

PostEurop 2008 IT Forum

Mobile Solutions for the Posts

Helsinki, Finland, 20th and 21st of November

Hosted by



Agenda

20th November 2008

Mobile services and technologies that deliver

Trends in wireless mobility, Market opportunities for postal services, Offer differentiation and sustainable competitive advantages for postal services, Core elements of growth and profitability for an MVNO operation, Vision for mobile technologies impact in postal operations.



Miguel Eiras Antunes –Telec. Media and Technology lead consulting partner – Deloitte Portugal

Extend traditional postal business with mobility: Poste Mobile's value proposition

The presentation provides an overview of the experience that Poste Italiane is facing in the mobile market through PosteMobile, one of the first Mobile Virtual Network Operators in Italy. PosteMobile is using its innovative SIM based secured services to enable payment, money transfer, mobile banking and extend use of postal services in mobility. PosteMobile adopted an IT managed service approach to enable fast company launch and lean operation. In few months PosteMobile reached 500.000 customers most of them performing money transactions through their mobile phones.



Francesco Fucci – Value Added Services – Poste Mobile

Phone-Ix: CTT's MVNO

The presentation will focus on the drivers behind launching such a service: why CTT decided to launch an MVNO. Description of Phone-Ix strategy, role in the Portuguese competitive landscape, value proposition, segmentation, initial results and foreseen evolution.



Filipe Flores Ribeiro – Head of CTT's Telecom Business Unit – CTT

A RFID based Library Item Tracking and Delivery System

The presentation introduces a RFID based Library Item Tracking and Delivery System. It has been developed for the corporate library to manage and track items such as books, media items, magazines, journals, and so on. The system comprises an ordinary desktop server and smart mobile phone device with integrated NFC (Near Field Communication) identification technology. It provides services which benefit the library, helps a postman to collect and deliver items, and informs the subscriber (employee) about the status of the items. The postman interacts on-line from any place with the library system in the corporate to search and manage items, to make decisions, and to produce reports. Finally the presentation discusses how the system can map to the post enterprise and postman daily business services.



Mohsen Darianian - Nokia Research Center (Helsinki)

Evolve the Business with Advanced Mobile Services

How Microsoft views the mobile market and how advanced mobile services can help deliver better services and also help the organization be more efficient. We will also show examples on how organizations have adopted mobile services.



Vesa-Matti Paananen – Mobile Business Group Lead – Microsoft Oy

Mobile solutions in Itella

Importance of mobile technologies in postal and logistics operations has increased significantly. Itella is aiming to use leading mobile solutions to support the efficiency of processes. Mobile technologies used in Itella are described. Brief overview on Itella's future plans related to mobility. Also challenges related to mobile technologies within postal processes are addressed.



Tomi Pienimäki – CIO – Itella Corporation

Handyporto – The Stamp for the mobile generation

Ordering stamps via mobile phone. Simply by sending an sms containing the keyword “brief” or “karte” to 22122 or by calling this number. Within seconds customer receives a 12 digit number via sms. This number simply has to be written on the postcard or the letter. Billing is fulfilled via the mobile operator. In the mailing process these 12 digit numbers are matched to a database.



Marco Hauprich - Deutsche Post

La Poste / France

In each of its businesses, La Poste currently offers various mobile services and solutions. Usage of mail and parcels tracking by mobile is emerging, as well as the first m-banking services. In addition, La Poste acts as a retailer of mobile handsets and refills. However, the current and upcoming developments are even more promising: mobile Webmail services, NFC m-payment solutions should be leading technologies tomorrow. In this context, the main question is: is there enough value to gain on the mobile services market to pay back the launch of a MVNO (Mobile Virtual Network Operator)?



Olivier Milles - Business Development Manager - La Poste, DIDES

21st November 2008

Status of postal hybrid mail, do's and don'ts behind success and failure in hybrid mail and the future options for postal hybrid mail

It has been almost twenty years since hybrid mail emerged as a new element of the postal business. The concept of posts receiving data as well as letters was seen as a way to protect and expand the postal business, and to provide an entry into data management as well as letter delivery. Some posts have succeeded in hybrid mail, others have failed. Based on the speaker's years of experience with more than 25 posts worldwide, the key note address looks at the various approaches to the hybrid mail process, summarises the do's and don'ts and the main lessons to be learned, and explains where the hybrid mail business is going.



Jacob Johnsen Senior International Consultant in Hybrid Mail and Postal Electronic Services

International Hybrid Mail – what is the future

Working groups within the UPU have studied the opportunities for international hybrid mail and are now active in the development of international hybrid mail as an optional postal service within the UPU. What does this mean to postal operators? When is it likely to happen?



Paul Donohoe, UPU – Universal Postal Union eBusiness Programme Manager

De-mystifying Hybrid Mail

Hybrid mail has been around for many years and is expected to be finally developing into a viable solution for large enterprises and Small-Medium companies. The Market potential is being debated, though, mainly because of a lack of a common understanding and definition of what Hybrid Mail is. Value propositions for large enterprises are very different from Small-Medium companies. Some key challenges still have to be overcome by technology and service providers especially for the Small-Medium market.



Markus Mantwill, Vice President Strategy, Postal Markets & Business Development
Pitney Bowes International

Hybrid mail – a great future ahead

Itella – one of the very first hybrid mail operators globally launched a hybrid mail solution to Finnish markets 1990. After some years of struggle the solution became a great success and is a very well accepted concept nowadays. Last years the strategy analysis has been forecasting decline of hybrid mail volume because of electronic substitution and other things but we see the market totally differently. Why? – we have evidence from several markets that shows into different direction.



Miikka Savolainen, Itella Corporation, Information Product line director, program director,
Responsible for iPost Service

DHL Global Mails strategy, product offering and experience with cross-border H. Mail

DHL GM sees a huge market potential for Hybrid Mail products. This presentation will address topics such as:

- key business trends support Hybrid Mail market development
- new technologies for data handling as well as distributed and fully personalized print will form a new standard.
- DHL GM's customers have experienced significant benefits in total costs of print and delivery, delivery time and CO2 emissions



Andreas Schönemann, DHL Global Mail, Project Head Hybrid Mail

Hybrid Mail solutions that merge electronic and physical mail

Gemadec SA has been supplying postal hybrid mail solutions for a great many number of posts, and Gemadec's ePOST solutions are now ready to embrace a multitude of electronic input and outputs. This presentation will describe what Gemadec has done in order to expand the many ePOST solutions and create a multipurpose hybrid mail platform, upon which most postal organizations can find their tailor-made solution.



Touhami Rabii, Gemadec, Managing Director