• The risk: every year the letter is becoming less significant in the global communications market
  - Explosive market growth due to ICT; changing customer demand.

• Our strengths
  - A trusted brand - a universal service provider to all.
  - A sector-wide approach for global physical and financial services.
  - A history of solidarity and co-operation.

• Opportunities: ICT provides many
  - Supporting core services: increased access; improved quality.
  - Value-added services in transaction and direct marketing mail.
  - A market need for trust and security in the digital era.
1. To be committed to the modernization of the postal processes, in order to improve the quality of services and to support the physical mail activity.

2. Reinforce the role of the Post as a trusted third party, by providing digital postal identity and value added electronic services.

3. Ensure “Multi-channel” communication for customer, in order to reach a high reactive Intelligent post (anytime-anywhere-anymedia).

4. Facilitate the development of e-commerce, by integrating the 3 dimensions: physical, financial and electronic.
New business opportunities

Level of "electronification"

- Physical
  - Letter
  - Registered letter
  - Followed letter
  - Telegram
- Hybrid
  - Hybrid Mail
  - Hybrid Mail +
  - Web deposit
  - Track & trace
- Electronic
  - Email
  - Digital Mailbox
  - EPCM
  - Postal Unified communication
  - POSTMEX
A trusted communication and services space

- Electronic certification services
- Hybrid mail
- E-commerce
- E-government services
- EPCM
- PREM
- Multimedia Post
• UPU members utilizing ICT strategically to:
  – Support core services and provision of high quality universal service.
  – Increase access to postal services.
  – Extend traditional trusted postal services (e.g., registered mail) into electronic formats to meet changing customer needs.

• Problem:
  – Similar services but different approaches to branding, specifications and little thought to International interoperability.

• Solution: A sector-wide approach to address:
  – Interoperability of services and interconnection of networks.
  – Develop electronic services in a way which brings the unique and recognized value of the postal sector to the internet.
• The E-services Strategy and Action Plan are tightly aligned with the Nairobi Postal Strategy, including the following NPS programs:
  – Stimulating the use of ICT’s to improve the development of the postal network.
  – Modernizing and diversifying postal products and services.
  – Stimulating the provision of high quality, affordable and innovative universal postal service adapted to technological changes.
  – Stimulating the growth of the market through the use of new technologies.
  – Improving access to the universal postal service.
The Action Plan concentrates efforts across five themes:
- Knowledge and Development
- Interoperability and Governance
- Connectivity
- e-Business Development
- Resources and Partnerships

The building blocks to drive activities related to global postal e-products and e-services:
- Recognizes e-services are optional and that domestic product developments are the domain of the UPU members individually
- Uses the capabilities of the UPU appropriately in moving forward
Actions defined in the E-Services Action Plan

KNOWLEDGE AND DEVELOPMENT
• Market study and analysis after establishing critical success factors (action 1)
• Communication (action 2)
• Education, training and "how-to" materials for use in all countries (action 3)
• Business development (action 9)

INTEROPERABILITY AND GOVERNANCE
• Proposing and improving existing technical, operational and service quality standards (action 4)
• Inclusion of necessary policy, strategies and regulations concerning E-products and services in the Regulations and Acts of the UPU (action 5)
• Ensure that the service will be internationally interoperable (action 6)
• Creation and protection of intellectual property for the service (action 5)

CONNECTIVITY
• Development of next-generation postal e-services networks based upon.post sTLD (action 7)
• Ensuring access to the service even for developing and least developed countries (action 8)

RESOURCES AND PARTNERSHIPS
• Funding of the service (action 10)
• Creating support resources within the International Bureau (action 11)
Key principles

**KNOWLEDGE**
Identify best practices through market studies, to support decisions for market development

**REPLICATION**
Enable members to implement proven e-services strategies and products

**INTERCONNECTION**
Enable international connection of domestic electronic postal services
Product Development and Marketing

Cluster 1
11.10 E-stamp services are offered (1=yes, 0=no)
11.11 Digital postmark is offered (1=yes, 0=no)
11.12 Electronic signature services are offered (1=yes, 0=no)
11.13 Philatelic products are offered for sale online (1=yes, 0=no)
11.14 Postcode lookup is offered online (1=yes, 0=no)
11.15 Information on tariffs is available (1=yes, 0=no)
11.16 Online address change services are offered (1=yes, 0=no)
11.17 Subscription services for periodicals are offered online (1=yes, 0=no)
11.2 The administration provides public Internet access points (1=yes, 0=no)
11.3 The administration offers Internet-based online services (1=yes, 0=no)
11.4 Internet postage services are offered (1=yes, 0=no)
11.5 Internet bill payment services are offered (1=yes, 0=no)
11.6 E-mail services are offered (1=yes, 0=no)
11.7 Internet goods ordering services are available (1=yes, 0=no)
11.9 Track and trace services are offered online (1=yes, 0=no)
11.8 Simple observations
from 2007 statistics
Simple observations from 2007 statistics

