



UPU | UNIVERSAL
POSTAL
UNION



Philately E-commerce:

Enhancing your strategy with .POST

Philatelic conference on e-philately - 22 September 2018, Macao





Issues to consider in e-commerce



INCREASING DEMAND TO PURCHASE ONLINE

- But many DOs are growing less than the market
- Global e-commerce expanding at an average of **20%** over the past decade



TRUST

- Lack of trust for cross-border e-commerce
- **82%** of online buyers were concerned about their privacy regarding cybercriminals



GLOBAL PLATFORMS

- Majority of cross-border B2C from big platforms (eBay, Amazon, Alibaba, Etsy)
- **39%** began their most recent online purchase in Amazon

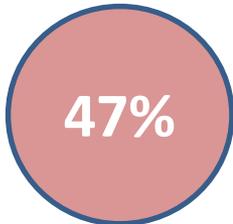


DEVELOPING ECONOMIES

- Very few local businesses sell online (Source: UNCTAD 2011)
- Many consumers are excluded from buying on international e-commerce platforms
- Restrictions – including delivery and payment – no credit card – lack of international payment services



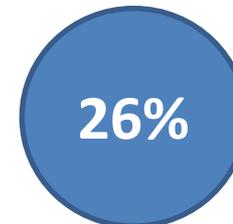
e-Shop in figures



Online philatelic and postal products e-shop



Online postal shopping portal (shopping mall)



Integration of postal web services with e-merchants' sites





.POST in 60 seconds



https://youtu.be/Z8esxGD_fEQ



UPU | UNIVERSAL
POSTAL
UNION

QUALITY IN .POST IS BASED ON THREE PILLARS

EXCLUSIVE POSTAL BRANDED INTERNET SPACE

APPLICANTS FOR A .POST DOMAIN NAME MUST SET OUT CERTAIN REQUIREMENTS TO BE ELEGIBLE.

PRIVILEGED VERIFIED TREATMENT OF POSTS

ENSURE ALL THE POST PROTECT THEIR BRANDS BEFORE GENERAL AVAILABILITY.

CONTROLLED ASSIGNMENT AND SUPERVISED USE OF GENERIC DOMAIN NAMES (NAMING MANDATES)

SOME NAMES SUCH AS POSTAL.POST OR E-COMMERCE.POST ARE SPECIALLY PROTECTED FOR INDUSTRY ACTIVITIES



PROTECT YOUR BRAND AND ADD VALUE TO YOUR POSTAL BUSINESS



TRUST

- CYBER PROTECTIONS GIVE GREATER CONFIDENCE IN POSTAL WEBSITES



VISIBILITY

- UNMISTAKABLY INDICATES THE LOCATION OF POSTAL SERVICES



ACCESS TO NEW MARKETS

- RAISES THE PROFILE OF YOUR BUSINESS FAR BEYOND NATIONAL FRONTIERS.



