Tallinn, Estonia 23 & 24 September 2010 hosted by Eesti Post

PostEurop 2010 AESForum
Post: (re)inventing the future with Advanced Electronic Solutions

Objective

"The best way to predict the future is to invent it", according to Peter F. Drucker (1909 – 2005); therefore– *due to threats (or opportunities) caused by liberalisation, substitution effect, privatisation and globalisation* **– Post are urged to (re)invent their future by means of designing and developing innovative Advanced Electronic Solutions (AES).**

This is precisely the focus of PostEurop 2010 AESForum in which the following topics to be addressed:

- ▪ The growth of Hybrid Mail
- ▪ Innovative platforms for delivering electronically all types of information to customers and businesses
- ▪ Geographical Information based services that Posts are in an unique position to offer
- ▪ How information logistics can mean business for the Posts
- ▪ The role ".post" can play to leverage a new generation of postal services

Who should attend: 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 solutions.

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23 September 2010

8:30   **Registration at the Estonian National Opera Winter Garden, Estonia Avenue 4, 10148 Tallinn**

Centrally located and in the walking distance from all hotels (map on page 10)

9:00 – 9:10   **Welcome Address by**
> OAC Chairman, Mr. Jürgen Lohmeyer
> Estonian Post, Member of the Board, Mr. Aavo Kärmas
> AESForum Chairman, Mr. João Melo

9:10 – 9:40   **Definitive study of hybrid mail**

Over the last 6 months, Triangle Research has perfomed in-depth research and analysis on hybrid mail. The study is based on interviews with customers, service providers and relevant industry experts.

The study, presented by a leading expert within hybrid mail, uncovers reasons why senders chose to use hybrid mail and describes the various ways of offering hybrid mail, and one may be surprised about its conclusions and some of the solutions on the market.

Information from UPU and other sources show that in spite of declining mail volumes, hybrid mail volumes are growing in a number of areas, and some an increasing amount of mail is moving towards hybrid mail.

JACOB JOHNSEN
Senior International Consultant in
Hybrid Mail and Postal Electronic
Services

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9:40 – 10:10 Russia Post's experience on hybrid mail

Implementing advanced postal technology and automation of production processes constitute priority goals to improve Russia Post's efficiency. The experience of Russia Post in the field of hybrid mail includes working processes description, information about clients of hybrid mail centre as well as ideas on future trends will be addressed throughout this presentation.

EVGENIA ILYAZOVA
Head of Development of Tech. &
Standard
Documentation Section
Russia Post

10:10 – 10:40 IPost – Electronic Mail Platform for Postal Services

Israel Post's Vision is aimed to develop a new line of business for the postal service - a web based innovative mailbox, able to supplement or replace the traditional physical home mailbox.

Business and Government mailers are focussed on reduce costs, and electronic delivery provides them with a good solution. However, they also need robust and reliable electronic address lists and the delivery must be secure; on the other hand recipients need a central secure place to receive and store official statements from various service providers.

Israel Post realised that this represented an opportunity to create an innovative solution for delivering official statements and information via secure and documented web based system: IPost platform.

This presentation will give the audience a comprehensive understanding of this new service and its main features.

GIDI GOELL
Deputy VP Information Technology
Israel Post

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10:40 – 11:00 Coffee Break

11:00 – 11:30 The Mail World of the Future: Trust Ebox

After Hybrid Mail, which was the first step into the electronic world, we are now at the edge of entering the future where paper mail becomes interactive. Now receivers can decide what, when and where they would like to receive their mail. A receiver can individually (item per item) or by default determine how it would be convenient for him. Since this is an obvious benefit for the receiver Trust-Ebox is an internet based service where the receiver is willing to pay for. This means new revenue streams for the postal service providers. Trust-Ebox is not in competition with the physical mail, it is a value-added service which complements the service offerings between senders and receivers. For large volume recipients it provides an outsourcing possibility.

