



World Mail & Express  
Americas Conference & Exhibition

*'Trust & Technology: Building Blocks for Transformation'*

Trump International Beach Resort, Miami,  
5-7 February 2012

## From e-post strategy to e-post execution

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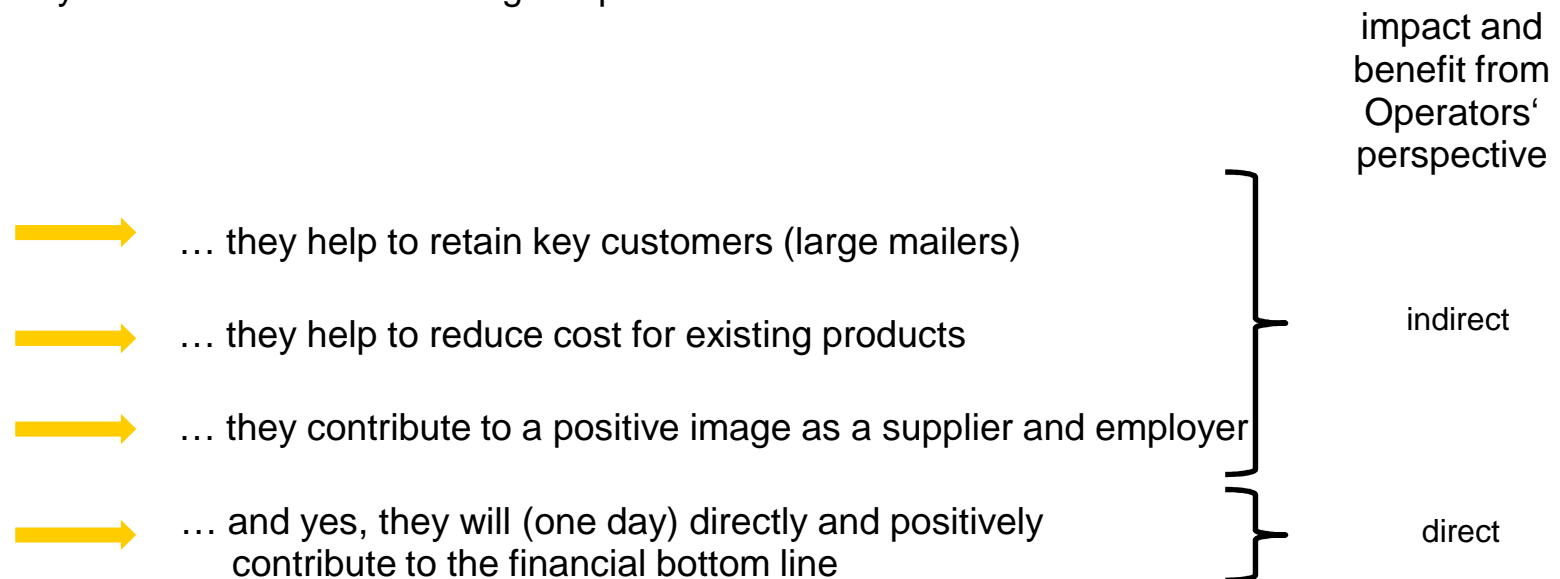
**SWISS POST**

## ***Postal e-Services (PES) index by***



Many Posts consider postal e-services strategically important for future;  
According to the new survey of UPU, 71% say that e-services are part of their business strategy

Why do e-services have strategic importance ?



