution C 66/2012 Work on sustainable development". It features a green box with text detailing the resolution's context and objectives. To the right, there is an image of a hand using a stylus on a tablet, with the text "Office Automation" above it. At the bottom, there are icons of a globe and a building, with the text "Establishment of Paperless office. 3700 users around the country".

Resolution C 66/2012
Work on sustainable development

Office Automation

Congress,
Welcoming
the outcome of the Rio+20 United Nations Conference on Sustainable Development,
Instructs
the relevant councils to take the necessary measures to achieve the following objectives:
– Promote the adoption of environmentally and socially responsible procurement policies among designated operators;

Establishment of Paperless office.
3700 users around the country

Quality improvements

- IAS - Integrated Acceptance System
- Track & Trace
- PDA
- 10-digit Postcode
- GPS
- GMS
- Rural RFID

Post Company of I.R. Iran

IAS : Integrated Acceptance System

Post Company of I.R. Iran

IAS is an integrated national mail application that combines mail processing and operational management into one application.
IAS provides a means for Iran Post to have an accurate and comprehensive view of its mail movement throughout the country.

Some Advantages:

- ✓ Daily revenue controlling
- ✓ Electronic payment of postal charges
- ✓ Providing different management reports
- ✓ Replacing physical document
- ✓ Quality of service improvement

The system is developed by IT Centre of Iran Post

I.R. IRAN POST COMPANY
I.R. IRAN POST COMPANY

Development of Track and Trace system:

Iran Post Track & Trace system ensures its customers to locate their items. This can be done through the following address:
<http://tntsearch.post.ir/>

Post Company of I.R. Iran

About 45000 users visit Iran Post web portal per day to trace their postal items

The screenshot shows a web interface with a yellow header containing the text "Track & Trace" and the Iran Post logo. Below the header are two input fields: "Track Number" (containing "21066") and "Post Number". A blue box on the right highlights the user statistics. At the bottom, there is a red header with the text "امضای دیجیتال گیرنده" (Digital Signature of Recipient) and a signature graphic.

Personal Digital Assistant (PDA):
An effective solution for last mile track and trace.

More than 3000 postmen throughout the country are equipped with PDA, enabling them to get digital signature of the recipient.

Post Company of I.R. Iran

The screenshot shows a PDA device on the right side, displaying the Iran Post logo and some text. The background features a map of Iran and a large blue 'e' logo.



Doha Declaration on the role of an address infrastructure in the development and integration of member countries

Invites

- UPU member countries and restricted unions, in the interest of social and economic development and regional stability, to make every effort to include the development of a sound addressing system in national policies

Post Company of I.R. Iran



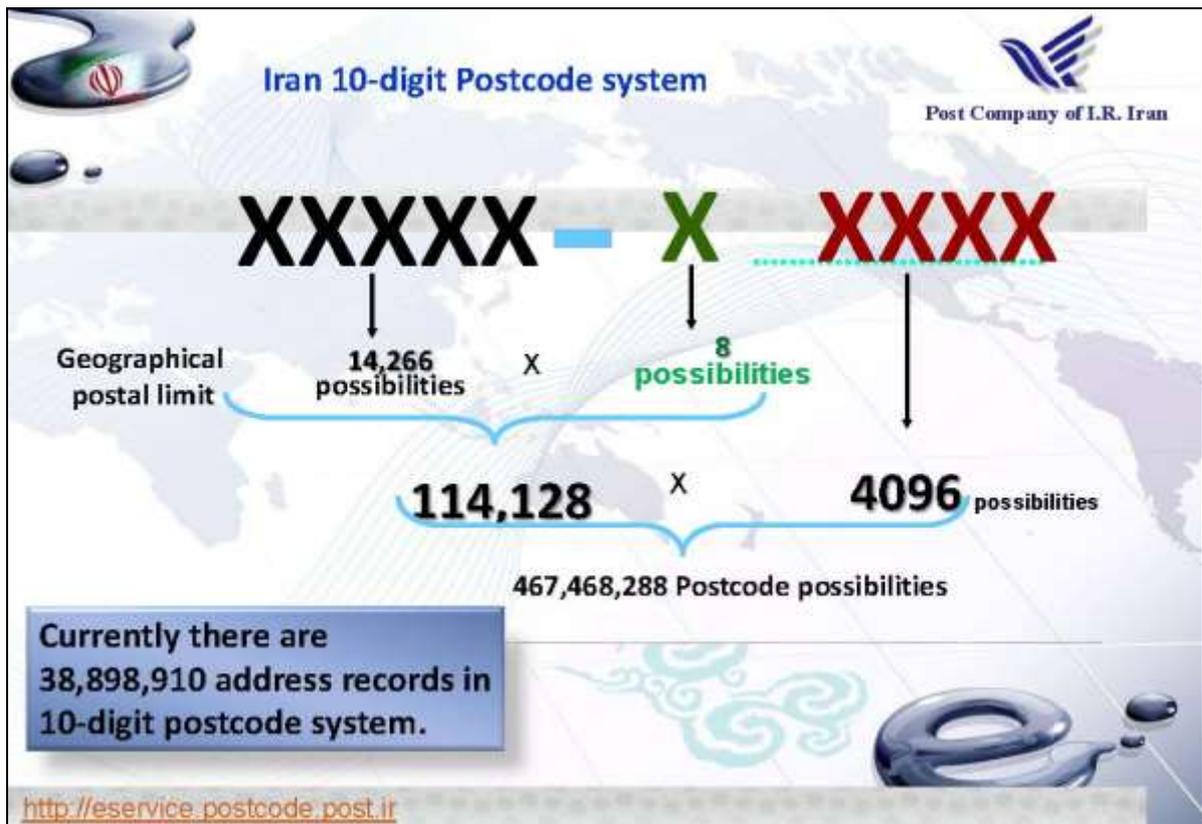
Iran 10-digit Postcode

According to national Law, it is mandated to indicate on each ID card the residential postcode.

1981	Introducing 5-digit postcode system
1989	Finalizing 5-digit postcode system
1990	promoting to 10-digit postcode system
1996	Finalizing 10-digit postcode system

<http://eservice.postcode.post.ir>

Post Company of I.R. Iran



10-digit Data Bank

Post Company of I.R. Iran

Places	Urban	Rural	Total
Residential	17,868,326	5,126,678	22,995,004
Public business places	339,401	203,120	542521
Private business places	2,982,971	627,812	3,610,783
total	21,190,698	5,957,610	27,148,308

