

## Digital readiness for e-commerce

Digitalization is changing supply chains and how customers buy online. These innovations are fostering considerable change in Posts' strategic objectives by requiring them to increase their predictability, transparency, security and efficiency to meet new customer requirements.

In this context, the UPU International Bureau has developed capacity-building and technical assistance projects to coordinate and improve the digital capacity and capability of Posts. The integrated approach of these projects aims to help DOs modernize digital strategies, use all available digital tools and implement digital solutions, which meet e-commerce requirements.

**The UPU's main goal is to ensure the digital readiness of Posts for seamless cross-border e-commerce, where government policy is aligned with the Post's e-commerce strategy and uses the digital enablers to provide all citizens with simple, reliable digital access to postal services, meeting the aspirations of member countries that have made e-commerce their top priority.**

### DRE objectives

The objective is to capitalize on key existing digital capacity and identify possible additional future capacity needed to achieve DRE. The ultimate goal is to ensure that online shoppers have suitable e-commerce delivery infrastructure to develop their business through Posts. DRE aims to create a cross-border e-commerce ecosystem, provided by Posts through digital marketing, sales and web hosting and interfaced with online e-commerce platforms via a suite of innovative UPU standards and IT tools.

The project offers, through activities included in three key pillars (see right), support for DOs to implement a reliable, traceable and affordable integrated UPU product portfolio to meet the needs of customers and e-retailers.

## DRE process review concept



## DRE key pillars

The following table summarizes the key pillars of DRE.

Table 6.3 - **Key pillars of DRE**

MINIMUM OPERATIONAL REQUIREMENTS	POLICY FRAMEWORKS
<p><b>RECOMMENDED ACTIONS</b></p> <p>Establish <b>COUNTRY PROJECT TEAM</b>;</p> <p>Create <b>CONTACT LIST</b> (CEOs, all TT members, IB experts, Regulator, Ministry);</p> <p>Create <b>ROADMAP</b> and <b>ACTION PLAN</b></p>	<p><b>RECOMMENDED ACTIONS</b></p> <p>Ensure that legal and regulatory frameworks allow digital opportunities to be seized;</p> <p>Develop legal and regulatory frameworks that support ICT co-ordination across the public sector;</p> <p>Include the digital dimension in regulatory impact assessments.</p> <p><b>ENABLERS ASSISTANCE</b></p> <p>Policy and regulatory package for government and regulators;</p> <p>Proposal for innovative regulations for postal sector participation in the e-commerce;</p> <p>Study on strategic positioning of the Posts in E-Commerce</p>

POSTAL DIGITAL STRATEGY	DIGITAL TRANSFORMATION
<p><b>RECOMMENDED ACTIONS</b></p> <p><b>DIGITAL STRATEGY;</b></p> <p><b>COORDINATION MECHANISMS:</b> Linking the postal digital strategy to the national digital strategies;</p> <p>Define the <b>ROLE OF YOUR ORGANIZATION</b> in the digital economy;</p> <p>Evaluate <b>CASE STUDIES</b> of the digital transformation</p> <p><b>ENABLERS ASSISTANCE</b></p> <p><b>METHODOLOGY</b> to assess Digital Strategy and digital transformation strategies;</p> <p><b>COORDINATION MACHANISM</b> with the International Community and Governments;</p> <p><b>UPU FLAGSHIP REPORT</b> "Digital Economy and Postal Digital Activities";</p> <p><b>UPU CASE STUDY LIBRARY</b></p>	<p><b>RECOMMENDED ACTIONS</b></p> <p>Develop <b>INTERNAL DIGITAL SKILLS;</b></p> <p>Manage <b>CYBER RISK;</b></p> <p><b>MOBILE APPS;</b></p> <p>Implementation <b>E-SHOP</b></p> <p><b>ENABLERS ASSISTANCE</b></p> <p><b>TRAINPOST</b> E-services e-learning Course/ New E-commerce and digital transformation e-learning Course;</p> <p><b>.POST</b> Cyber monitoring and reporting services;</p> <p><b>MOBILE APP</b> specification (generic);</p> <p><b>VIRTUAL MARKETPLACE</b> guidelines</p>

## Minimum requirements

- **Establish country project team;**
- **Create contact list (CEOs, IB experts, regulator, ministry);**
- **Create roadmap and action plan.**

## E-commerce policy and stakeholder engagement

Table 6.4 - **E-commerce recommended actions**

RECOMMENDED ACTIONS	ENABLERS/ASSISTANCE	IMPLEMENTATION/ACTIONS
Ensure that legal and regulatory frameworks allow for digital opportunities	Policy and regulatory package for government and regulators	Countries can refer to the International Bureau programme about use of the enabler (upon request)
Develop legal and regulatory frameworks that support ICT coordination across the public sector	Proposal for innovative regulations for postal sector participation in e-commerce	Countries can refer to the International Bureau programme about use of the enabler (upon request)
Include the digital dimension in regulatory impact assessments	Study on the strategic positioning of Posts in e-commerce	Countries can refer to the International Bureau programme about use of the enabler (upon request)