ENABLE NEW SERVICE AND BUSINESS MODELS

- CREATE ENHANCED SERVICES AND NEW BUSINESS MODELS



UPU | UNIVERSAL
POSTAL
UNION



TRUST & CYBERSECURITY



A trusted space
managed by the UPU





UPU

UNIVERSAL
POSTAL
UNION

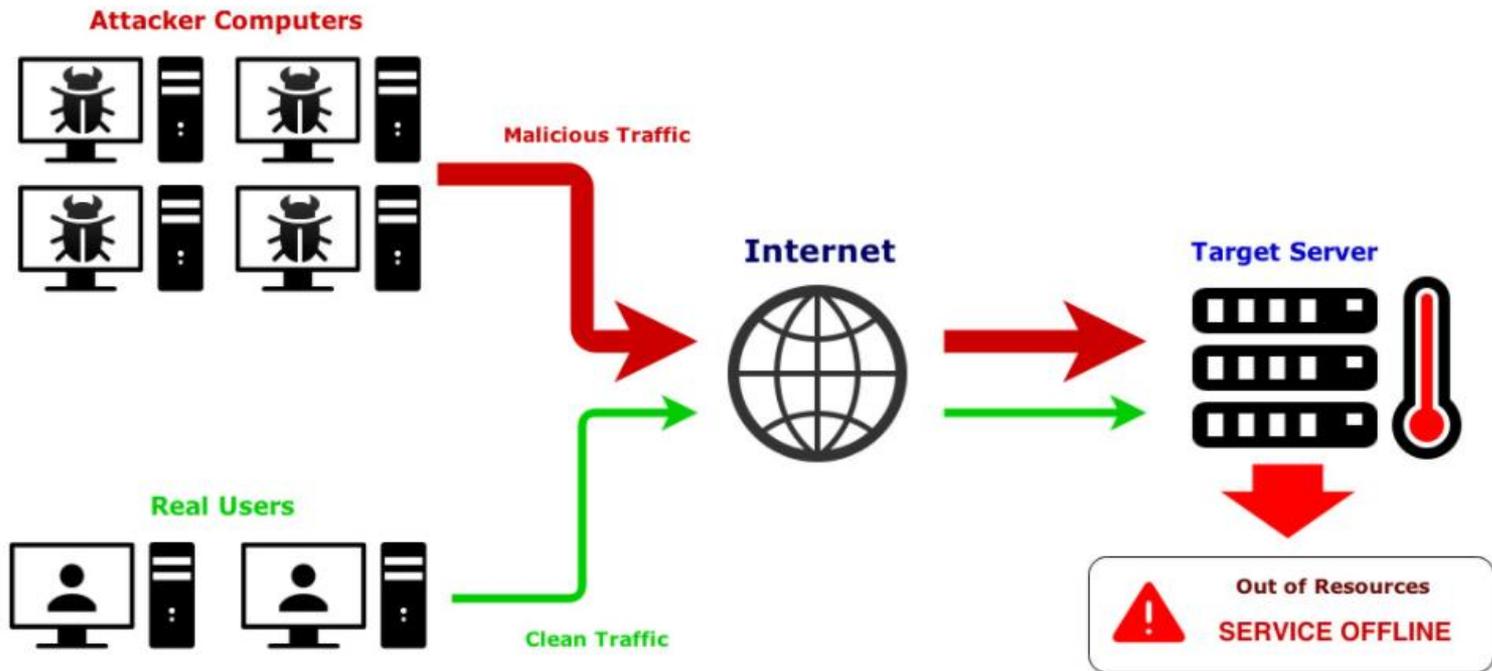


**gives an new layer of
cyber protection for
your internet services**





1) Protection against Denial of Service attacks



VALUE Minimize risks against DOS and DDOS



2) Protection against your domain being hijacked and spoofed - DNSSEC mandatory for all domains and subdomains under .POST



Analyzing DNSSEC problems for [upu.post](#)