Iran succeeded to receive UPU S42 Certificate in 2011



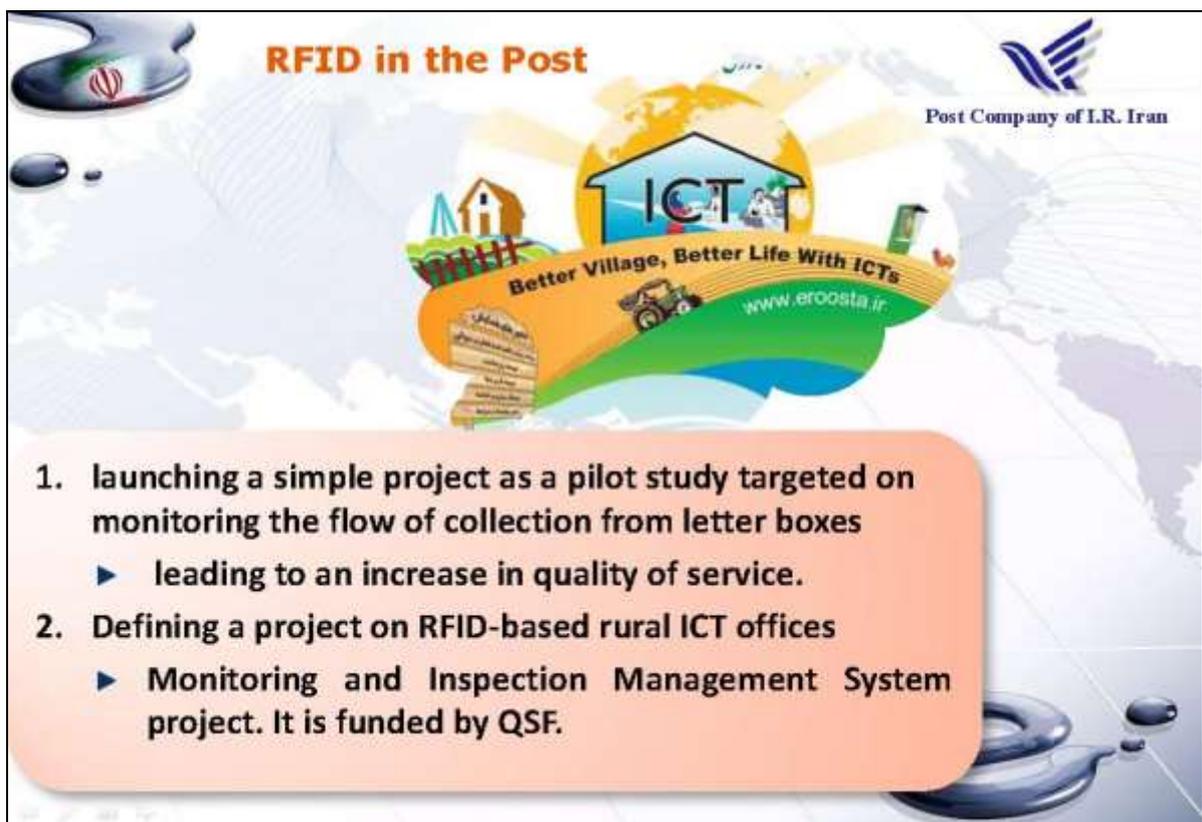
The slide features a world map background with the Iranian flag in the top left and the Post Company of I.R. Iran logo in the top right. A blue box at the top center contains the title "Iran Post GPS fleet management". Below it, a red box contains the text: "There are 212 postal trucks equipped with GPS technology moving mails throughout the national network." To the left, a diagram shows a satellite, a server rack, a cloud, and a truck, connected by arrows. To the right, a list of three bullet points describes the system's capabilities. A blue ring graphic is in the bottom right corner.

Iran Post GPS fleet management

Post Company of I.R. Iran

There are 212 postal trucks equipped with GPS technology moving mails throughout the national network.

- ✓ Customized GPS fleet management hardware and software according to the exact needs of the organization
- ✓ providing GPS tracking, current location as well as navigation and messaging technology
- ✓ Checking the exact time of loading and offloading of postal items at destinations.



The slide features a world map background with the Iranian flag in the top left and the Post Company of I.R. Iran logo in the top right. The title "RFID in the Post" is in orange. Below it is a colorful graphic with a house, a tractor, and a banner that says "Better Village, Better Life With ICTs" and "www.eroosta.ir". A large orange box at the bottom contains a numbered list of two items. A blue ring graphic is in the bottom right corner.

RFID in the Post

Post Company of I.R. Iran

Better Village, Better Life With ICTs
www.eroosta.ir

1. launching a simple project as a pilot study targeted on monitoring the flow of collection from letter boxes
 - ▶ leading to an increase in quality of service.
2. Defining a project on RFID-based rural ICT offices
 - ▶ Monitoring and Inspection Management System project. It is funded by QSF.



The slide features a blue header box with the text "GMS" in white. To the right is the logo of the Post Company of I.R. Iran. Below the header is a photograph of a modern postal sorting facility with overhead conveyor belts. At the bottom left, there are two bullet points. At the bottom right, there is a large, stylized blue '@' symbol. The background is a light blue world map.

GMS

Post Company of I.R. Iran



- ✓ Improving quality of the international postal service by joining UPU GMS Project.
- ✓ Linking terminal dues to quality of service performance



The slide features a blue header box with the text "New electronic services" in white. To the right is the logo of the Post Company of I.R. Iran. Below the header is a large yellow arrow pointing to the right, containing a list of services with their respective URLs. At the bottom right, there is a large, stylized blue '@' symbol. The background is a light blue world map.

New electronic services

Post Company of I.R. Iran

- Registered E-mail - <http://mail.post.ir/>
- E-shopping - [http:// ebazaar.post.ir](http://ebazaar.post.ir)
- E-postcard - <http://ecard.post.ir/>
- Lost & Found - <http://postyafteh.post.ir/>
- Personal Stamp - <http://stamp.post.ir/>
- Web advertisement - <http://ictagahi.post.ir>
- P.O. Box SMS system



Providing customers with an electronic mail service to receive and store their e-mails.





Iran Post E-shopping

Post Company of I.R. Iran

An E-market in which YOU TRUST!

Iran Post is providing an online shopping service, exclusively for the Iranian market. It offers a wide range of high-quality and specially local made merchandise at competitive prices.

الکترونیک شرکت پست

ساعت
کتابچه
کتابچه
کتابچه
کتابچه

Payment: - COD
- Online

ebazar.**post**.ir

www.ebazaar.post.ir



Postcards, connecting people

Post Company of I.R. Iran

Ecardpost.ir

سیستم سفارش آنلاین کارت پستال شرکت پست

www.ecard.post.ir

Use our online Postcard tools to order your perfect card.
You need to be heard.



Web Based Lost and Found service

Post Company of I.R. Iran

What once was
L Now is
FOUND
S
T

The premier information resource for the recovery of the lost documents.

Any found documents in postal boxes are daily registered in this system

<http://postyafteh.post.ir/>

The advertisement features a blue header with the title 'Web Based Lost and Found service' and the logo of the Post Company of I.R. Iran. The central text reads 'What once was L Now is FOUND S T'. To the right, a laptop displays a magnifying glass over a folder icon. Below this, a text box states 'Any found documents in postal boxes are daily registered in this system'. On the left, a hand is shown placing a document into a yellow postal box labeled 'POST'. The URL 'http://postyafteh.post.ir/' is at the bottom left.



Personal Stamps
Make a Unique Gift!

Post Company of I.R. Iran

<http://stamp.post.ir/>

The advertisement features a blue header with the title 'Personal Stamps' and the subtitle 'Make a Unique Gift!'. The logo of the Post Company of I.R. Iran is in the top right. Below the header, a grid of 20 small stamps is shown on the left, each featuring a child and flowers. On the right, a larger, colorful stamp is displayed with the text 'سفارتي تعريف اختصاصي PERSONAL STAMP ORDERING'. The URL 'http://stamp.post.ir/' is in the top right. A small blue box with the number '5.79' is at the bottom right.