## Postal e-commerce and digital strategy

Table 6.5 - **Postal e-commerce digital strategy**

RECOMMENDED ACTIONS	ENABLERS/ASSISTANCE	IMPLEMENTATION/ACTIONS
Digital strategy	Methodology to assess digital strategy and digital transformation strategies	The UPU may use a mixture of internal experts and external consultants to undertake reviews (upon request, depending on securing funds)
Coordination mechanisms: linking postal digital strategy to national digital strategies	Coordination mechanism with the international community and governments to highlight the Post's role in implementing the digital economy	The UPU will facilitate contact at different levels to ensure dialogue
Define the role of the organization in the digital economy	UPU flagship report – Digital Economy and Postal Digital Activities (on UPU website) – and policy briefs/guidelines for e-commerce implementation – UPU E-commerce Guide (on UPU website)	Countries can refer to the International Bureau programme about use of the enablers (upon request)
Evaluate case studies of digital transformation	UPU case study library	The International Bureau can provide case studies to countries on specific areas of transformation (upon request)

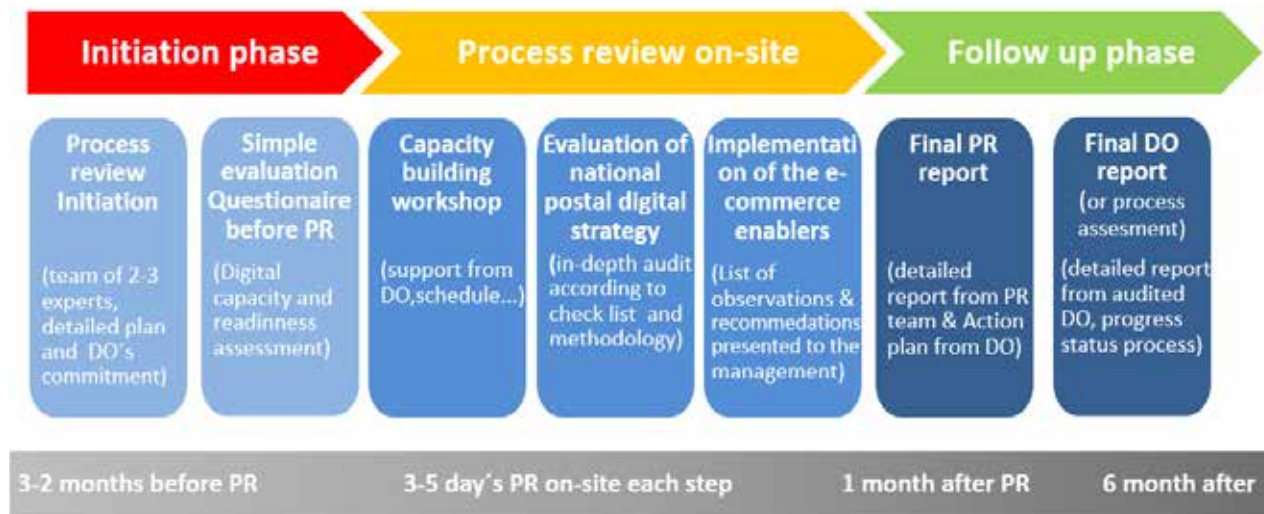
## Implementing digital capabilities

Table 6.6 - Implementing digital capabilities

RECOMMENDED ACTIONS	ENABLERS/ASSISTANCE	IMPLEMENTATION/ACTIONS
<b>Develop internal digital skills</b>	TRAINPOST e-services e-learning course/new e-commerce and digital transformation e-learning course	UPU programme can provide access to courses on TRAINPOST platform with the objective of reskilling staff
<b>Manage cyber risk</b>	.POST cyber monitoring and reporting services	UPU programme encourages and evaluates the adoption of .POST via webinars and one-to-one meetings to inform and support the onboarding process for interested countries
<b>Mobile apps</b>	Mobile app specification (generic)	In line with DRE methodology, countries can chose to implement the specification directly, can seek support from the UPU for twinning with others, or can request the PTC develop a cooperative solution (depending on securing funding)
<b>Introduce e-shop</b>	Virtual marketplace guidelines	UPU programme encourages and evaluates the adoption of .POST via webinars and one-to-one meetings to inform and support the onboarding process for interested countries

## DRE methodology

### Process review Phases



## DRE deliverables

- **DRE assessment of digital capabilities;**
- **DRE transformation toolkit (enablers);**
- **Evaluation of postal digital strategy;**
- **Final report with proposals and recommendations.**

Further inquiries regarding DRE should be sent to [eservices@upu.int](mailto:eservices@upu.int).