

**PostEurop 2007 IT Forum:**

## **Innovative ICT based solutions shape the future of Postal Business**

**Hosted by DPWN at the DHL Innovation Centre (Bonn, Germany), 15 June 2007**

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**Objective :** PostEurop 2007 IT Forum will address some of the most striking areas where ICT (Information and Communication Technologies) are sponsoring electronic / digital based services which will enable Posts to stay in business and become more competitive. It will cover two case studies: viaCTT (Portugal) and Itella (Finland) and will also reflect on the importance of Innovation for determining the future of Posts.

**Who should attend :** This event is intended for all senior professionals, within Postal Operators, responsible for Strategic Development, Commercial and Marketing areas, as well as for those in charge of Innovation and Development of new ICT based services and products.

## **Agenda**

**8:00 Pickup from the Hotel in Königswinter**

**8:30 Registration at the DHL Innovation Center**, Junkersring 55, D-53844 Troisdorf/Spich

**9:00 Welcome Address**

Mr. Thomas Baldry  
Director International Relations, Deutsche Post World Net

and

Mr. Ingemar Persson, Secretary General, PostEurop

**9:10 Electronic Services Benchmarking**

João Manuel Melo,  
Strategy, Development Coordinator, CTT - Correios de Portugal, S.A.  
IT Forum Chairman

More and more Posts have to create, so as to remain competitive, new Digital and Electronic services, while paying particular attention to the potential that Internet offers so as to reach that objective.

Therefore it seemed opportune to analyze the Electronic and, mostly, web based services offer delivered by an expressive set of Postal Operators within the PostEurop Community.

*The objective of this exercise, whose results will be covered by this presentation, is to identify the main trends of such offers as well as to underline some of the most interesting experiences.*

**9:50 Coffee Break (in parallel: Press conference)**

## **Topic 1 – IT leveraging of new Postal Services – Part one**

### **10:20 – Digital Franking**

Bernd Meyer, Senior Product Manager Digital Franking, DPWN

IT leverages news ways - faster, securer, and more convenient – for franking postal items: Digital Franking. This new approach constitutes a tool not only for speeding up mail preparation but also for enabling cost reduction, better fraud control, sorting processes optimization, thorough characterization of letters and parcels' lifecycle, and for providing valuable information for Marketing purposes.

*These topics will be addressed by DPWN throughout a presentation which will underline the most striking aspects of products such as Stampit, It Franking, Frankit, etc as part of a wide digital franking offer.*

### **10:45 – Maileva and Direct Marketing**

Jérémy Brulé, International Program Manager, Maileva, group La Poste

A great number of Posts do have Hybrid Mail solutions, which are essentially designed for bulk mailers such as telcos, utility companies, etc. These customers send their files very often via leased lines to specific servers where after appropriate processing, they are routed to finishing (printing and enveloping) centers.

However, Internet does place a power on the hands of the customers which enables another manner to treat the postal mail as simply and quickly as an e-mail.

This is precisely Maileva's (a subsidiary of Groupe La Poste) offer for certain market segments, which also unveils news ways to design and prepare Direct Marketing campaigns.

*Maileva presentation will elaborate mainly on this service's potential for Direct Marketing purposes.*

### **11:10 – e\*gov solutions**

Dora Moita, Partner, Accenture Portugal

Posts do possess important and widely recognized assets such as trust, range and capillarity which enable them to be privileged pivots between Government and society (individuals and organizations).

Moreover, Posts are also evolving technologically in order to become adequate and ubiquitous bridges for exchanging all sorts of communications among senders and receivers.

Because of that Postal Operators are especially well positioned to team up with Governments to build and provide e\*government services and products.

*Accenture's presentation will focus fruitful areas - present and future ones - for this partnership.*

### **11:35 Q & A**

## **Topic 2 - IT leveraging of new Postal Services – Part two**

### **11:50 – Digital Post Mark**

Massimo Fagiolo, Head of Department, Development of Electronic Services for Mail Business, Poste Italiane

The Digital Post Mark (DPM) is the digital equivalent of the postmark indicia that appears on every stamped letter and provides, in the digital world, evidential proof of an electronic event, in a certain form, at a certain time, and involving one or more parties.