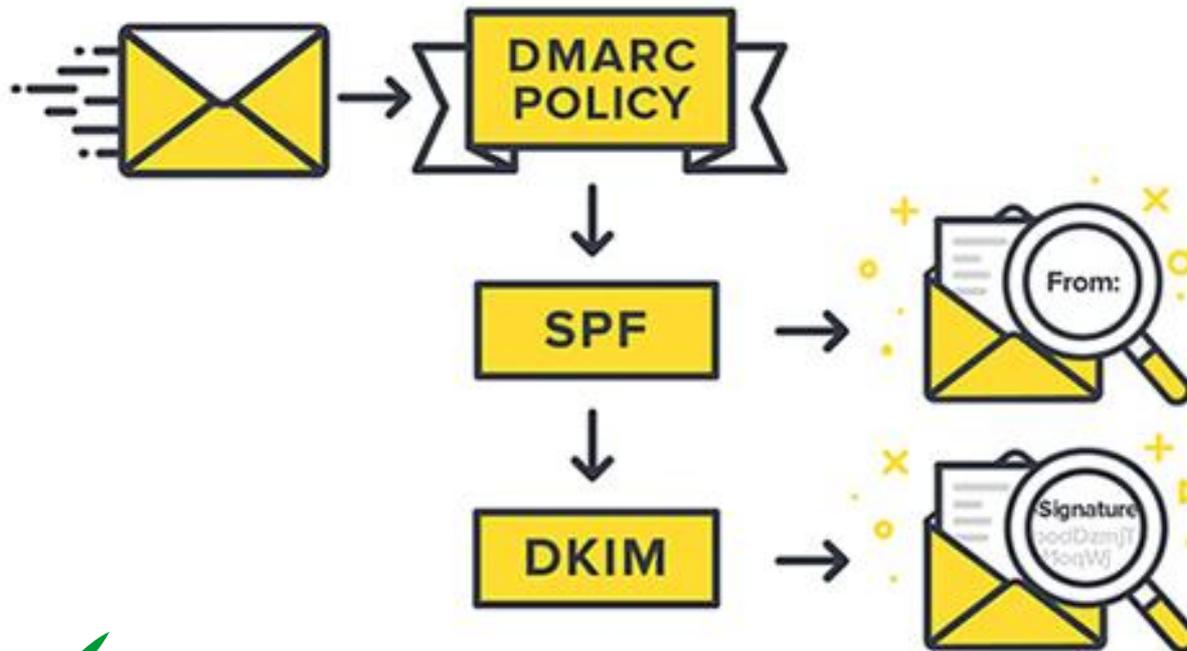
.	<ul style="list-style-type: none">Found 3 DNSKEY records for .DS=19036/SHA-256 verifies DNSKEY=19036/SEPDS=20326/SHA-256 verifies DNSKEY=20326/SEPFound 1 RRSIGs over DNSKEY RRsetRRSIG=19036 and DNSKEY=19036/SEP verifies the DNSKEY RRset
post	<ul style="list-style-type: none">Found 2 DS records for post in the . zoneDS=32869/SHA-1 has algorithm RSASHA1-NSEC3-SHA1DS=32869/SHA-256 has algorithm RSASHA1-NSEC3-SHA1Found 1 RRSIGs over DS RRsetRRSIG=39570 and DNSKEY=39570 verifies the DS RRsetFound 4 DNSKEY records for postDS=32869/SHA-1 verifies DNSKEY=32869/SEPFound 3 RRSIGs over DNSKEY RRsetRRSIG=32869 and DNSKEY=32869/SEP verifies the DNSKEY RRset
upu.post	<ul style="list-style-type: none">Found 2 DS records for upu.post in the post zoneDS=20242/SHA-1 has algorithm RSASHA256DS=20242/SHA-256 has algorithm RSASHA256Found 1 RRSIGs over DS RRsetRRSIG=46877 and DNSKEY=46877 verifies the DS RRsetFound 2 DNSKEY records for upu.postDS=20242/SHA-1 verifies DNSKEY=20242/SEPFound 1 RRSIGs over DNSKEY RRsetRRSIG=20242 and DNSKEY=20242/SEP verifies the DNSKEY RRsetupu.post A RR has value 141.101.63.74Found 1 RRSIGs over A RRsetRRSIG=23110 and DNSKEY=23110 verifies the A RRset



VALUE Minimize risks against MIM (man in the middle attack)



3) Protection against malicious emails from your domains – Security policies enforce SPF and DKIM



