

# **Electronic Postal Services – A scary story or the only way to survive?**

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# Participants

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- Giovanni Brardinoni – Poste Italiane, ICT (Chairman UPU / POC Committee 4)
- Robert Pochmarski – European Commission (Postal and Online Services)
- Tim Walsh – Pitney Bowes, UK
- Tobias Katzschmann – Federal Network Agency, Germany



## Back to the core: What is POST?

Is it:

Trusted 3rd Party

or

Universal Service Provider / Infrastructure Provider

or

Provider of lettermail, parcelmail, financial services

or

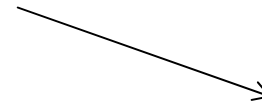
De-fault service: „The mail man will always come“

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**Post is delivery to a specific address**



DELIVERY is going multi-channel  
& is bridging media



ADDRESS is going multi-channel  
& is bridging media

# Infrastructure of choice

It starts with a hand written  
letter mail item



Real-time supervision of services,  
logistics & network security

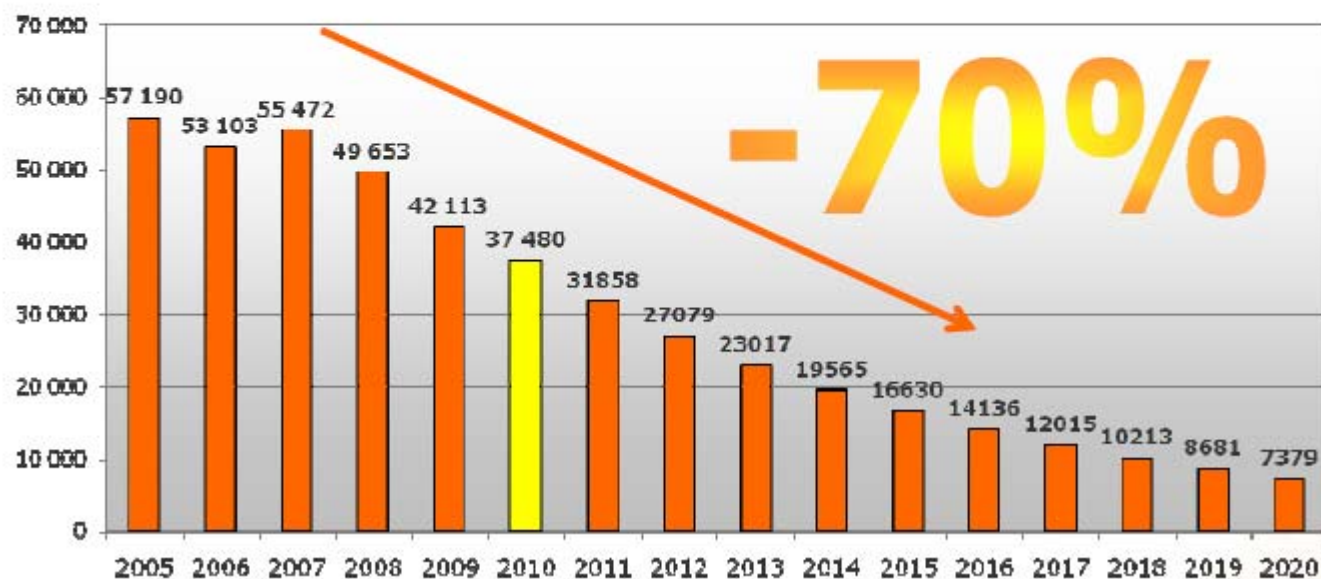


It ends with digital content, sent to an  
electronic address by a trusted provider