## ***... from e-post strategy to e-post execution***

*The LEGO-Principle*

*The critical success factors ,Trust and Technology‘*

*Avoiding eight show stoppers*

*Conclusion*

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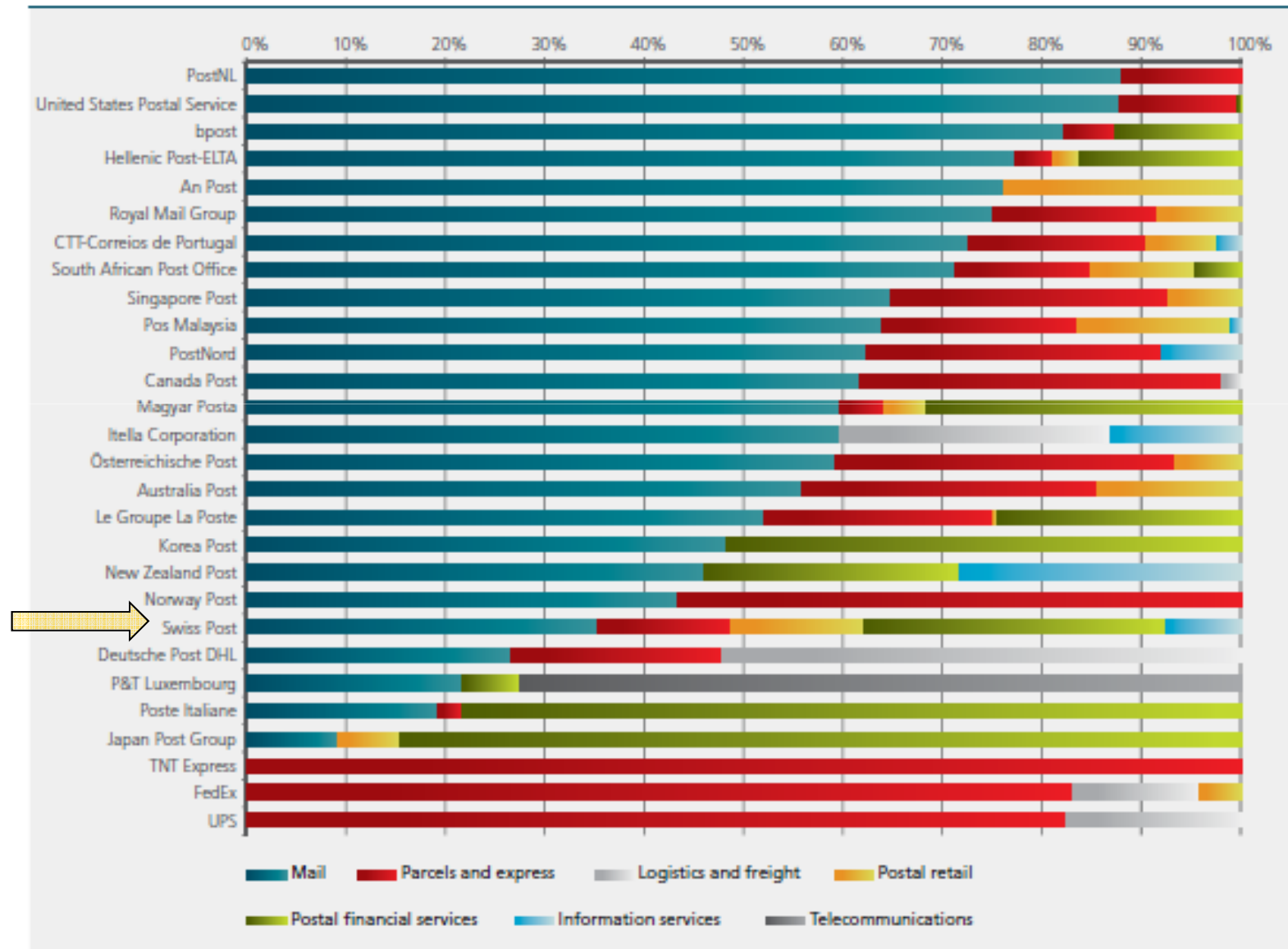
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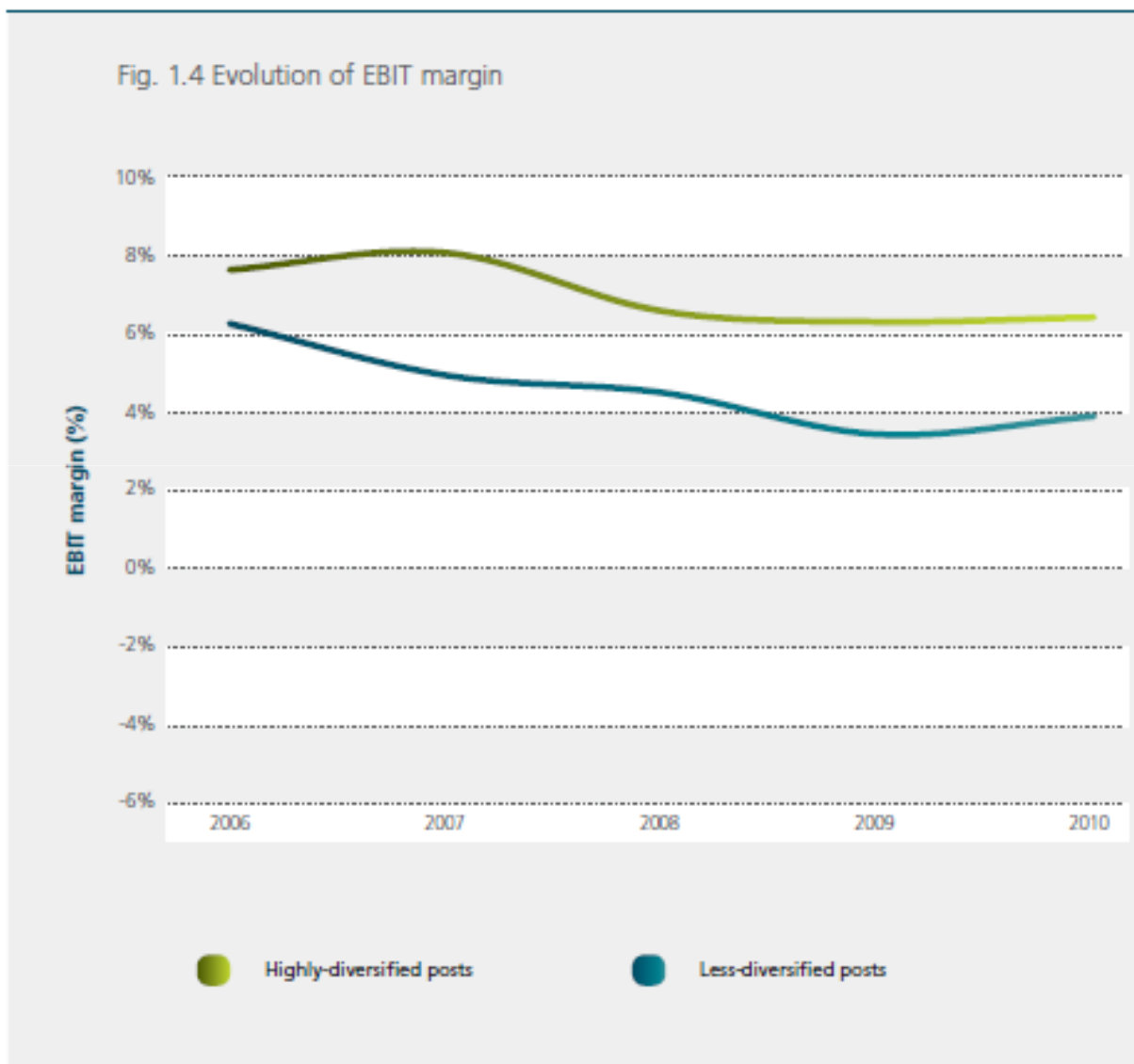
*Conclusion*