Group 1 (Major activity)
At least 80 Postal Operators – all economic categories
a) Online services continue to increase
b) Internet Track & Trace very popular but *needs more effort*
c) Public internet access points
   - popular in countries with low internet access rates

Group 2 (Becoming established)
50-80 Postal Operators – all regions and economic categories
a) Information on Tariffs, Postcode lookup and Philatelic Sales
b) Email services remain popular

Group 3 (Still emerging)
Less than 30 Postal Operators – mostly Industrialised Countries
a) Online goods ordering
b) Internet Bill payment
c) Internet Postage, E-Stamp
d) Online Change of Address,
e) Electronic Signatures and Digital Postmark *(only 10 operators so far)*
Training

Cluster 2
Welcome to Trainpost,

TRAINPOST is a training programme designed by UPU for the employees of postal administrations. Based on a module training system that allows greater simplicity in course design and a higher performance learning mode, the Trainpost programme comprises a series of courses offered via internet and aimed at developing and enhancing the proficiency of the postal staff of UPU member countries.

Learner’s space

It’s a space reserved for the learners already registered for one or several courses of the Trainpost programme. If you have forgotten your login or password, click here.

Instructors & Tutors

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Regulations
and
Legal Matters

Cluster 3
Section M
Electronic-based postal services. Telematic links
Article 14

Electronic mail, EMS, integrated logistics and new services
1 Postal administrations may agree with each other to participate in the following services, which are described in the Regulations.
1.1 electronic mail, which is a postal service involving the electronic transmission of messages; postal administrations may enhance electronic mail by offering registered electronic mail, which supplements electronic mail by providing proof of sending, proof of delivery and a secure communication channel between authenticated users;
1.2 EMS, which is a postal express service for documents and merchandise, and shall wherever possible be the quickest postal service by physical means. Postal administrations may provide this service on the basis of the EMS Standard Multilateral Agreement or by bilateral agreement;
1.3 integrated logistics, which is a service that responds fully to customers’ logistical requirements and includes the phases before and after the physical transmission of goods and documents;
1.4 the electronic postal certification mark, which provides evidentiary proof of an electronic event, in a given form, at a given time, and involving one or more parties.
2 Postal administrations may by mutual consent create a new service not expressly provided for in the Acts of the Union. Charges for a new service shall be laid down by each administration concerned, having regard to the expenses of operating the service.
LETTER POST regulations

RL 255 Hybrid Mail (EPSG 2006)
RL 256 Facsimile-based services
RL 257 Text-based services
RL 257bis Electronic postal certification mark (EPSG 2007)
RL 258 Telematic Links. General provisions
RL 259 Special provisions concerning telematic links
RL 260 Rules for payment for telematic links
Coordination of electronic postal services activities within the UPU
E-Services Group (POC)  
C33 / 2008

Market development

Regulations

E-Commerce Development Project Team (CA)  
C28 / 2008

Capacity building

Technology

Telematics Coop/AESUG (POC)

Information Society (IB)  
C38 / 2008  
C55 / 2008

Advocacy
Projects for 2009-2010
• Knowledge
  – Benchmark use of electronic postal services
    • Best practice database
  – Training courses on TRAINPOST

• Replication
  – Regional development plans
  – Model laws for electronic services
  – Toolkit
• Interconnectivity
  – New regulations for postal registered email (PREM)
  – Continue the development of a global brand for E-services
  – “Yellowpages”
  – Make available the EPCM plug-in (PTC)
  – Establish an affordable and shared EPCM server technology (PTC)
Special Projects of the IB

• E-Commerce
  – Barriers and challenges in cross border E-Commerce
  – Enhance use of existing UPU products (IPS, IFS, EDI)
  – Identify how to enable DC and LDC Posts to participate in E-Commerce developments
  – Study of the impact of e-commerce on physical services

• .post
  – Expecting to complete ICANN negotiations in 2009
  – Anticipate accepting registrations from the UPU community for .post domains by 2010
E-Commerce in the DCs and LDCs

New UPU group
• Entire online process of developing, marketing, selling, delivering, serving and paying for products and services transacted on internetworked global market places of customers, with the support of a worldwide network of business partners.
Scope of e-commerce

• Business process includes marketing, buying, selling and servicing of products and services in companies involved in e-commerce as sellers or buyers.

• Reliance on internet-based technologies and e-commerce applications and services to accomplish marketing, discovery, transaction processing and customer and product service processes.
• E commerce includes interactive marketing, ordering, payment and customer support processes eg catalogue and auction sites
• E commerce includes e business processes such as extra net access of inventory data bases by customers and suppliers-transaction processing
• How closely or loosely to integrate internet with operations
• Funding options
• Frauds
• Technology changing too fast
• Capacity/know how.
• Legality
• Connectivity.
If you believe in the future, the future will be bright!

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Thank you

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