Rural Web Advertisement

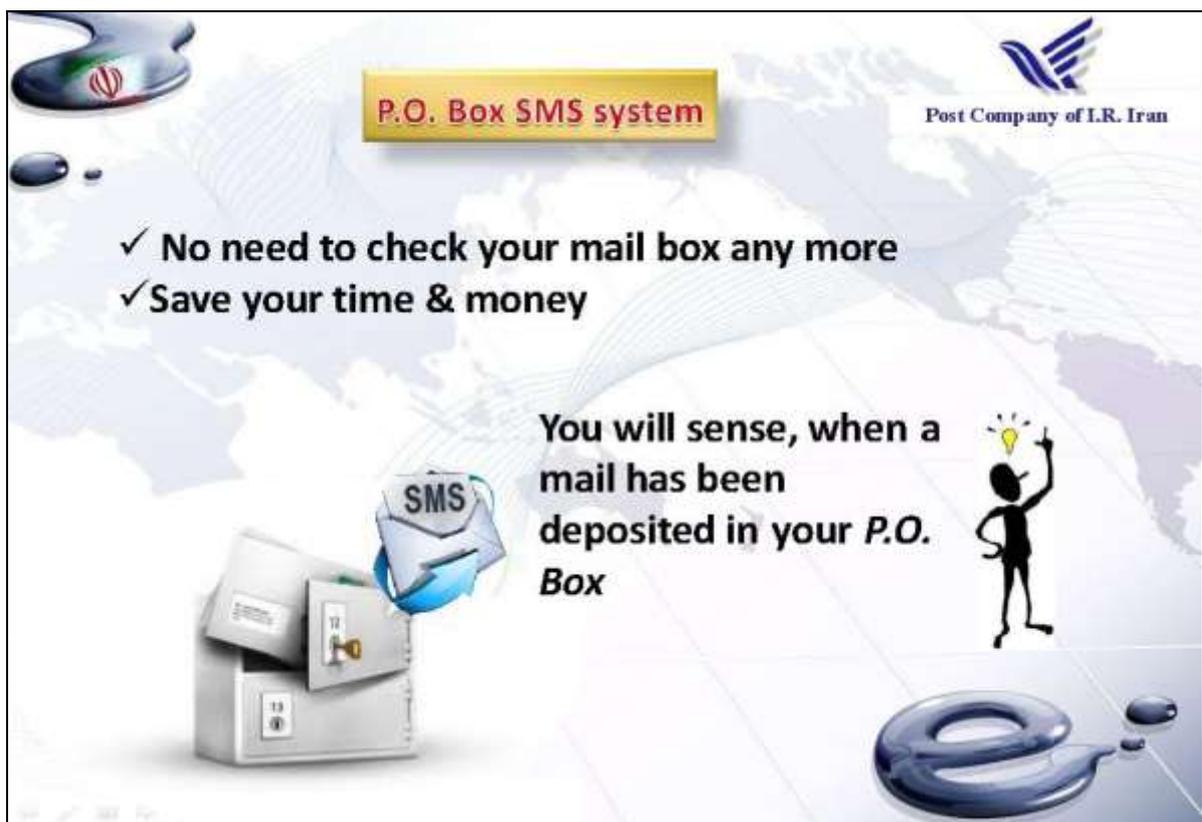
Post Company of I.R. Iran

There are 10,000 rural ICT offices throughout the country. Villagers may use **Rural Web Advertisement** through Iran Post Web Portal to introduce their goods and products.

<http://eagahi.post.ir>



The screenshot shows a web portal with a header in Persian, a main content area with a tractor image and text, and a footer with icons for various agricultural products like chickens, cows, and sheep, along with a pie chart.



P.O. Box SMS system

Post Company of I.R. Iran

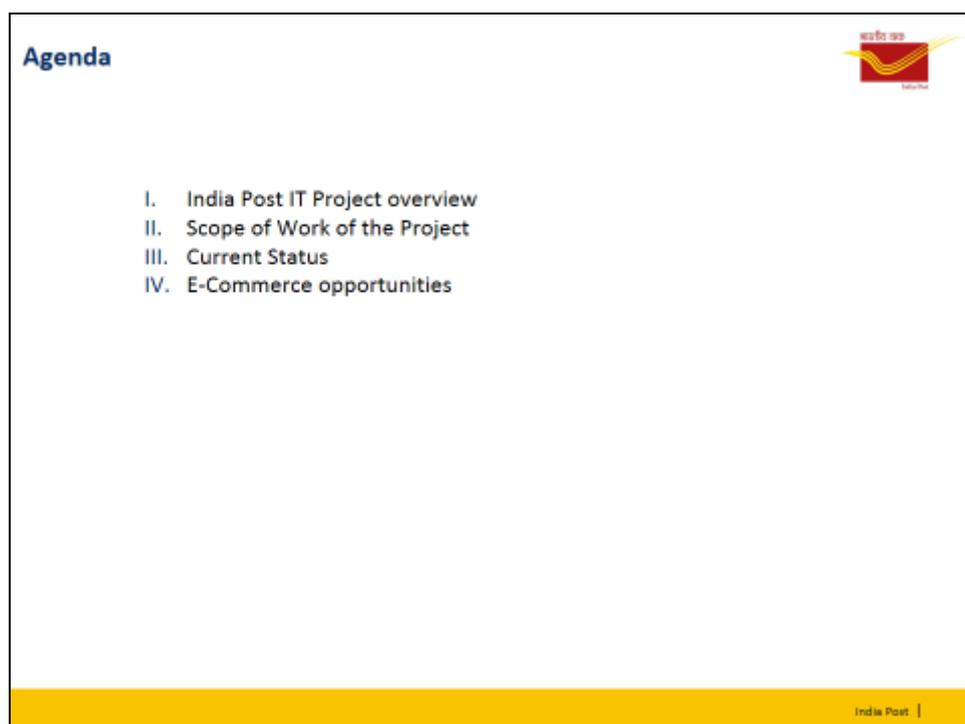
- ✓ No need to check your mail box any more
- ✓ Save your time & money

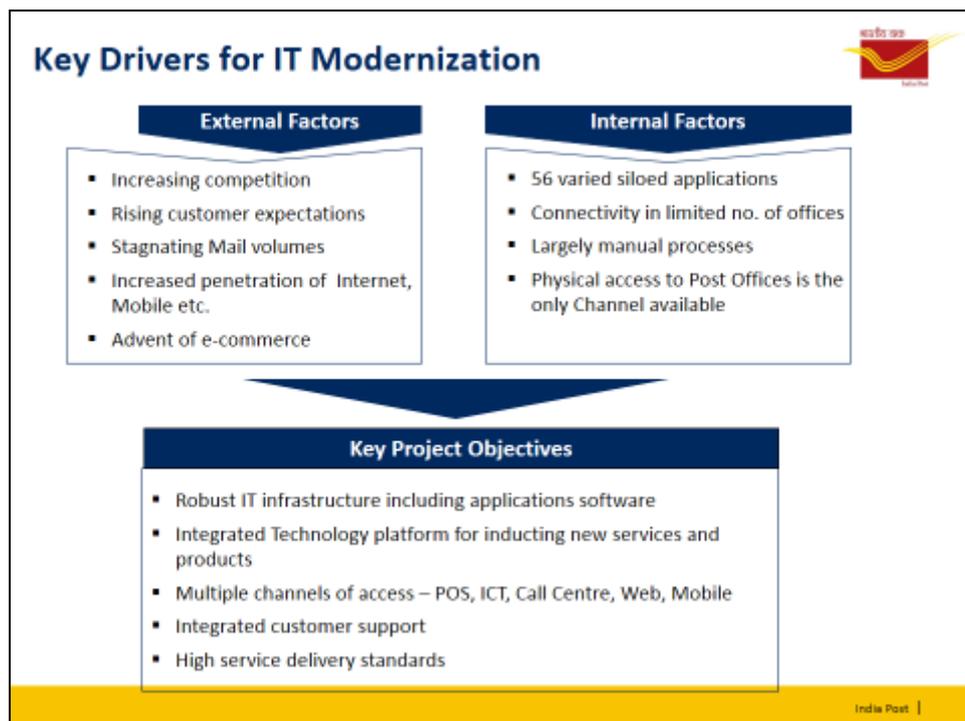
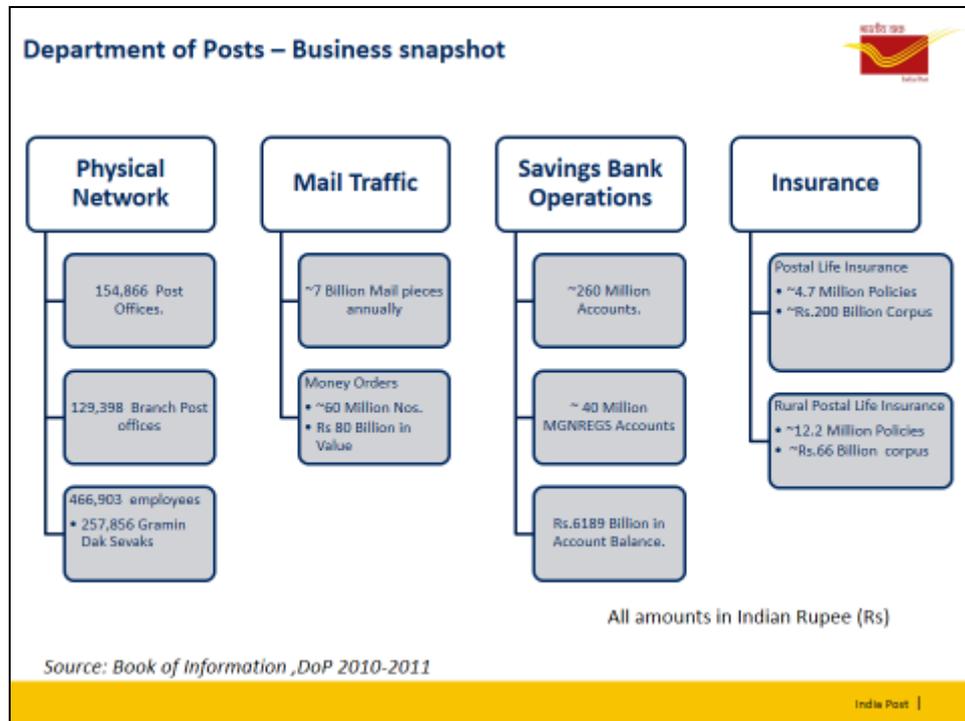
You will sense, when a mail has been deposited in your *P.O. Box*