## Swiss Post is the probably most diversified Postal Operator in the world with success in all business areas



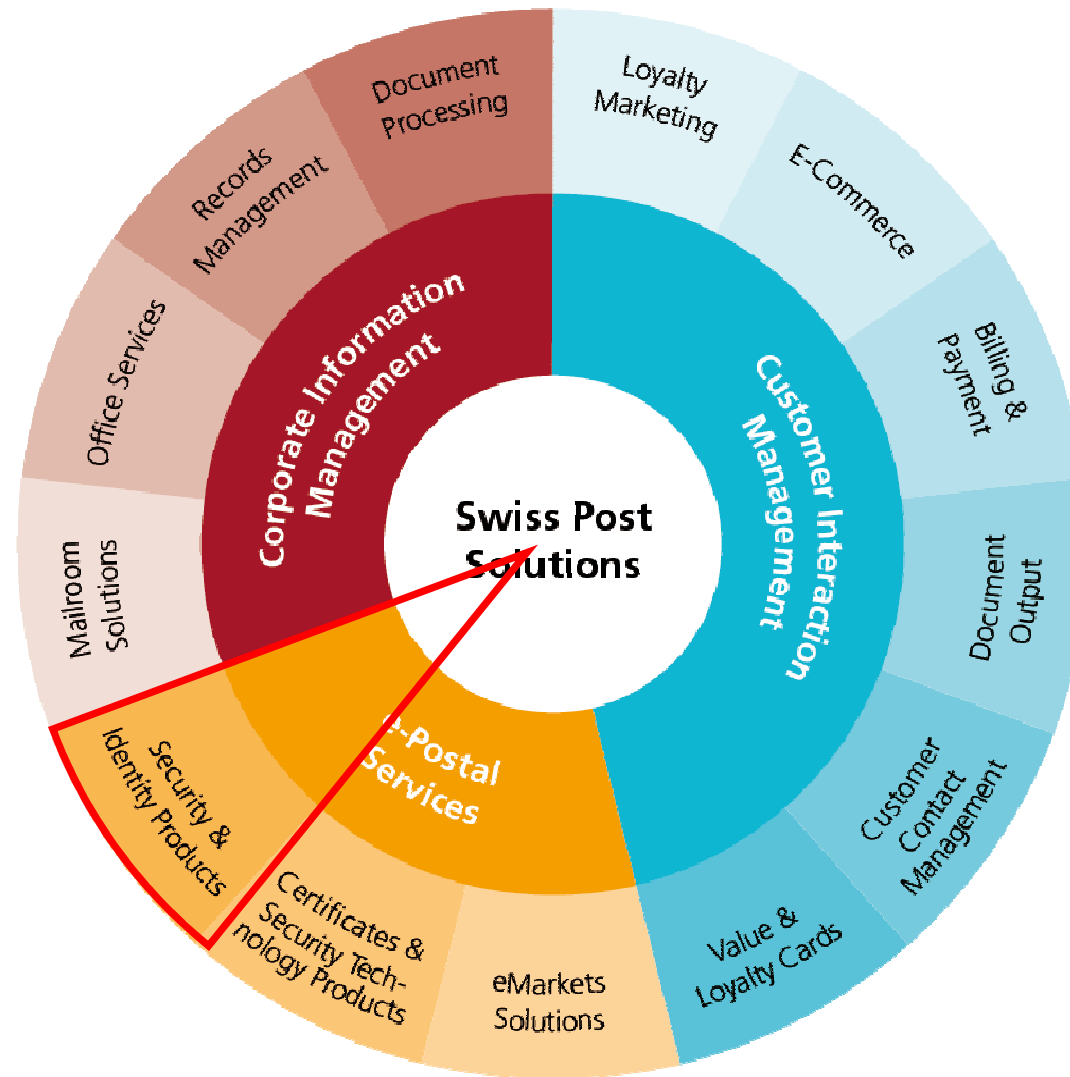
Source: International Post Corporation; Global Postal Industry Report (page 13)