VALUE Increase the security and value of your brand and e-mail reputation



4) Encryption required for all .POST websites – Https & TLS 1.2



VALUE Ensure information transmitted from website is safe and secure



5) Verified domain

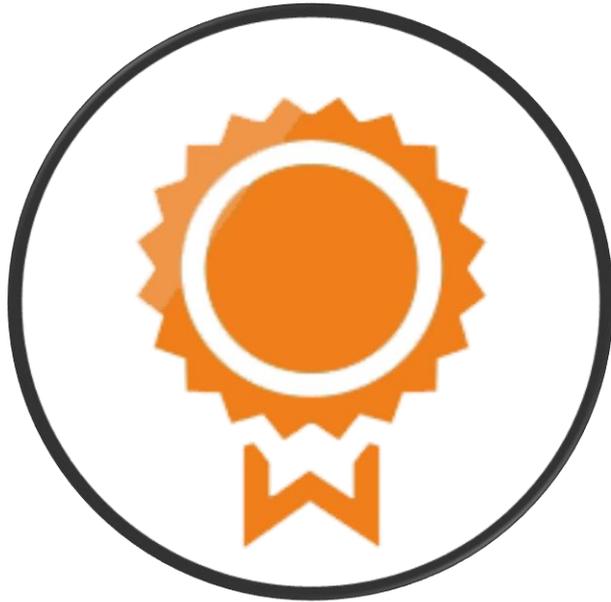
As a verified domain, bad actors simply cannot get a domain or email address that looks like yours to impersonate you and phish your employees and customers



VALUE increase your website and brand protection



UPU | UNIVERSAL
POSTAL
UNION



VISIBILITY & BRANDING



A trusted space
managed by the UPU





VISIBILITY - Ranking of your domains is important

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Your Ranked Domains

DOMAIN	RANK
postnl.post	29,230 ●
ems.post	71,406 ●
ptc.post	99,202 ●
southafricanpostoffice.po...	152,358 ●
cambodiapost.post	945,554 ●

Last update: Tuesday, Apr 17, 2018, 2:00 AM



To have a **trusted domain** increases the **value** of your brand

Global Rank ?

1,297,808 ▲ 215,062

Rank in Cambodia ?

1,670



UPU | UNIVERSAL
POSTAL
UNION



ENABLE NEW BUSINESS MODELS



A trusted space
managed by the UPU





NEW BUSINESS MODELS in your services portfolio

Currently testing with EU funded project LIGHTest

- Using top level domains to increase security of services

Taking advantage of the higher security level of .POST

Normal services accessed via correos.es

Extra secure

Correos services are accessed via Correos.es.POST



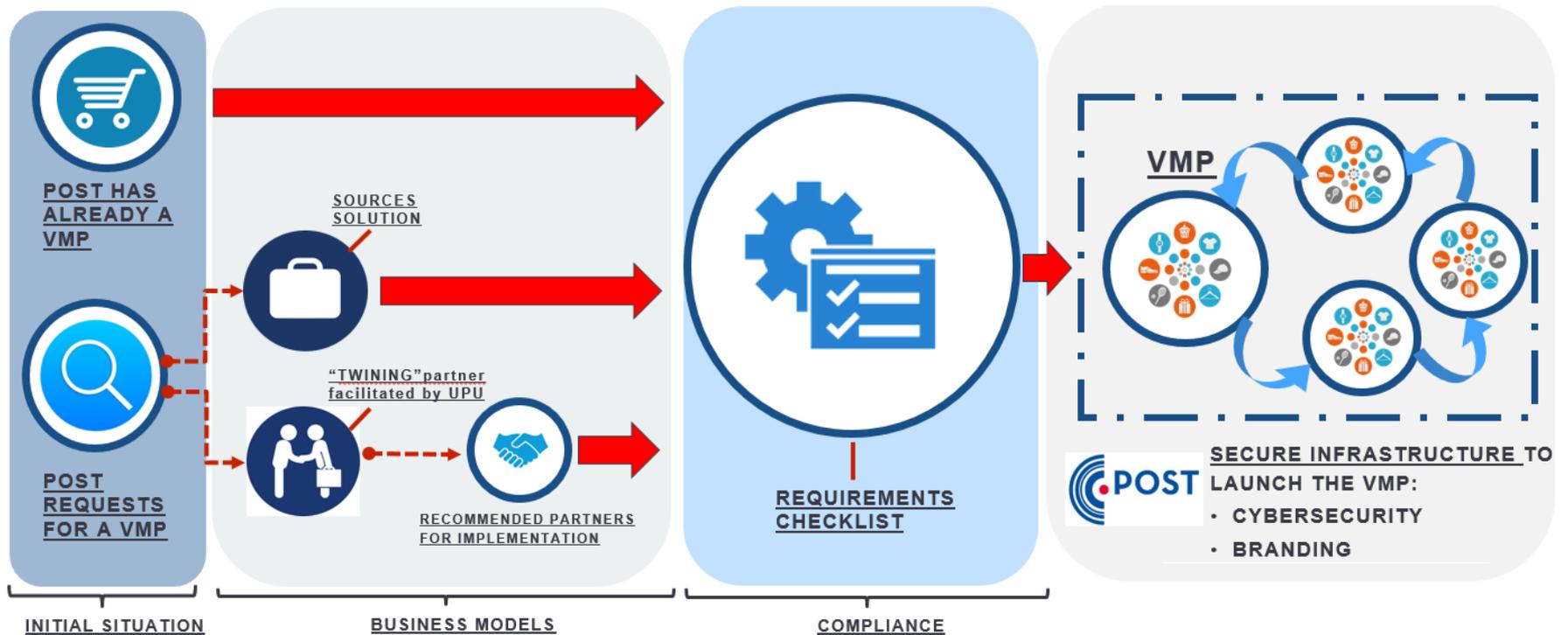
This project has received funding from the European Union's Horizon 2020 research and innovation programme under G.A. No. 700321





