

2014 PostEurop AES Forum

Advanced IT as Strategic Tool in the New Postal Business

Riga, Latvia, 4 June 2014

Hosted by



The Objective

The transformations Postal Businesses are going through – and pressed by the substitution effect, globalisation, liberalisation and (in many cases) privatisation – urges IT (Information Technology) usage beyond supporting the Postal activity (as we all have been used to, in the past) to reconfigure the very nature of Posts in such a way that Posts – regardless of going on being trusted intermediaries – are also becoming truly digital.

In fact, on one hand, the IoE (Internet of Everything), which connects data, people, things and processes, is becoming omnipresent: everything is connected to anything and everyone is connected to anyone.

Besides, cloud computing leverages the growing democratisation of computation power, which is becoming more accessible, faster and cheaper. At the end of the day, this generates a huge amount of data – **Big Data** – which needs enhanced analytics to extract all the useful information (patterns, profiles, trends) still hidden “inside”.

On the other hand, people encouraged by the growing empowerment given by sophisticated smartphones and other PDA (Personal Digital Assistant), and supported by online payment methods, are becoming tremendously demanding: “**I want it all / And I want it now**”. As a result, e-commerce is booming.

Therefore Posts have to fine-tune (and mainly under a cross-border perspective) integrated e-commerce solutions, and become even more inventive to maximize delivery convenience (e.g.: Parcel Stations, flying drones!).

Besides, postal objects, from the moment they are accepted till when they are delivered, are supposed to be handled in a fast and rigorous way, which again calls for IT based solutions (e.g.: video recognition).

Last but not the least, since more and more, people and organisations interact through the web, this implies that mechanisms for providing proven and reliable interlocutors’ e-ID (Electronic Identification) must be put in place. Again, a new challenge Posts are particularly well positioned to contribute to solve.

This underlines that advanced IT is strategic for completely reshaping the postal business.

And that’s why the **2014 PostEurop AES Forum** – which this year will take place in Riga, Latvia on 4 June 2014 – will address the above referred topics, through the presentations of selected speakers from Posts and other organisations.

Who should attend: All postal senior professionals, responsible for Strategic Development, Commercial, and Marketing areas, as well as those in charge of Innovation and Development.

Agenda

Venue:

Hotel "Europa Royale Riga"
Kr. Barona Street 12, Riga LV - 1050, Latvia

Time: 8:30 - 17:00

Date: 4 June 2014

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| 8.30 - 9.00 | Registration |
| 9.00 - 9.15 | Welcome Address

Jürgen Lohmeyer, Chairman of the PostEurop OAC
Arnis Salnajs, CEO Latvijas Pasts
João Manuel Melo, Chairman of the AESForum |
| 9.15 - 10.00 | DHL, Germany (keynote speaker)

Big Data - Moving Beyond the Hype
Dr. Markus Kückelhaus
DHL Customer Solutions & Innovation
Director Solutions & Innovation |
| 10.00 - 10.20 | Questions & Answers |
| 10.20 - 10:50 | Pošta Slovenije (Slovenian Post), Slovenia

Cloud Computing Services
Darja Murkovič Žigart
CIO Pošta Slovenije |
| 10.50 - 11.10 | Questions & Answers |
| 11.10 - 11.40 | Coffee Break |
| 11.40 - 12:10 | LTD DPA, Latvia

Object Recognition - Opportunities in the Postal Industry
Andris Brutans
Senior project manager LTD DPA |
| 12.10 - 12.30 | Questions and Answers |

- 12:30 – 13:00 **Poste Italiane (Italian Post), Italy**
E-ID – Electronic Identification
Giampaolo Franchi
Chief Security Officer (Postecom S.p.A.)
Emiliano Vernini
Mobile Program Manager (Postecom S.p.A.)
- 13:00 – 13:20 Questions and Answers
- 13:20 – 14.30 Lunch
- 14.30 – 15:00 **IPC (International Post Corporation), Belgium**
e-CIP (e-Commerce Interconnect Program)
Alan Barrie
Director of Operations & Technology
- 15:00 – 15:20 Questions and Answers
- 15:20 – 15:50 **Flirtey, Australia**
Using UAVs (Unmanned Aerial Vehicles) for Delivery
Matthew Sweeny
CEO Flirtey
- 15:50 - 15.10 Questions and Answers
- 15.10 – 15.40 **Pantopolium, Malaysia**
How Parcel Stations can Revolutionize Postal Deliveries
Gregor Trawoeger
Owner at Pantopolium
- 15.40 – 16:00 Questions and Answers
- 16:00 – 16:20 Coffee Break
- 16:20 – 17:00 Summary & Conclusions
- 19:00 – 22:00 Dinner – hosted by Latvian Post

Speakers

DHL, Germany

Big Data – Moving beyond the Hype (Dr. Markus Kückelhaus)



In the Postal world, things, people and processes – which are more and more, interconnected via Internet – are continuously generating data, in such quantity that all this data may represent a hidden gem and it is vital to find out exactly how to extract the useful information that will help better understand trends, profiles, patterns, etc. and leverage new solutions, services and products.