## More highly-diversified posts demonstrate higher profitability levels than less-diversified posts

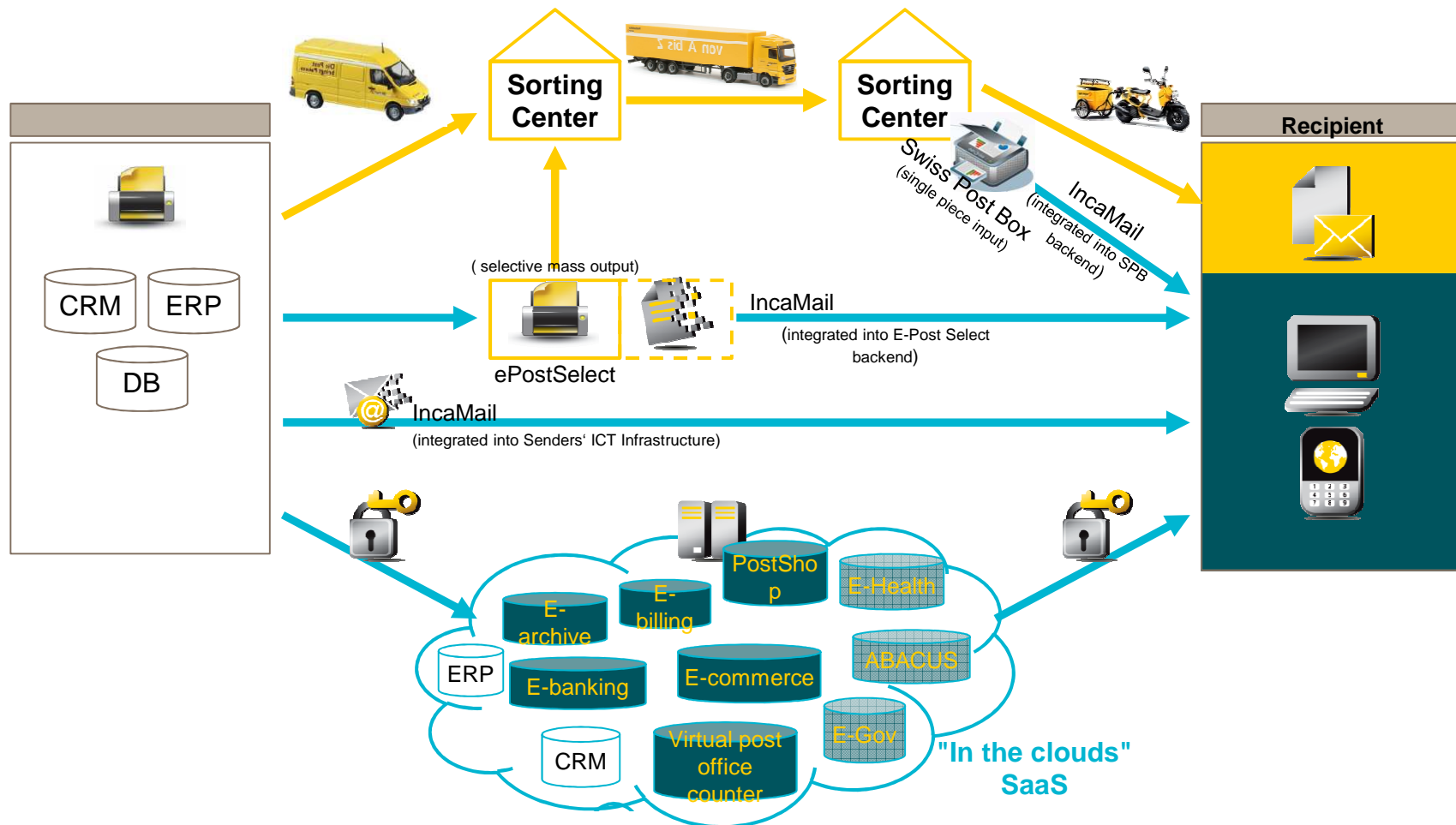


Source: International Post Corporation; Global Postal Industry Report (page 16)

**Many years ago Swiss Post decided to diversify into adjacent postal services and thus leveraging the trust of the Swiss Post brand**



# Interplay of physical and electronic communication



**Swiss Post is THE hub for secure electronic and physical communication**



**Imagine that printed invoices from our sister company Swisscom are stacked; what's the size of the stack?**



**8.1 km**

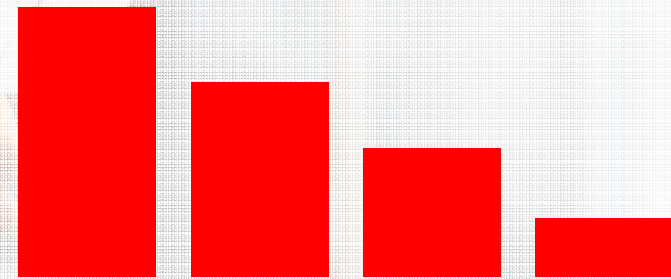
This is the equivalent of 73 Million invoice pages

We prefer 5 km  
instead of losing this key customer  
to a competitor

A man in a white shirt is shown from the side, looking down at a document he is holding. The background is a blurred office environment with large windows.