UPU framework for Digital Readiness

Assessing the digital readiness of Posts and enhancing market penetration





UPU | UNIVERSAL
POSTAL
UNION



ACCESS TO NEW MARKETS



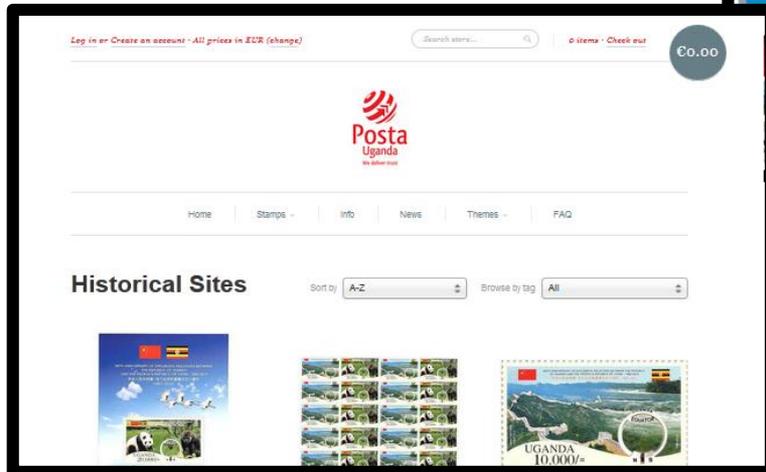
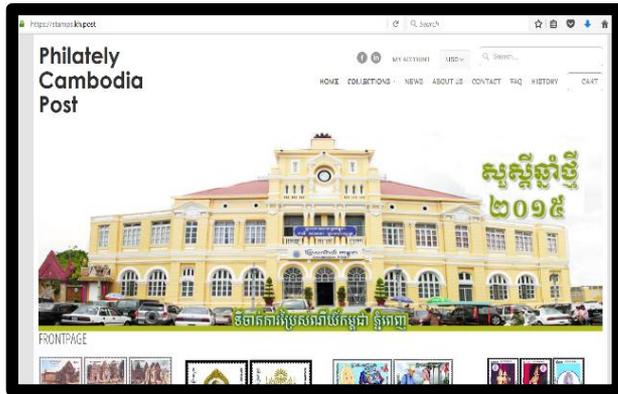
A trusted space
managed by the UPU





UPU
UNIVERSAL
POSTAL
UNION

Increase sales of philately by establishing a secure e-Commerce site under .POST





UPU

UNIVERSAL
POSTAL
UNION

Philately domains

**wnsstamps.post,
stamps.kh.post,
stamps.ug.post,
stamps.uy.post,
stamps.nl.post,
stamps.bw.post,
stamps.tz.post,
africaphilatelyshop.post**