The illustration shows a grey mailbox with an open door, a blue envelope with 'SMS' written on it, and a stick figure holding a glowing lightbulb. A large blue '@' symbol is also present in the bottom right corner.





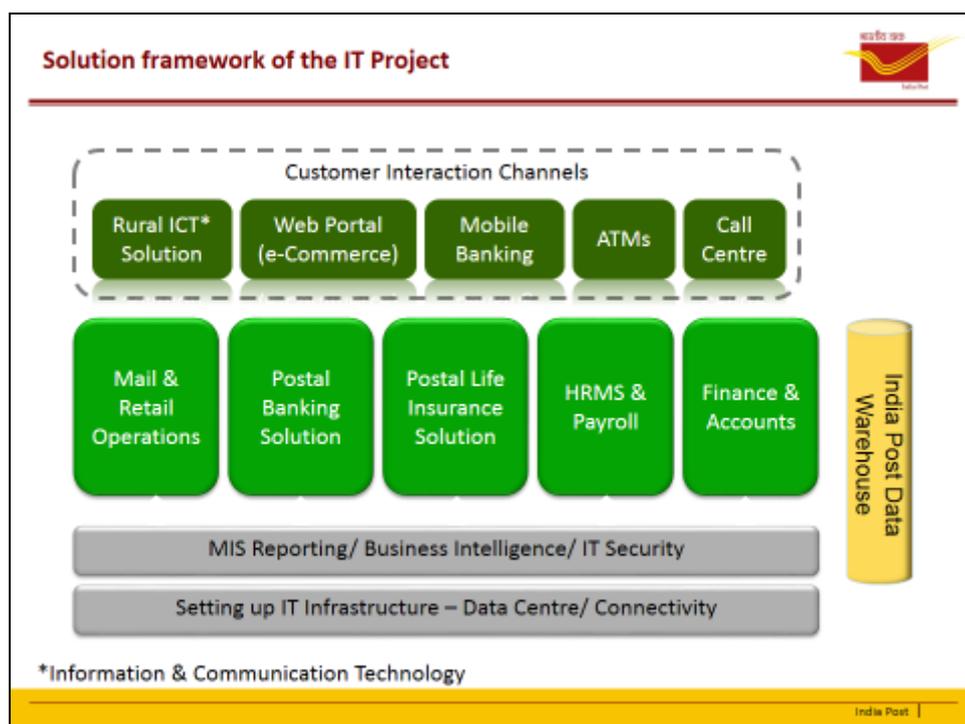


The IT Project introduces the following



Areas	Impact
Postal Banking Solution (CBS)	<ul style="list-style-type: none"> • Improvements in service level for opening, maintaining and servicing of accounts and certificates. • Faster disbursements of wages and other payments • New products and services, e.g. National Electronic Fund Transfer (NEFT), Real Time Gross Transfer (RTGS), bill payments, 3rd party products • "Anytime Anywhere Banking" through multiple channels, e.g. Internet, ATM and mobile
Mail Operations Solution	<ul style="list-style-type: none"> • Accountable mail booking with electronic proof of delivery even at BOs • Additional payments modes, e.g. credit and debit card • System generate the beat slip, mail list or bag abstract • Scanning of all incoming and outgoing mails with intelligent barcodes shall be used for bag tag
HRMS and F&A Solution (ERP)	<ul style="list-style-type: none"> • Elimination of data entry duplication between BO/SO and SO/HO • Employee self-service for leave, performance and training administration • MIS Reports to support Establishment decision making • Integrated software solutions for disbursement with online tracking of fund transfers and stricter Audit checks through effective use of MIS
Rural ICT (RICT)	<ul style="list-style-type: none"> • Increase rural reach of DoP • Provision of Rural ICT devices (netbook/handheld devices) to various BOs • Enabling BOs to make social security disbursements such as NREGA

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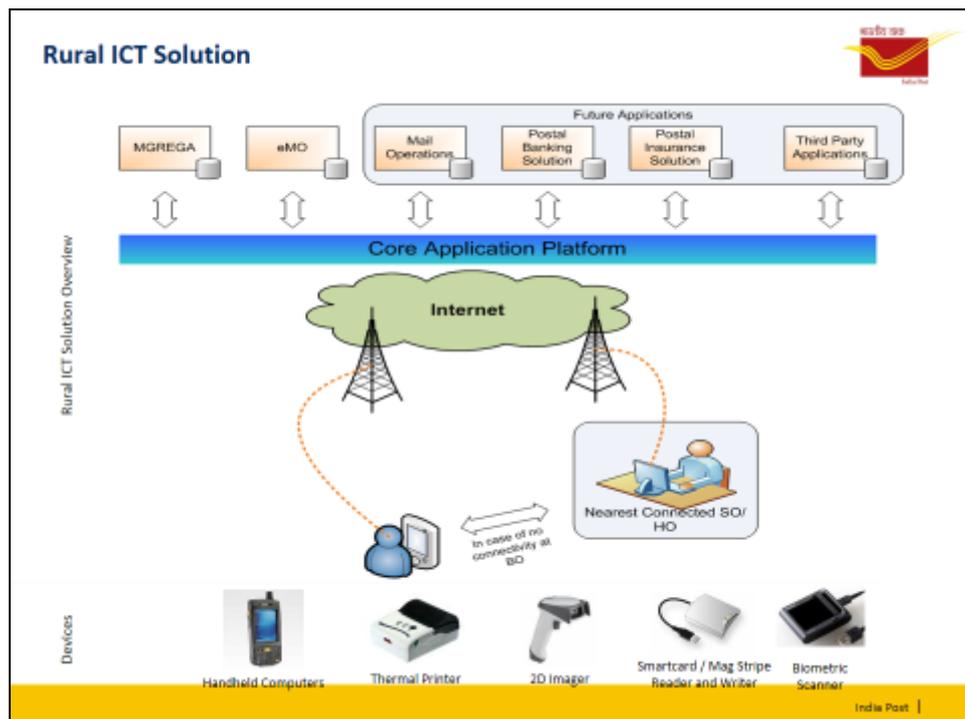