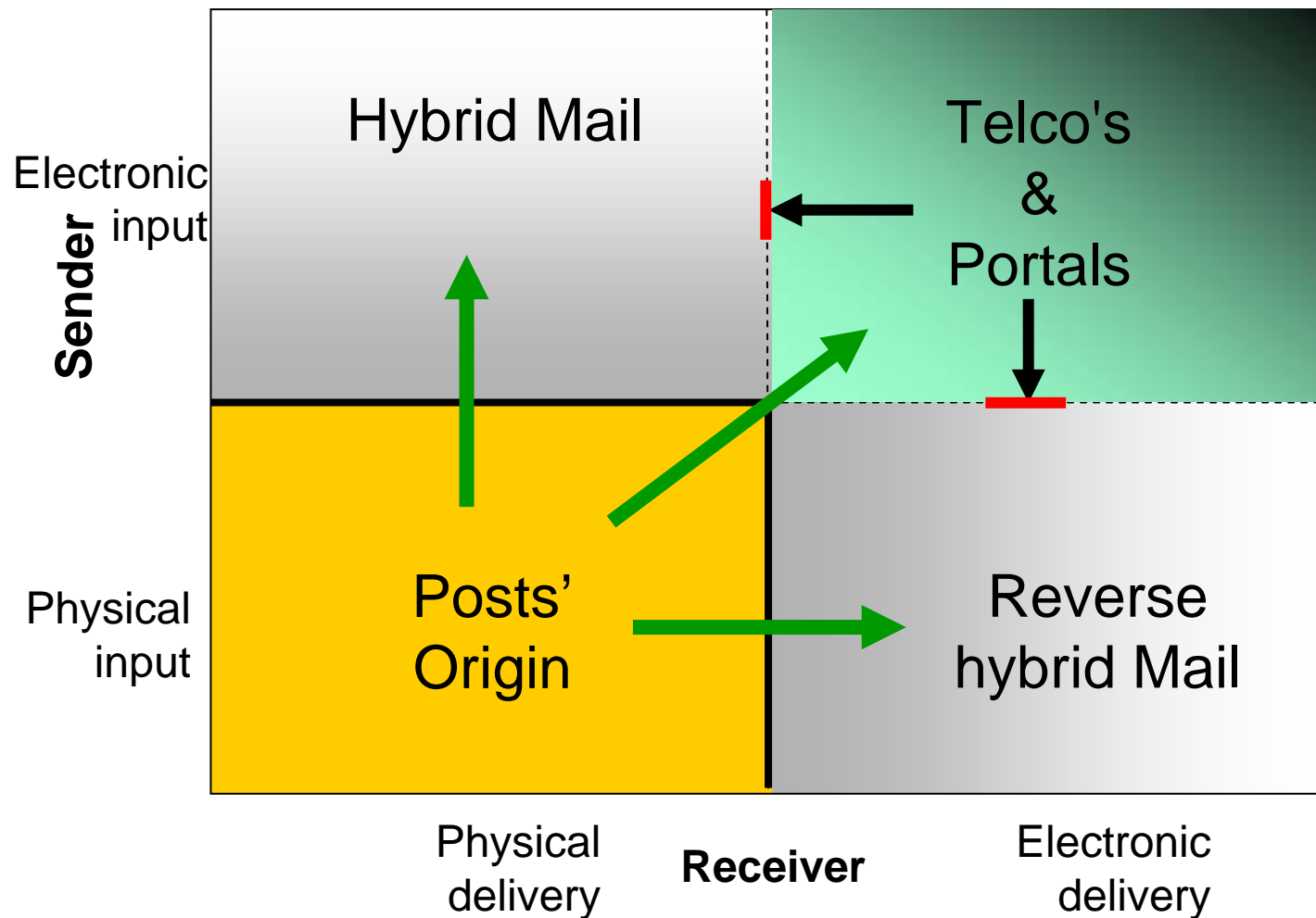
# Estonia: E-Delivery driven by Government



## Letter mail volumes (M pc) in Estonia



## Why should the posts do it?



# EU: Overview of DL-RL (Dir. 2006/123/EC: Services in the internal market)

## Article 8: Procedures by electronic means

1. Member States shall ensure that all procedures and formalities relating to access to a service activity and to the exercise thereof may be easily completed, at a distance and by electronic means, through the relevant **point of single contact** and with the relevant competent authorities.
2. Paragraph 1 shall not apply to the inspection of premises on which the service is provided or of equipment used by the provider or to physical examination of the capability or of the personal integrity of the provider or of his responsible staff.
3. The Commission shall, in accordance with the procedure referred to in Article 40(2), adopt detailed rules for the implementation of paragraph 1 of this Article with a view to facilitating the interoperability of information systems and use of procedures by electronic means between Member States, taking into account common standards developed at Community level.



STORK: „Secure Identity across borders linked“  
 Project no.4: “eDelivery” as one of the most important applications for cross boarder document based communication.

