

## PostEurop 2012 AES Forum

### Mobile devices: the future of the Posts

Ljubljana, Slovenia, 7<sup>th</sup> and 8<sup>th</sup> of November

Hosted by



## Objective

Empowerment. People's empowerment. These are the thoughts that come across our minds when observing the proliferation of mobile phones and, most of all, smart phones which are everyday getting smarter than ever.

It's a fact, beyond any denial, that it's now inconceivable for people and organizations to interact among them (both for informational and transactional purposes) without using the web; besides, new trends as social networks are reshaping the way people (and organizations) used to "handle the web" and the interaction's rules among them. Result: power is shifting from the senders to receivers or to the final users.

On the other hand, mobile devices – iPads, Tablet PCs and in particular mobile (smart)phones – have been evolving in order to become the preferred interface for people and organizations to materialize that interaction.

Mobile devices are playing a pivotal role aggregating a growing number of functionalities which converts them into devices of extreme convenience.

For Postal Operators mobile (smart)phones are becoming a kind of virtual counter - and also an ubiquitous one – where a wide range of services and products are put – literally – on the palm of the customers.

PostEurop AES Forum 2012 – which this year will take place in Ljubljana, Slovenia on November 7th and 8th – aims to present a number of selected cases and speakers that will underline the importance of mobile (smart)phones and their multiple usages for the final users as well as the role of these and other mobile devices for postal staff as enabling tools for faster and more accurate operational procedures, which at the end of day, contribute for leveraging the quality of the solutions brought to the customers.

**Who should attend:** all senior professionals, within Postal Operators, responsible for Strategic Development, Commercial, Marketing and Operations areas, as well as for those in charge of Innovation, development of new ICT based solutions or Operational level.

## Agenda

### 7<sup>th</sup> November 2012

13:00 – 13:30 Registration

13:30 – 13:45 Welcome Address

- OAC Chairman, Mr. Jürgen Lohmeyer
- Slovenian Post representative
- AESForum Chairman, Mr. João Manuel Melo

13:45 – 14:15 Using mobile devices in operations (Post Denmark)

14:15 – 14:45 Case study: implementation of mobile operations network with two new technologies in three countries (Eesti Post)

14:45 – 15:15 Case study: Using Tablet PCs for a successful Postal Project: CTT's GEO 10 (Probitas Technologies)

15:15 – 16:00 Coffee Break

16:00 – 18:00 Workshop - hands-on overview of the usage of mobile devices for operational purposes (Conducted by ZETES Burótica)

## Agenda

### 8th November 2012

- 09:00 – 9:30 Registration
- 09:30 – 9:45 Welcome Address
- OAC Chairman, Mr. Jürgen Lohmeyer
  - Slovenian Post representative
  - AESForum Chairman, Mr. João Manuel Melo
- 09:45 – 10:30 Mobile for Postal Services (Greenwich Consulting)
- 10:30 – 11:00 Boosting e\*commerce with smartphones (PayPal)
- 11:00 – 11:20 Q & A
- 11:20 – 11:40 Coffee Break
- 11:40 – 12:10 Augmented Reality (AR) – A new way to communicate (IT People Consulting)
- 12:10 – 12:40 Mobile Devices, Innovation and Postal Services: finding opportunities by thinking outside the box (Independent Consultant)
- 12:40 – 13:00 Q & A
- 13:00 – 14:30 Lunch
- 14:30 – 15:00 China Post Case study: New E-mail Proof Services and future challenges for the postal industry (Guardtime Holdings)
- 15:00 – 15:30 Postal meets Mobile Marketing (IQ Mobile)
- 15:30 – 16:00 Mobile postal counter, technology and solution (Spica International)
- 16:00 – 16:20 Coffee Break
- 16:20 – 16:40 Q & A
- 16:40 – 17:00 Summary & Conclusions
- 17:00 – 17:20 OAC Chairman (Closing speech)
- 19.00 – 22:00 Dinner - hosted by Slovenian Post

**7<sup>th</sup> November 2012**

**13:00 – 13:30                      Registration**

**13:30 – 13:45                      Welcome Address by:**

- OAC Chairman, Mr. Jürgen Lohmeyer
- Slovenian Post representative
- AESForum Chairman, Mr. João Manuel Melo

**13:45 – 14:15                      Using mobile devices in operations (Post Denmark)**

This presentation will provide an overview about how mobile devices are used by Post Denmark to support and speed up operations which, at the end of the day, ends up in a better service quality for Post's costumers.



Joergen Sondrup - Head of International, Corporate & Sgared

**14:15 – 14:45                      Case study: implementation of mobile operations network with two new technologies in three countries.**

The presentation will focus on the case study of postal operator – implementation of operations with mobility network of hundred PDAs and hundred parcel terminals in three countries. What are the challenges, opportunities and re-learnings from the projects and to be in beyond. As the result the outcome was also awarded with 2012 World Mail Awards in retail category.



Martin Luts – Head of Baltic Operations, Eesti Post

**14:45 – 15:15**

**Case study: Using Tablet PCs for a successful Postal Project: CTT's GEO 10**

From Geographical Information Systems (GIS) to Healthcare, Sales Force Automation or Utilities, Windows Tablet PC has showed a proven record of successful integration with legacy application and perfect integration with existing IT infrastructures.

This session will explain the differences between Tablets (IOS, ANDROID) and Tablet PCs (Windows XP, 7 or 8) and how important is this operating system for the Corporate Customers. The importance of Tablet PCs for the future of Professional Mobile Computing, in the Cloud or regular infrastructure and using the best practices for road warriors in terms of connectivity and Security (Mobile VPNs), will be also addressed.