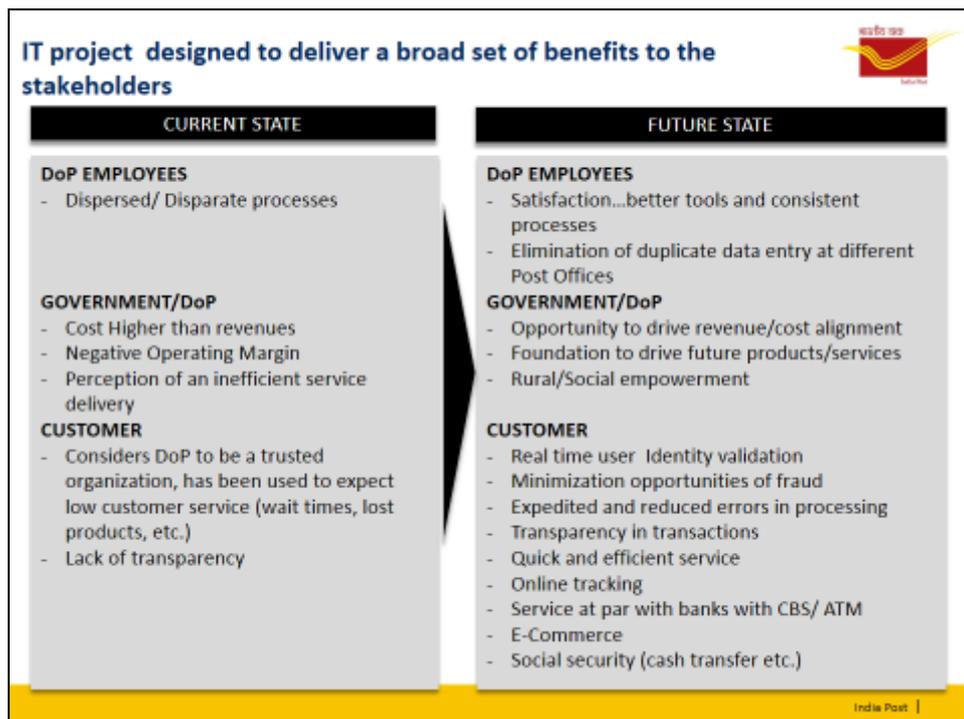
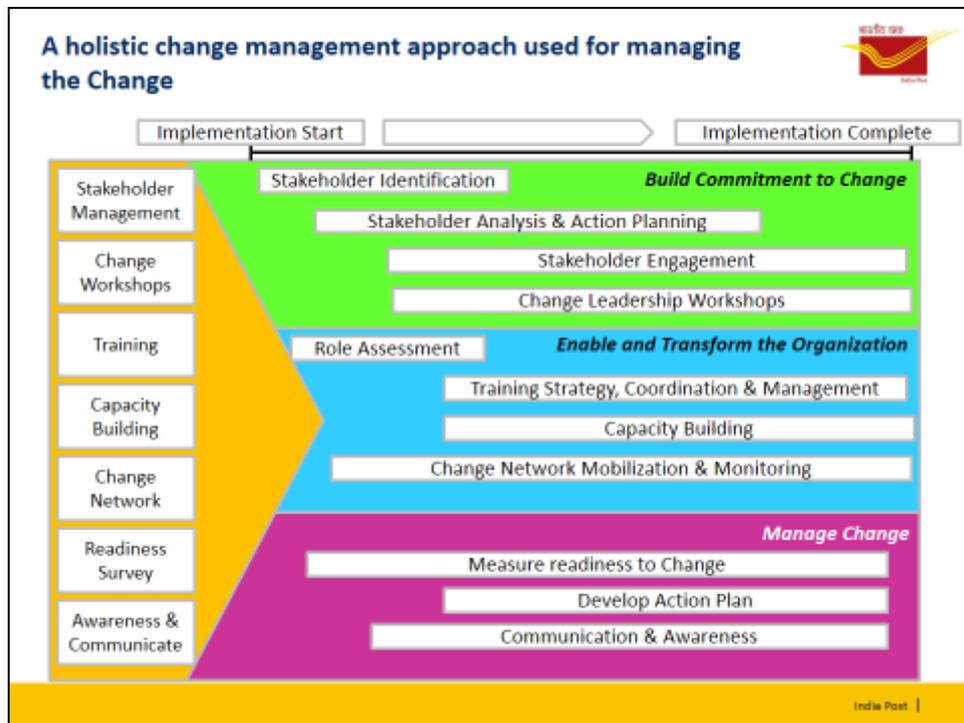
IT Project components

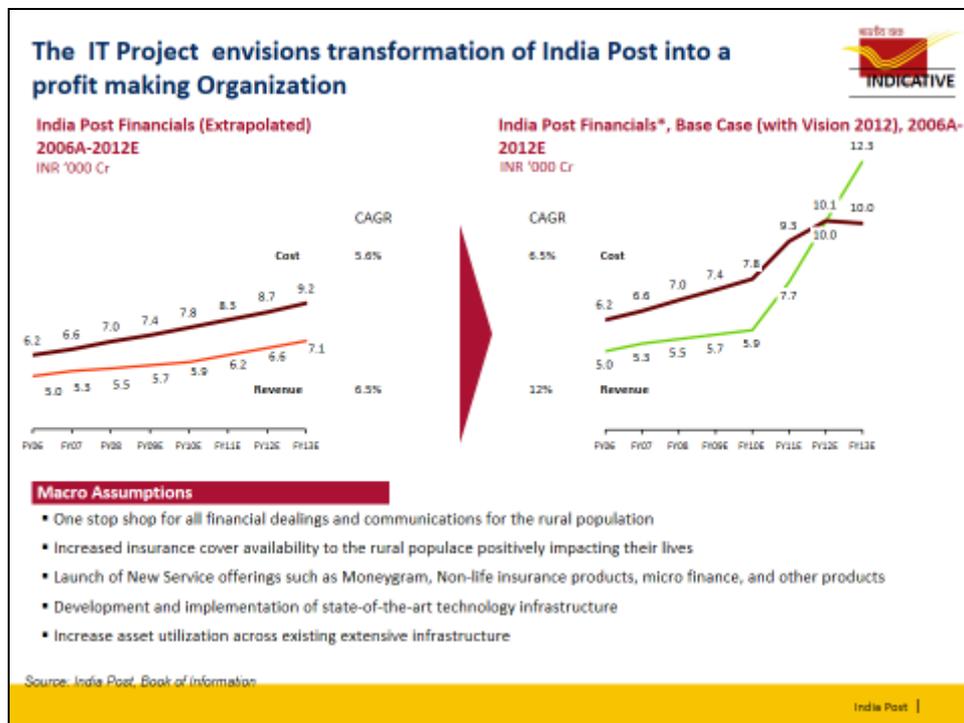
IT Project to be implemented through 8 implementation streams, each being handled through a separate contract, in the following manner:

<p>Infrastructure:</p> <ol style="list-style-type: none"> 1. Data Center Facility (DCF): Hosting the central servers at Primary Data Center & management of Disaster Recovery Center. 2. Network Integrator (NI): Provisioning of WAN for connecting the Post offices & other admin offices with the Data Center. 3. Mail office hardware (MOH): Providing 15,000 postman handheld devices & Hardware for Mail offices & TMOs 	<p>Solutions :</p> <ol style="list-style-type: none"> 1. Core System Integrator (CSI): Solutions relating to Mails, Postal counters, Remittances, HR, F&A 2. Financial Services Integrator (FSI): Solutions relating to POSB and PLI
<p>Rural ICT Solution:</p> <ol style="list-style-type: none"> 1. Rural System Integrator (RSI): Solutions relating to SDP, MGNREGS, eMO & Integration of EDOs 2. Rural Hardware (RH): Providing the connectivity, hardware & Solar power panels to Branch Post Offices 	<p>Change management:</p> <ol style="list-style-type: none"> 1. Change Management (CM) component for preparing the work force - both Departmental and GDSs, apart from the officers for the complete change in Department's working after the implementation of the IT project.