## Our aim: Reducing costs

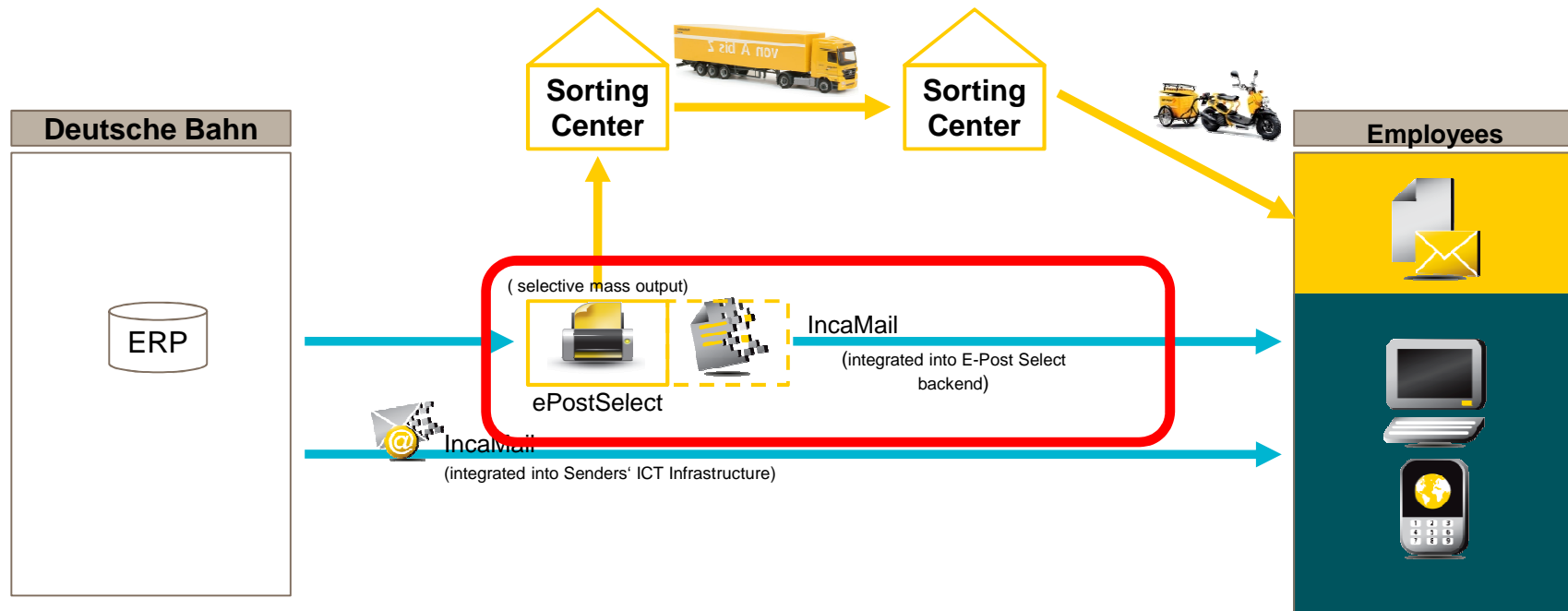
- We will reduce your paper usage by up to 30% by optimising your processes and employing the latest technology.
- We will reduce your total cost of ownership (TCO) by an average of 15% by combining outstanding modules of secure and hybrid communication.



# **Case Study ,ePostSelect‘ - how Swiss Post acquired a large European provider of logistics and transport solutions**

...

**With ePostSelect, we reduce 'TC of communication' in the B2E of DB, E being located anywhere in the world**



**Employees opt in for a digital receipt with their preferred e-mail-address**

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# Technology must be driven by customers' expectations

## Technology

- What's the objective level of quality? How likely is it, that leaks become subject to attacks?
- What's the characteristic of the product? Can customers use them easily, flexibly and conveniently?
- Is it technically possible to register regardless where in the world a user at a given moment is?
- Is it possible to integrate the functionalities into any business software?
- Is it possible to install a plug-in in MS Outlook, Lotus Notes or likewise e-mail software?
- Is it possible to use the webbased service conveniently on mobile devices (tablets, smart phones)?
- Is it possible to choose different options for different purposes?

## Mind that ,Trust‘ is something very fragile

- What's the level of perceived security?

Do you trust the value proposition of your technology supplier?

- What's the level of confidence regarding future existence of the operator and his supplier of secure digital/hybrid communication?

Do you believe that the owner and supplier of the technology will still exist in 5 years?

- What's the level of trust which the brand of the provider represents?

Do you see a long continuity and a track record of trust?

- What's the level of fairness, which you associate to the brand of a technology supplier?

Would you trust a ,warPost“?

- What's the level of transparency, that you expect from a supplier?

Would you want to know who belongs the supplier and are you sure you know who will belong it in 5 years?

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## **Take Away for Postal Operators:**

- **digital diversification is a must**
- **investing into secure digital/hybrid communication is key**
- **learning from advanced operators is possible and recommended**
- **be aware to whom you trust**

# UPU's assessment of the overall development in postal e-services

Where are the Americas?



**UPU** | UNIVERSAL  
POSTAL  
UNION

PES rank	Country name	PES index	E-post rank	E-finance rank	E-commerce rank
1	Switzerland	4.32	2	1	2
9	United States	2.36	6	47	5
10	Canada	2.28	14	9	12
19	Brazil	1.28	24	32	15
26	Costa Rica	0.66	27	25	26
52	Mexico	-0.69	59	73	27
55	Uruguay	-0.71	37	79	43
61	Guatemala	-0.81	41	75	53
64	Argentina	-0.93	32	88	80
80	El Salvador	-1.44	63	93	67
81	Bolivia	-1.54	71	83	69
82	Neth. Antilles	-1.54	72	90	85
84	Ecuador	-1.62	81	84	91
85	Saint Kitts and Nevis	-1.62	79	85	77
86	Dominica	-1.62	82	81	72
88	Panama	-1.69	89	71	70
89	Sao Tome & Principe	-1.69	93	63	66