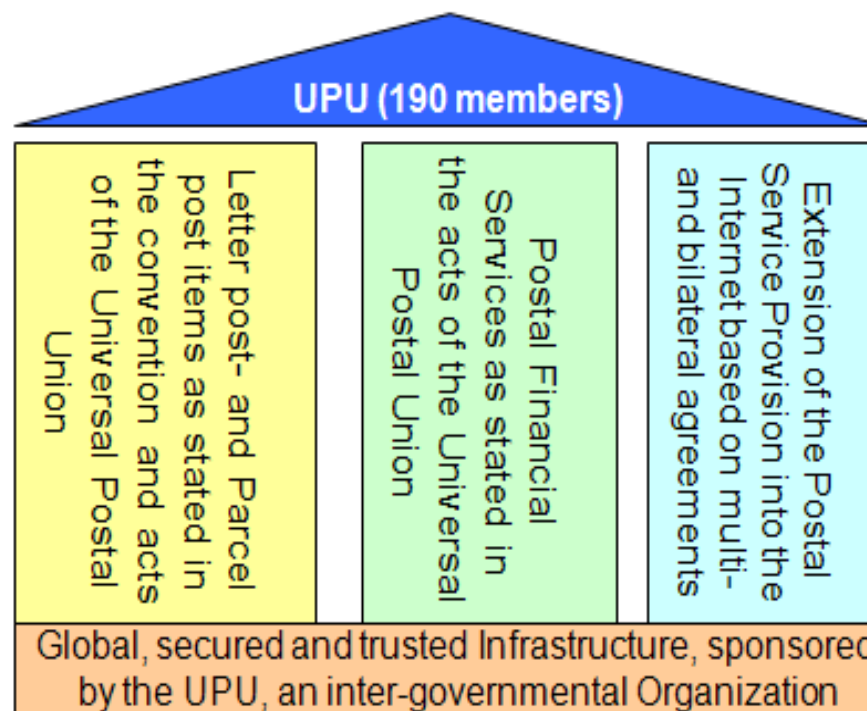
SPORC: „Simple Procedures Online for Cross-border Services“

# Overview of UPU's strategy: Extension of the postal service provision into the Internet

Negotiations between ICANN and the UPU regarding the TLD .post were finalised and signed in December 2009. The UPU, a UN body, has been assigned the task of sponsoring the TLD .post and providing the administrative support to successfully place .post in the postal market.

*“.post is a **trusted & secured** international electronic **platform regulated** by the UPU members for the **postal community** to **conduct** e-services, e-commerce and e-government by **integrating** the physical, financial and electronic platforms.”*

The legal framework is Article 14, Letter Post Convention, and formal decisions of the Council of Administrations (CA) of the UPU in November 2009.





# Status e-box Services

Post	eBox Services Status	Comments
An Post	Planning	• Reviewing e-Citizen concepts
Australia Post		
Canada Post	Established	• Extended EBPP offer • Online authentication
Correos		
CTT Correios de Portugal	Established	
Cyprus Post		
bPost	Established	• Services offered within the Certipost business
Deutsche Post DHL	Introduced	• Authenticated users • eBox model • Face to face
Hellenic Post ELTA		
Iceland Post		
Itella	Established	• Authenticated User • eBox model • Uses bank identity
Groupe La Poste	Introducing	• Digiposte service launching Fall 2010

Post	eBox Services Status	Comments
Magyar Posta		
New Zealand Post	Planning	• Exploring around the concept of digital street address
Norway Post	Planning	• Exploring authenticated closed systems based on multiple identification options
Österreichische Post	Introduced	• Acquisition-led • Initial focus around registered mail
Poste Italiane	Established	• Authenticated users • eBox model – Multi services • Face to Face
P & T Luxembourg	Planning	• Exploring around ebox
Posten Norden	Established	• Authenticated user • eBox model • Uses bank identity
Royal Mail Group		• Exploring authenticated user model linked to digital letter box
Swiss Post	Established	• Suite of identity and secure services
TNT	Established	• Electronic presentation to receivers bank site for invoices only EBPP
USPS	Planning	• Reviewing digital street address concepts

Source: IPC 2011

# Questions?

- 1) Electronic Postal Service: What do you understand by the term?
  - a) Is it a postal service?
  - b) Is it an electronic communication service with elements of postal & IT services?
  - c) Can one separate the various elements?
  - d) Can the physical delivery element (i.e. classic postal service) be regarded as part of the USO?
  - e) Are the added value services a new (Postal-) service?
- 2) Is there a need for specific ex ante regulation?
  - a) On what grounds?
  - b) Who should regulate these activities? (Joined Postal and Electronic Communications NRAs OR National Competition Authorities)
  - c) EC: Has the European Commission considered the cross – sectorial aspects of these services?
  - d) UPU: Has the UPU any legitimate role in promoting (regulating) these services?
- 3) Interoperability between different services providers
  - a) Is there a need to harmonize the switches between different providers?
  - b) Are there projects in the pipeline to do so?

# Questions? (con.)

- 4) Quality of Service:
  - a) Is there a need to measure the Quality of Service of hybrid, reverse hybrid and fully electronic services?
  - b) Who should do this?
- 5) Are there customer and / or corporate preferences with regard to these services?
  - a) Is there a demand?
  - b) What are the most important indicators? (speed, reliability, trust, price)
  - c) Are consumers willing to pay? (E-Mail is free!)
  - d) Are there different expectations between private and business users?
- 6) Will electronic services compete with and / or replace the traditional postal services?