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IT Project : present status

INDICATIVE

Project Name	Selected Vendor Name	Status
Financial System Integrator (FSI)	M/s Infosys	Contract Signed with Infosys. Project Kicked off on 28th Sep'12
Network Integrator (NI)	M/s Sify	Contract Signed with Sify. Project Kicked off on 28th Sep'12
Change Management (CM)	M/s TCS	Contract signed with TCS. Project Kicked off on 15th Oct'12
Data Center Facility (DCF)	M/s Reliance	Contract signed with Reliance. Project Kicked off on 28th Dec'12
Core System Integrator (CSI)	M/s TCS	Contract signed with M/s TCS. Project kicked off on 15th April 2013
Rural System Integrator (RSI)	M/s Infosys	Project start date "T" dependent on the commencement of implementation phase of Rural Hardware (RH)project. Hence, presently on hold.
Rural Hardware (RH)- RFP Stage	-	RFP published
Mail Operations Hardware (MOH) – RFP Stage	-	RFP floated on 17 th May 2013. Bids opened on 1 st Aug 2013 & Bid evaluation in Progress

The project is expected to be completed by July 2014.

Potential new and future services at Post Offices	
<p>Potential new services possible due to induction of RICT solution leading to Growth of Business: Additional Source of revenue for the Department</p>	
<p>New Postal Services</p> <ol style="list-style-type: none"> 1. Mail Services in Rural Offices: <ol style="list-style-type: none"> I. Booking and delivery of registered and insured articles and MO's in beat II. Speed Post delivery & Booking 2. Financial Services at Rural Offices: <ol style="list-style-type: none"> I. Small Savings Scheme – New A/C opening, deposits and withdrawals, RD instalment II. eMO disbursement and booking III. MGNREGS disbursement IV. Disbursements of other Social Security schemes V. 'No-Frills' Bank Account enrolment , Deposits & Operation (as and when it is launched) 3. Rural Postal Life Insurance 4. E-enables services: <ol style="list-style-type: none"> i. Booking and reservation of train ticket & air tickets ii. Utility Bill payments- phone/electricity etc. 	<p>Other Future Services</p> <p style="text-align: right;">INDICATIVE</p> <ol style="list-style-type: none"> 1. e- Services <ol style="list-style-type: none"> i. e-Commerce(give orders/view commodity rates) ii. Phone recharge coupons iii. G2C- e services iv. E-vault 2. Retail Services: <ol style="list-style-type: none"> i. Commission/Fee Collection ii. Mutual Fund subscription iii. Sale of application forms, Sale of Books. 3. UIDAI Enrolment 4. Others <ol style="list-style-type: none"> i. Data collection on behalf of other organisations ii. Transactions on behalf of Banks iii. Educational information
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Dimensions of E-Commerce in India
<p>Huge potential market of a 1.2 billion population 10th largest economy in the world 4th largest economy by purchasing power parity 5.3% GDP growth in 2012</p> <p style="text-align: right;">Source: World Bank IMF, Ministry of Finance</p>
Indian Economy

Digitisation –A Challenge and Opportunity for Posts

Technology growth is increasing exponentially, new digital platforms and devices are emerging. Expectation of Gen 'Y', the digital natives is a major driver of digitization. The challenge for Posts is to face up to the implications of digitization. Innovative strategies for handling digitization of environment required for meaningful customer experience. Development of End to End Processes must for growth.

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Dimensions of E-Commerce Market in India

Growth Drivers of E-Commerce: Indian Context

Internet subscribers in India grew to 164.81 million as of March'13. 15.01 mn broadband connections by end of Jan'13. National Broadband plan for 175 Million broadband connections by 2017 and to 600 Million Connection by 2020. Close to 1 billion mobile.

E-commerce is expanding into non-metropolitan India. Future growth to be fuelled by tier 2/3 cities & rural areas. Large retailers are looking to build an online presence. Social media and mobile are helping accelerate e-commerce adoption.

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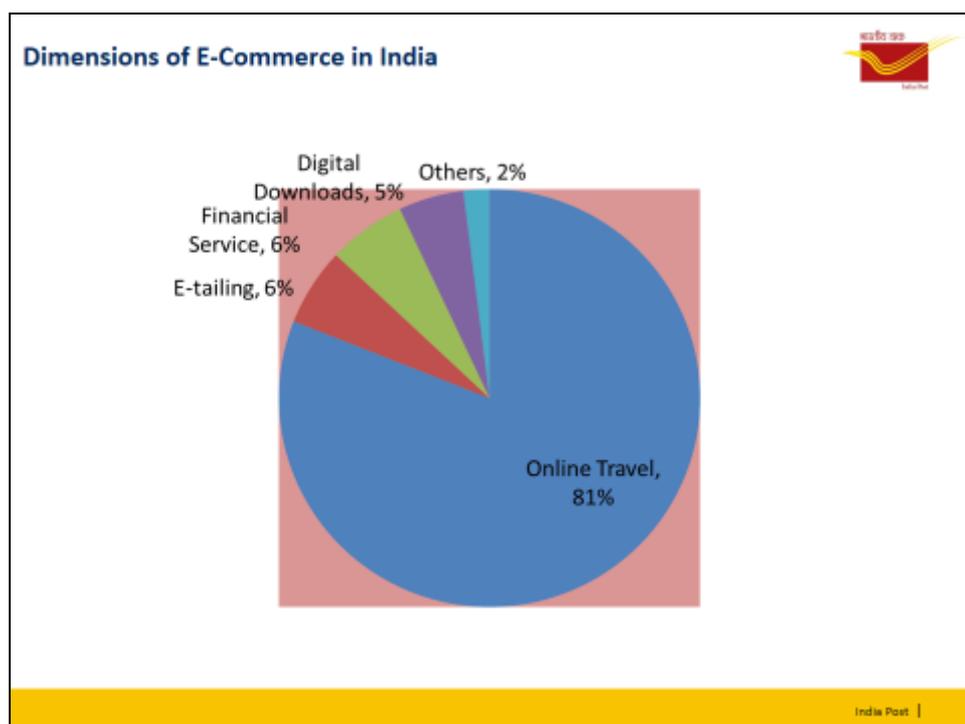
E-Commerce – Opportunities



Dimensions of E-Commerce Market in India

Market is small but is growing at a high rate with **projected CAGR of 57% between 2012-16**. Expected to be **\$8.8 bn in 2016**. Online retailing at present occupies less than 1% of the organized retail trade. **About 30 mn shoppers on the internet out of 80 mn active net users**. **School/ College going children and young men account for almost 67% on-line shopping**

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Dimensions of E-Commerce Market in India

Customer Expectations:

- Seamless and convenient processes** for booking delivery and returns. **Home shipping** for e-commerce. Consumers expect **low prices** on net. E-retailers must Offer a **variety of payment options**.
- In India, **COD** remains too big to ignore (40-60%). The e-commerce player is looking for an affordable option, **time definite delivery**, **real time track and trace** in many cases, delivery confirmation and cash collection on delivery

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India Post- Positives for handling digitisation

India Post has largest **network of post offices** and enjoys **trust** among the people of country. A **skilled and large manpower** and **time tested processes** are amongst the strength of the system. Products and services are suitable to cater to the vast population of the country. **Daily home delivery** is one of the biggest strength .