The session will end with the presentation of the successful Case Study of the project GEO-10 actually in place at CTT – Correios de Portugal.



Christophe Collas - CEO at Probitas Technologies (Spain & France)

**15:15 – 16:00**

**Coffee Break**

**16:00 – 18:00**

**Workshop**

This workshop will provide an hands-on overview of the usage of mobile devices for operational purposes:

Topic 1 – Optimize operation with mobile solutions

In recent years has been proven the operational advantages of mobility solutions and why they represent a strong investment for many organizations. See the latest technologies and mobile solutions available to optimize the postman operation.

Topic 2 – How mobility can increase the Postal Services?

The post human resources is a huge value added which well supported will give an enormous potential for organization. How can we take this tremendous strength and increase the postal services?



Workshop conducted by Zetes Burótica

**8<sup>th</sup> November 2012**

**09:00 – 9:30                      Registration**

**09:30 – 9:45                      Welcome Address by:**

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- Slovenian Post representative
- AESForum Chairman, Mr. João Manuel Melo

**09:45 – 10:30                      Mobile for Postal Services (Key note speaker)**

The mobile revolution progressively hits all industries as smartphone penetration grows. It makes customer experience richer, real time and secured, opens the way for new services and business models, and drives field and sales force operational excellence. The postal industry makes no exception to the rule, and its scale and complexity even make it a profitable field for mobile innovation... provided posts get ready to take up the challenge.

How mobile phones and smartphones in particular can support the strategy of postal operators ?

In order for shapping a suitable answer for this question, this presentation will go through:

- Key facts and figures on mobile device equipment in Europe (volumes, smartphone penetration, number of mobile internet users...)
- Major trends in mobile usage for customers and businesses (mobile customer care, m-advertizing, m-commerce, BYOD, SFA/FFA, ...)
- Opportunities for postal operators
- Core business: real-time information (eg. tariffs, parcel delivery time), online purchase (m-commerce)...
  - More business: hybrid mail, e-safe/m-safe, e-coupons...
  - Operational efficiency: mobile-equipped postmen and salesmen, mobile-equipped technical staff
- Focus on successful initiatives
- Key success factors for postal operators to carry out their “mobile transformation”



Fabien Bouskila - Partner at  
Greenwich Consulting

**10:30 – 11:00**

**Boosting e\*commerce with smartphones**

Smartphones are changing the way we do commerce extremely quickly, blurring the lines between the offline and online retail worlds. This of course opens many new business opportunities and innovative experiences to further delight consumers.

Smartphones are also transforming the way we pay: you can now collect payments wherever you are and for a multiple number of payment methods, such as cards. PayPal has recently launched PayPal Here, enabling to accept card and PayPal payments with your phone and a simple and cheap toggle. As many ideas completely applicable to the postal services world: let's discover how!



Claire Gubian - Head of CEMEA Mobile Business Development (PayPal)

**11:00 – 11:20**

**Q & A**

**11:20 – 11:40**

**Coffee Break**

**11:40 – 12:10**

**Augmented Reality (AR) – A new way to communicate**

The presentation will focus on how Postal Operators can catch the opportunities offered by the constant growth of Mobile and Augmented Reality applications.

Based on the experience offered by Augmented Reality, it will explain how QRCode and AR Based leverage the information deployment, finding new ways to communicate.

With the help of advanced AR technology the information about the surrounding real world of the user becomes interactive and digitally manipulable on real time.



Nuno Aleixo Silva – Director of IT People Consulting



**12:10 – 12:40**      **Mobile Devices, Innovation and Postal Services: finding opportunities by thinking outside the box**

Benchmarking is a great management tool for aligning with best practices. However, it is not so helpful when trying to develop new product and service offerings. This talk aims at discussing approaches and examples of uncovering uses of mobile devices that leverage the Postal Service's existing competences and assets to provide new value to the market.



Marco Alves - Management Consultant, Entrepreneur

**12:40 – 13:00**      **Q & A**

**13:00 – 14:30**      **Lunch**

**14:30 – 15:00**      **China Post Case study: New E-mail Proof Services and future challenges for the postal industry.**

While both the economics as well as the environmental benefits of replacing the paper document circulation with electronic equivalents are clear for everybody, it has been a gargantuan struggle to make the registered electronic document delivery as accepted and trustworthy as regular registered mail and all attempts to make it a market success so far have failed miserably. The main unsolved problems have been with mutual incompatibility of national trust-standards, laughable usability and near-absurd complexity and costs that accompany the key-management of any PKI-based solution.

Together with China Post, Guardtime has launched the world's first certified e-mail solution for business - cMail - that is completely transparent for the end-user, guarantees message integrity and allows organizations to have a complete and mathematically provable audit trail for all of their their electronic messaging without reliance on cryptographic keys.



Mike Gault, CEO of GuardTime Holdings in Singapore

**15:00 – 15:30**      **Postal meets Mobile Marketing**

Digital and traditional channels are often competitors in the battle for the scarce advertising budgets. However, there are in both the B2C and the B2B sector more opportunities than risks for the postal service today. This presentation will underline this conclusion by unfolding some international success stories and gives useful tips about mobile marketing.



Harald Winkelhofer – IQ Mobile Founder and CEO

**15:30 – 16:00**      **Mobile postal counter, technology and solution**

(Andrej Planina – Spica International)

**16:00 – 16:20**      **Coffee Break**

**16:20 – 16:40**      **Q & A**

**16:40 – 17:00**      **Summary & Conclusions**

**17:00 – 17:20**      **OAC Chairman (Closing speech)**

**19.00 – 22:00**      **Dinner - hosted by Slovenian Post**