DIETRICH BLÄSCHE
Senior Sales Manager (Industry
Sector / Mobility Division /
Infrastructure Logistics)
Siemens AG

11:30 – 12:00 Geo-data & Logistics in Deutsche Post DHL

Deutsche Post DHL is a leading postal operator whose portfolio of services/products covers a wide range of areas and is always seeking new ways to use ICT to efficiently match customers' needs.

In particular, GIS (Geographic Information Systems) are a technology the Posts are in a privileged position to profit from, because of the natural extensive capillarity and wideness of Postal networks.

This presentation's goal is to give the audience a complete picture about the geo-activities of Deutsche Post DHL:
➤ Which geo-data do a logistic company really needs, and which not?
➤ Overview of the "GEO"-experiences, GEO-projects and partners of the Geo-Data-Centre

FARHAD SHAHED
Head of Geo-Data-Centre
Deutsche Post DHL

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12:00 – 12:15 Q & A

12:15 – 14:00 Lunch

14:00 – 14:30 GIS by InfoPortugal

InfoPortugal works in GIS solutions since 2001 and has lots of experience in Street Network Information collection and integration in Personal Navigation Systems. The NDrive Navigation Systems brand was born inside InfoPortugal in 2004, and in 2007 became an independent company.

InfoPortugal and the Portuguese Post have been working together in order to find a practical solution for the maintenance and upgrade of the post geographic database.

This presentation will give a overview of this Project and will also address how GIS can boost new postal services.

ALEXANDRE GOMES
CTO (Chief Technological Officer)
InfoPortugal
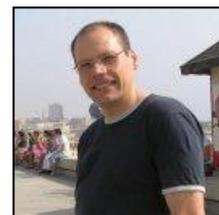
14:30 – 15:00 Estonian Post – Creating Postal e*services with GIS

Regio and Estonian Post have partnership since 2004, cooperation agreement for development of joint products, sales and PR activities signed in 2009.

Regio was born as a GIS company and has grown into one of the largest European location-based middleware and services vendors to mobile operators, serving over 200 million subscribers worldwide.

This presentation will describe how Regio's GIS and telecom experience has helped Estonian Post to create new and improved services to its customers, and gives glimpse on roadmap ahead.

TEET JAGOMÄGI
CEO (Chief Executive Officer)
AS Regio

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15:30 – 16:00 <u>New age postal services (NAPS) - national postal operator case study</u>

Since 2007 national postal operator Estonian Post (AS Eesti Post) strategic plan has been to develop new generation postal services and invest in new business area – information logistics. The case study, shown in this presentation, describes how successful has the postal operator been and what were the major challenges so far.

How does a new business model work and what impact this will have in the future on the postal and ICT market?

TOOMAS TÜRK
Head of Information Logistics,
AS Eesti Post

16:00 – 16:15 - <u>Coffee Break</u>

16:15 – 16:45 <u>.post - the next generation international postal network</u>

.post intends to be the platform where innovative business models can be developed by the postal operators and their partners to bring new values to the customers and aims to be a secure and trusted international electronic platform, regulated by the UPU members for the postal community, which integrates the physical, financial, and electronic postal, to enable e-post, e-commerce, and e-government, services.

How the ".post" platform can meet these goals will be unveiled by this presentation.

PAUL DONOHOE
E-Commerce and Electronic Postal
Services Programme
UPU

16:45 – 17:00 – <u>Q & A</u>

17:00 – 17:40 – <u>Summary and Conclusions</u>   AESForum WG Chairman

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17:40 – 18:00 <u>End of 2010 PostEurop AESForum</u>   OAC Chairman

Evening programme

Eesti Post invites participants to dinner starting at 19.30h in old town restaurant Kloostri Ait , Vene tänav 14, 10123 Tallinn; more information at www.kloostriait.ee. For those interested:

    Meeting time and place: 19:10 Hotel Nordic Forum (the Restaurant is in a
    walking distance from the Hotel)
    Dress Code: casual

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24 September 2010

Eesti Post invitesall PostEurop AESForum's participants for a special visit to the Estonian ICT Demo Center.

Participants will be picked up at 10:10 in front of Hotel Nordic Forum and transportation to and from the Demo Center – Ülemiste City www.ulemistecity.ee/eng/DemoCenter will be arranged by Eesti Post.