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Approach for harnessing e-business potential

Enterprise wide IT modernization project for India Post on roll out. A **wide electronically connected urban and rural network** to be in place. Increased consistency and reliability in mail, parcels and logistics delivery system in line with global standards expected. Increased visibility through **India Post Visibility Systems**. **Web enabled payment options** to be in place. Call Centre approach to customer grievance settlement.

Internal employee engagement program under '**Project Arrow**' to improve quality of service

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E-Commerce –Opportunities

Initiatives taken for harnessing e-commerce market potential



- Department is setting up 20 Parcel booking centers in current year to facilitate booking process for e-commerce company
- Air Logistics launched between 15 cities in partnership with Air India.
- Parcel products are being rationalized to give faster delivery option under Express Parcel
- 'Cash on Delivery' pilot rolled out in partnership with identified e-commerce vendor
- 'Business reply service' to manage domestic returns is under testing
- Booking systems made available at the premises/ warehouse of the customer.
- Integration of electronic systems for booking / delivery and track and trace with inventory management systems of vendor

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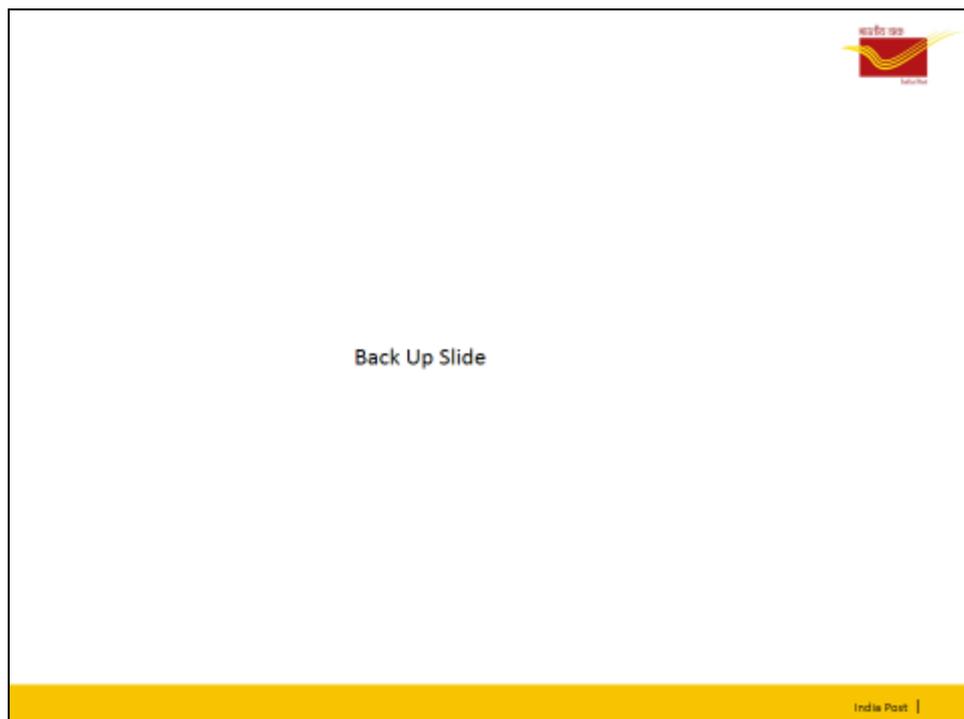
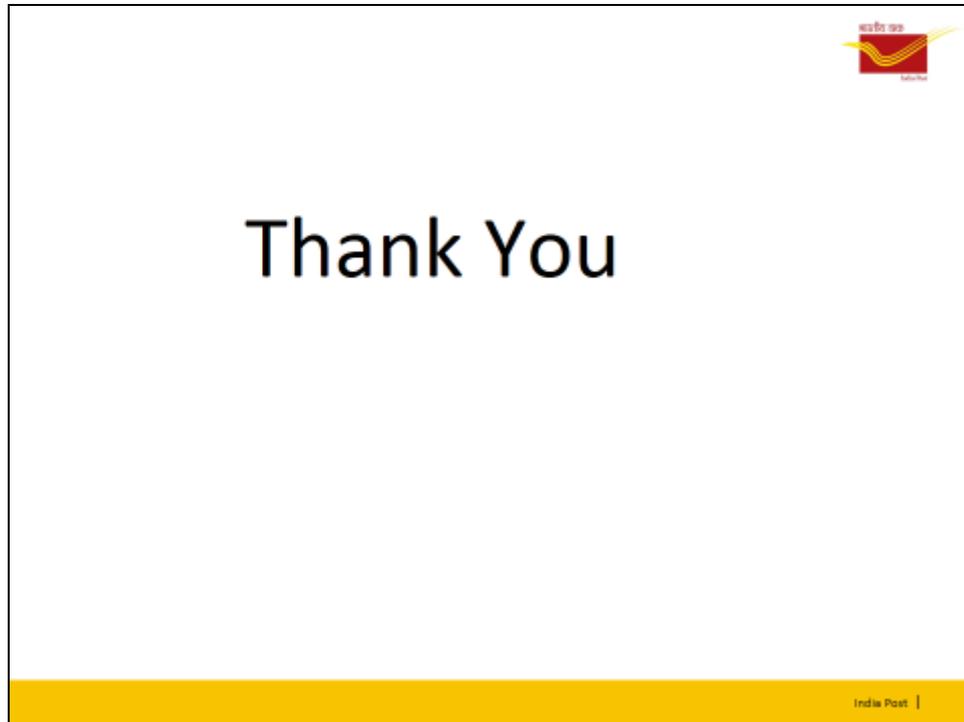
Harnessing Mobile Technology to Bridge the Digital Divide



Mobile Phone subscribers base in India : ~900+ Million
Internet Subscribers base in India: ~ 164 + Million

1. Money order has been traditionally provided at the Post Office.
2. In Collaboration with state owned BSNL , Department of Posts has launched the Mobile Money transfer service.
3. Specially designed mobile handsets with preinstalled mobile money transfer application provided to the offices selected to carry out this service.
4. The system works based on 3 SMS on any type of mobile phone as follows:
 - I. The sender gets a six-digit transfer code on the mobile phone through system generated SMS , which needs to be forwarded to the receiver.
 - II. SMS also sent to the receiver & the counter clerk automatically by the system (without the six-digit secret code)
 - III. The recipient claims money at a nearby post office, by showing the transaction code and verifying one's identity.
5. The service is Technology agnostic, Service provider agnostic solution. Works on any mobile phone

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1. Data Centre Facility



The overall scope includes:

– Data Center

- Providing Data Centre for hosting Department's Primary Data Centre .
- The Vendor will provide the space, services and facilities
- Servers will be installed by the concerned SIs
- Connectivity & related Hardware will be provided by the NI vendor
- The Primary DC will also house the Department's Network Operating Centre (NOC), which will be manage by NI
- The Data Center located at the M/s Reliance's facility at Navi Mumbai

– Disaster Recover Center (DRC)