Therefore DHL will address this “hot topic” according to the following:

- Demystifying Trends - The DHL research approach
- Big Data & Logistics - The perfect Match!?
- Applying Big Data in Logistics – Evaluation of concrete Use Cases
- Lessons Learned & Outlook

Pošta Slovenije (Slovenian Post), Slovenia

Cloud Computing Services (Darja Murkovič Žigart)



In Slovenia Post e-services go a long way back.

Similar to the majority of postal operators in the developed world, Slovenia Post is also facing the forecast of reduced revenues from traditional postal services. At the same time, by doing business in the EU, Slovenia Post has to cope with increased competition in a liberalised market for postal services and therefore strategic orientation points to a greater diversification in order to respond to these and other challenges.

Slovenia Post is developing new and advanced services to ensure future stable and profitable operations. One of the most important element of this strategy is the development of IT services, specifically Cloud Computing Services.

LTD DPA, Latvia

Object Recognition Opportunities in the Postal Industry (Andris Brutans)



Technology, in the Postal activity, is a key success factor for delivering convenient and innovative products. For instance, by using object recognition it is possible to identify specific objects in a digital image or video. This is accomplished via specific recognition algorithms.

Why and how is this interesting for Postal business?

This presentation will try to answer this question, through an overview of object recognition possibilities using video cameras. A Postal stamps recognition demo will also be given to better understanding of this topic.

Poste Italiane (Italian Post), Italy

E-ID – Electronic Identity, (Giampaolo Franchi / Emiliano Vernini)



Trust in the online environment, is vital for consumers, businesses and administrations for interacting with each other. For achieving this trust it's crucial to be sure about each person's digital identity.

Posts can be a strong contributor in this case – due to their extensive post office stations network and their mailmen force – they have the conditions for implementing in-person-proof procedures needed to provide reliable e-ID tokens for supporting, in a secure way, most digital businesses (e.g.: e-commerce, financial transactions).



Moreover, even for Posts, whose business is becoming more and more digital, e-ID is equally important, for the same reasons.

This presentation (also encompassing a live demo + video) will focus on the following:

- Scenario of Digital services penetration in Italy
- Poste Italiane group's profile and distinctive assets
- Poste Italiane's solution for digital identity
- User's enrollment process
- User's profile configuration
- PostelD's Security features

IPC (International Post Corporation), Belgium

e-CIP (e-Commerce Interconnect Program) (Alan Barrie)



Through this presentation IPC will provide insight into the key market drivers behind the e-CIP initiative, how this translates into a structured response by the programme participants and what the specific elements of the operational solutions will be.

The e-CIP initiative represents the ambitious intent of participating postal operators to provide market access to an integrated and enhanced global postal e-commerce network at pace and in a co-ordinated manner.

IPC and PostEurop are collaborating closely to enable a Europe-wide approach within the programme.

Flirtey, Australia

Using UAVs (Unmanned Aerial Vehicles) for Delivery (Matthew Sweeny)



For Posts, delivery is core to their activity and, nowadays, customers are becoming more and more demanding: for them, convenience means “anywhere”, “anytime”.

Therefore, unmanned deliveries are trying to be the adequate response for achieving this. Some Posts are conducting pilots and others are testing UAVs based solutions and, provided the regulatory / legal aspects are overcome, most likely, very soon flying drones will become part of our day-to-day routine.

Flirtey will show how UAVs can be the solution to revitalise the postal industry.

Pantopolium, Malaysia

How Parcel Stations can revolutionize Postal deliveries (Gregor Trawoeger)



The E-commerce boom has been stressing how convenience is critical for people and to match customers’ demands, a great number of Posts have been deploying growing Parcel Stations networks.

This presentation will address how Parcel Stations can really represent a viable business proposition for Posts and revolutionise Postal deliveries.

For more information, please contact:

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Association of European Public Postal Operators AISBL
Association des Opérateurs Postaux Publics Européens AISBL

POSTEUROP is the association which represents European public postal operators. It is committed to supporting and developing a sustainable and competitive European postal communication market accessible to all customers and ensuring a modern and affordable universal service. Our Members represent 2.1 million employees across Europe and deliver to 800 million customers daily through over 175,000 counters.