During UPU's 2004 Bucarest Congress DPM was recognized as a new optional service and UPU has developed a technical standard for it called S43 which is available to anyone who wants to develop a DPM based service.

A number of Posts is working with software developers, such as Microsoft, to have DPM incorporated into popular applications. Microsoft aims to incorporate DPM into the next version of MS Office 2007.

In order for consumers to have access to the DPM in their country using MS Office 2007, a plug-in is necessary. Poste Italiane has been developing this plug-in, which will be given to the UPU for distribution to all countries where MS Office 2007 becomes available.

*Poste Italiane's presentation will give an update on the work that has been done concerning enhancing the S43 standard, developing the plug-in and will also address business opportunities / applications that DPM can foster.*

## **12:15 – RFID**

Ingvar Gustavsson, Posten AB

Will RFID overthrow the barcode? It is widely accepted that while RFID will most likely never completely wipe out barcodes, it has distinct advantages over the barcode.

However, the costs associated when introducing RFID – which in some cases may seem discouraging – have always to be balanced *vis-a-vis* the benefits it can deliver.

Posts are using RFID mostly for a more comprehensive knowledge of the whereabouts of postal items and their respective flow, which strongly contributes consequently, for improving the quality of service.

*Posten AB will pinpoint critical aspects to be taken into account when choosing RFID and will stress key aspects of their own experience.*

## **12:40 Q & A**

## **12:50 Lunch**

*(Parallel Sessions)*

## **13:50 – DHL Innovation Center: 1<sup>st</sup> Guided Tour**

At the DHL Innovation Center, which is unique to the logistics industry, researchers and developers from all over the world can exchange their knowledge and design practical innovations for global use. The vision is to create synergetic networks for new ideas and accelerate their development from a prototype to Group-wide use.

The center is also a place for communication. Representatives from politics, business or society and investors can obtain information on the latest developments in the logistics sector and experience them directly.

## **13:50 – viaCTT**

Carlos Dias Alves, CEO, Mailtec, Group CTT

Liberalization, substitution effect and globalization – and a fierce competition – are forcing Postal Operators to reshape the services and products they offer.

Although the “Multimedia Post” is still in its early days, some Posts have already started building communications hubs / switches for delivering, if wanted, mail in electronic format from a number of entities (mail senders).

These hubs / switches also provide, among other functions, bill payment, and therefore constitute focal points convenient for the receivers and cost reducer enablers for the senders.

*The pros and cons of such a strategy will be covered by CTT presentation which launched in 2007 the viaCTT service.*

## **Topic 3 - Where are Posts Heading for ?**

### **14:30 – Itella**

Dr. Juhani Strömberg, Vice President, Itella Corporation, Corporate Development

Reorganization is the key word in many Posts pursuing increased efficiency and also for better matching customer and markets needs.

These rearrangements can be more or less radical depending on the objectives targeted whose definition also strongly depends itself on the detected threats and opportunities.

*The reasons and the objectives why Finland Post Corporation underwent such a transformation and became Itella Corporation will be shared via this presentation.*

*(Parallel Sessions)*

### **14 :55 – DHL Innovation Center: 2<sup>nd</sup> Guided Tour**

### **14 :55 – viaCTT (Correios de Portugal)**

Carlos Dias Alves, CEO, Mailtec, Group CTT

### **15:20 Coffee Break**

### **15:40 – The role of Innovation for the reinvention of the Postal Business**

Adrian King, Managing Partner, Strategia Group

Nowadays, the strategic role Innovation plays so as to grant Posts remain competitive is greater then ever before.

The constant renewal of the commercial offer is key for any Postal Operators willing to stay in business, but Innovation has to be carefully designed and implemented and not considered as a random activity left on the hands of a few inspired persons...

This is true not only in what concerns the front office – the products and services perceived by the customers – but also in the back office – the processes which support and deliver those solutions.

But how to innovate? What triggers the innovation process? And how to correctly stimulate, orient, filter, test and tune it in order to deliver feasible and commercially viable results?

*These questions as well as the strategic importance of Innovation as a transversal discipline to the organization will be stressed by Strategia presentation.*

### **16:05 Q & A**

### **16:20 Summary and Conclusions**

Mr. João Manuel Melo

### **16:30 End of 2007 PostEurop IT Forum**