UPU UNIVERSAL POSTAL UNION

CAMPEONES DE AMÉRICA 2011



11231

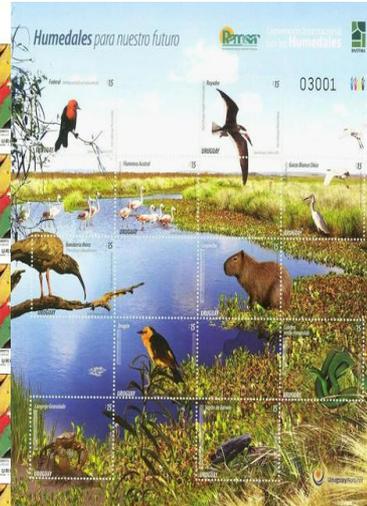
Juana de Ibarbourou
Juana de América



"Candombe" Património Cultural
Carnaval en el Uruguay



Pintores Nacionales



FDC UruguayNatural EL CORREO URUGUAYO LLEGA HASTA DONDE QUIERAS.





UPU UNIVERSAL
POSTAL
UNION



EL CORREO
URUGUAYO
**LLEGA HASTA
DONDE
QUIERAS.**

Tienda online Filatélica
www.stamps.uy.post



Philatelic Store

INICIO COLECCIONES HISTORIA DE LA FILATELIA NOTICIAS NUESTRA EMPRESA FAQ CONTACTENOS

Buscar

IR

Humedales para nuestro futuro



Convención Internacional
por los Humedales



Federal *Amblyramphus holowaykai* \$15

Rayador \$15 03001

Humedales para nuestro futuro

En el marco de la realización de la Convención RAMSAR en el Departamento de Maldonado, se realizó el lanzamiento de la Hoja Filatélica.

[Más Información >](#)