The Estonian ICT Demo Center is close to Eesti Post Head Office and Airport; more information about the location and the map can be found at www.demoestonia.eu/Contact/.

The visit to the Demo Centre will last approximately 1,5 hours. It includes introduction of the background of IT development in Estonia in the form of presentation. Introduction on different ID card based and e-services, among others:

➤ E-health solutions
➤ E-School
➤ ID – transportation ticket
➤ Mobile parking etc

And practical experience of using these services.

About the Estonian ICT Demo Center

Estonian ICT Demo Center located in Ülemiste City centralizes examples of local success stories of information and communication technology companies. The Center shows different e-state systems such as e-School, X-way and X-GIS, as well as consumer-oriented solutions such as newspaper kiosks guided by a mobile phone, digital television, Mobile-ID and many others.

The goal of the Center is to introduce information and communication technology solutions, to show examples of their usage possibilities in both private and public sector, and to shape the reputation of Estonia as an innovative and technologically developed country.

Estonia has found recognition as an IT-capable country and many technological services have been developed here, but the introduction and sale of these solutions in Estonia and abroad have been stunted until now. The ICT Demo Center will showcase the solutions intended for the public and the private sector and will show them functioning together.

The Estonian ICT sector has been fragmented until now; by co-operating, companies could offer innovative solutions for both domestic consumers and for those outside Estonia.

Demo Center was founded by seven companies: MicroLink Estonia, EMT, Elion, Microsoft, Santa Monica Networks, Datel and Ülemiste City.

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Accommodation, Transportation & Logistics Information

All hotels are centrally located.

Hotel	Room Rates	For reservations please contact
Radisson Blue Hotel Rävala pst.3, 10143 Tallinn, Estonia www.radissonblu.com/hotel-tallinn	Standard single/double 90 EUR Breakfast and tax included	reservation centre Sales agent Piret Õun piret.oun@radissonblu.com; Ph: +372 682 3500; Using code *AES Forum*
Nordic Hotel Forum Viru väljak 3, 10111 Tallinn, Estonia www.nordichotels.eu	Standard single/double 80 EUR Breakfast and tax included	reservation centre forum@nordichotels.eu, ph: +372 6 222 997; +372 6 222 998 Using code *AES Forum*
Sokos Hotel Viru Viru väljak 4, 10111 Tallinn, Estonia www.sokoshotels.fi/en/hotels/tallinn/	Standard Single 45 EUR Standard Double 50 EUR Breakfast and tax included	reservation centre viru.reservation@sok.fi; ph. +372 6 809 300 Using code *AES Forum*

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Transfer from airport

By Bus

Bus number 2 MÕIGU – REISISADAM

The airport's bus stop is located in front of the terminal of arrivals. Bus No. 2 travels on the route Mõigu - Passenger Port. In the city centre the bus stops next to Viru Keskus at A. Laikmaa Street. The bus fare is 20 Estonian kroons and tickets are sold by the bus driver upon entering the bus. Tickets are available also from the R-Kiosk in the Passenger Terminal. Bus Company MRP operates the route with Scania buses.

Timetable is available at:
http://soiduplaan.tallinn.ee/?a=p.routes&transport_id=bus&t=xhtml&l=en

From the airport to the city, find schedule named "Moigu-Reisisadam" where the bus stop "Lennujaam" means Airport.

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By Taxi

TULIKA TAKSO	Phone: +372 612 0000, short dial: 1200 www.tulika.ee Taxis waiting front of the arrivals' terminal	
TALLINK TAKSO	Phone: +372 640 8921, short dial: 1921 www.tallinktakso.ee Taxis waiting front of the arrivals' terminal.	
TALLINNA TAKSOPARK	Phone: +372 655 5555, short dial: 1555 www.tallinnatakso.ee Taxis waiting front of the arrivals' terminal.	

Tallinn Airport is located some 4 km from the city centre and an estimated cost of a taxi ride to the city centre is about 150 Estonian kroons/10 EUR - depending on Taxi Company.

More information about Estonia can be found at www.visitestonia.com