- To be housed in Department's own building at CEPT Mysore
- The Vendor will provide Services and Facilities & manage the DRC
- Servers will be installed concerned SIs
- Connectivity & related Hardware will be provided the NI vendor
- The DC vendor will build, operate and transfer Disaster Recovery Centre (at PTC Mysore) to meet DoP requirements

Operations and maintenance of DCF (Data Centre Facility) and DR Site for a period of 5 years
24x7 onsite support as per SLAs

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2. Network Integrator



The Network Integrator will link all Departmental Post Offices, Administrative office, Account offices, Sub Divisions etc. (**~ 30,000 locations**) **through one single WAN.**

The overall scope of NI includes:

- Planning and design of the entire Network .
- Connectivity for each location from 2 different network service providers in order to ensure uninterrupted network connectivity.
- Installation of Network Hardware, i.e. Switches & Routers at each location including the Data Center & DRC.
- NI will bring a secure network having all security features; application integration requirements; & intermediate transition needs
- Program Management of entire Network Integration implementation and Operations and maintenance of entire DoP Network environment for 5 years
- Network Management Tool and process will be setup by NI for managing the entire network including setting up a Network Operations Centre, (NOC) at the Primary Data Centre site, which will be operational 24 x 7

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3. Financial Services Integrator



The FSI vendor will implement the solutions for Core Banking and PLI in all Post Offices and provide Multiple delivery channels- internet, IVR, Mobile, ATM & SMS.

▪ **The overall scope includes:**

- Installation of central hardware at DC & DR locations
- Software applications for Core Banking & PLI solutions
- Data migration from Sanchay Post & NIC PLI application to new system
- Installation & Management of Department's ATMs at 1000 locations.
- Setting up of Central Processing Centers (CPCs)- One each for 22 Circles in the case of Core Banking
- Setting up of CPCs for PLI – 1000 Nos.
- Rural ICT Client application for Core Banking & PLI
- Training DoP resources on the new solution
- Operations & maintenance for 5 years

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4. Change Management



Change Management:

▪ **The scope includes an integrated CM approach encompassing:**

- Stakeholder Management to align all stakeholders to the program objectives & understanding their concerns at the Directorate, Circle Offices, Region, Division, Head Post Office & GPO level
- Change Readiness Survey for assessing readiness to accept change. The survey is planned in 4 cycles with atleast at least 20000 responses in each cycle
- Developing Change Network leaders in the Circle/Region offices and will comprise of 5 to 10 senior stakeholders from each Circle and Region office of DoP
- Conducting Change Management workshops – 2 workshop at each Circle HQ/ Regional HQ
- Communication and Awareness for engaging and informing employees about the changes
- Capacity Building Plan etc.

Training:

- Preparation of training plan for all solutions and
- Training coordination with all vendors in respect of their training components.
- In order to ensure that the training is targeted and received by the right recipients high level coordination will circles/ regional authorities is required.

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5. Core System Integrator



The Core System Integrator will implement the solutions for Mail Operation, Retail, Logistics Post, Philately, Finance & Accounts & Human Resources

▪ The overall scope includes:

- Installation of central hardware at DC & DR locations
- Software applications for Mail, HR , F&A solutions
- Multiple customer interaction channels i.e. Point of Sale Counters, Portals, Mobiles, Call centre
- Rural ICT Client application for Point of Sale, Mail Operations and F & A
- Integration of solutions brought by other SIs with the overall solution architecture
- Set-up and operation of Call Centres for customers covering all aspects of DoP's business.
- Centralized help desk for employees for managing issues related to operations.
- Operations & maintenance for 5 years

Help Desks

- First Level Help Desk (L1) will be provided by the respective SIs for an initial period of one year. Thereafter CSI will takeover the Helpdesk operations.
- Level 2 & Level 3 Help desks, which will provide detailed technical help will be provided by the respective SIs.

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6. Rural ICT Solution: Rural SI and Rural Hardware



The Rural ICT Solution is being implemented through two distinct sub-projects-

- Rural ICT System Integrator (RSI);
- Rural ICT Hardware (RH);

▪ Rural ICT Hardware:

- The vendor will supply the hardware, network connectivity & solar panels to ~ 1,30,0000 Branch Offices.
- Depending on Workload, BOs will be supplied either Handheld Mobile Devices or Netbooks
- Each Device will have standard peripherals like Biometric Identification device, Camera, Thermal printers ,2D Scanner along with Solar Panel
- The Devices will be mobile and the vendor will also provide a box/bag for carrying the devices and peripherals.
- A spare battery will be provided to ensure that at least one charged battery is available.
- RH Vendor will also provide Connectivity for the Devices.
- Operations and maintenance support for 5 years
- 10% Critical reserves of inventory will be maintained at Divisional Levels to ensure immediate replacements in case of faults in hardware.

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7. Rural ICT Solution: Rural SI and Rural Hardware RFP



▪ Rural ICT System Integrator:

Rural System Integrator (RSI) will provide the software solutions relating to MGNREGS, eMO & Integration of EDOs for Rural ICT devices.

- Installation of central hardware at DC & DR locations
- Software applications for MGNREGS & eMO , for Rural ICT Devices (client applications)
- Development of a SDP (Service Delivery Platform) which acts as a gateway to rendering the client applications on Rural ICT devices. This will ensure device neutral client application development.
- Data migration from Sanchay Post to new system
- Training through "Train the Trainer approach" - where 4000+ employees of DoP will be trained by RSI who will in turn train 130000+ GDS
- Operations & maintenance during the contract period
- Client application in multiple languages
- Support for the application is expected to be available in atleast 11 languages

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8. Mail Operations Hardware



▪ The overall scope includes:

- Supply of procurement of Mail Operations Hardware for all Mail Offices & TMOs
- The Hardware will include desktop computers, printers, barcode scanners, weighing scales, tag printers, Power back up devices
- Supply of 15,000 departmental postman handheld devices including maintenance and operations of the hardware
- Maintenance and operations of the hardware during the tenure of the contract
- Hardware to be supplied to the different offices, located in different parts of India on demand basis
- MOH vendor will also provide the hardware with latest software / operating system and coordinate with the other System Integrators viz. CSI, FSI, Network Integrator to provide the necessary assistance for successful installation, integration and functioning of all applications

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Benefits for Citizens, GOI and India Post

<div style="background-color: #FFC000; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Benefits for the Customer</div>	<ul style="list-style-type: none">▪ Improved customer satisfaction due to faster and more reliable services in postal, logistics, banking, insurance and retail operations;▪ Better visibility of various articles in the mail stream and transparency in financial services such as banking, insurance etc.▪ Multiple channels of access to the customers through post office counters, kiosks, internet, mobiles ATMs etc;▪ Better financial inclusion for the common man in the rural and semi-urban locations through mobile remittances, mobile banking, mobile insurance etc.▪ Effective and transparent delivery of the social security and employment guarantee schemes by the Government.
<div style="background-color: #FFC000; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Benefits for the Government</div>	<ul style="list-style-type: none">▪ Availability of a national asset of IT network connecting more than 1,55,000 post offices for use by both Central and State Governments.▪ Improved quality of the services to the common citizen in remote locations under the USO would enable better social and economic infrastructure;▪ Increasing business in rural postal network would reduce the dependency for financial support on the government;▪ Reduction of manual and paper based processing would lead to a greener post office, improving the environmental sustainability of the postal system.
<div style="background-color: #FFC000; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Benefits for India Post</div>	<ul style="list-style-type: none">▪ Increased revenue through higher market shares in the existing products and services. Introduction of new products and services based on the IT enablement;▪ Better decision making and operational planning due to availability of information in a timely manner like cash transfer, claim and maturity sanction, cash requirement projection for post office▪ Ease of service for staff and improved service delivery to customers▪ Financials management and target management▪ Staff Management

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