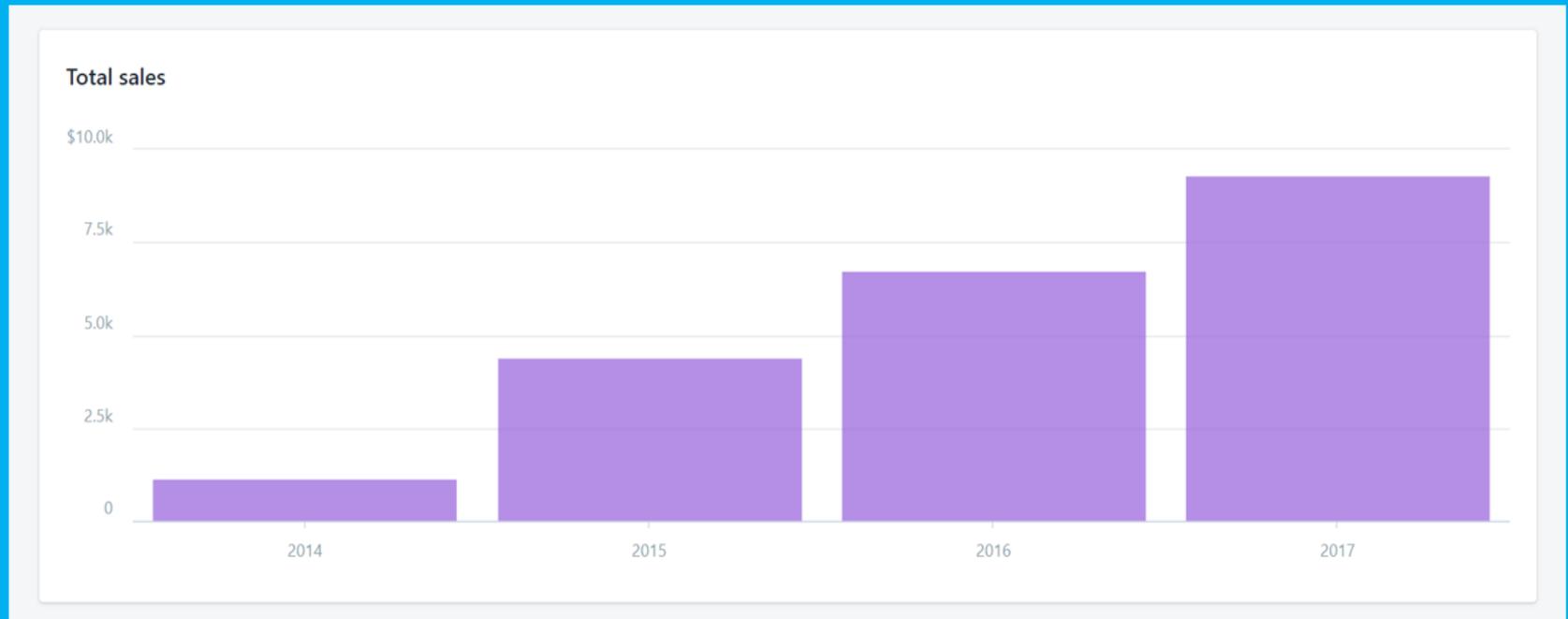
<https://stamps.uy.post/>



UPU UNIVERSAL
POSTAL
UNION

SALES PER YEAR

Tienda online Filatélica
www.stamps.uy.post





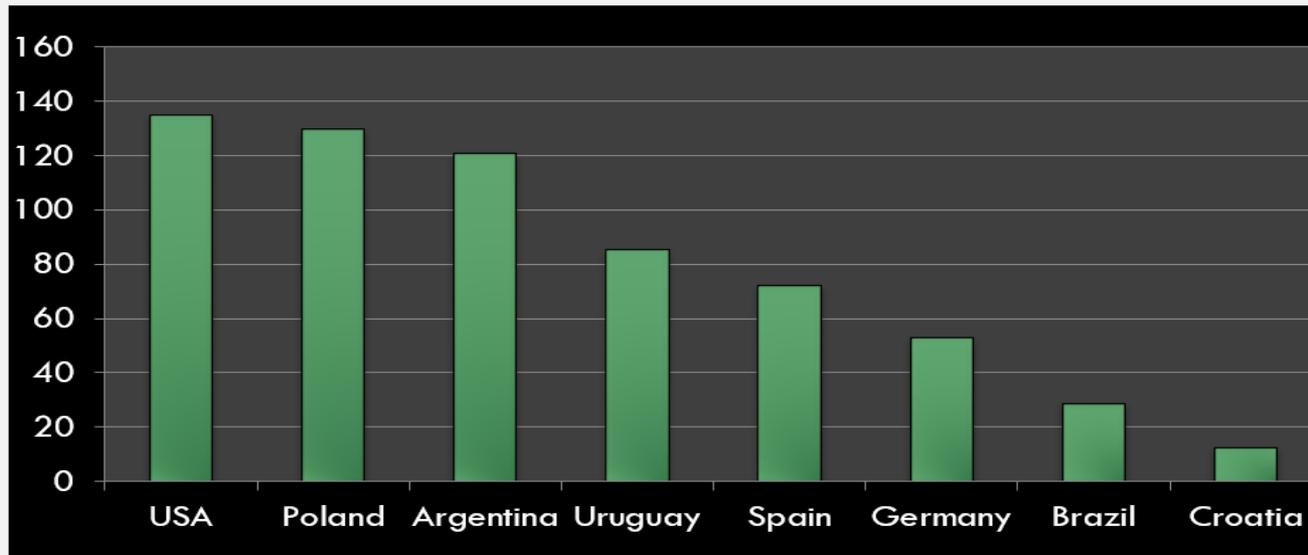
INCREASE IN SALES

Tienda online Filatélica
www.stamps.uy.post





Main buyers





Other countries that also bought on the site

- UK
- Chile
- China
- Hong Kong
- Portugal
- Italy
- India
- Holland



Domain Names registration

How to register your own domains?
a 3-step process:

1. Application: apply for your Community ID
<https://apply.info.post>
2. Authentication: verification process by UPU and issuing of your Community ID
3. Registration: register your Domain name





HOW .POST IS OPERATED?

THE UPU

- THE INTERNATIONAL BUREAU ENSURES THE COMPLIANCE OF THE POLICIES AND STANDARDS, SECURE INFRASTRUCTURE AND LEGAL FRAMEWORKS OF .POST

THE DOT POST GROUP (DPG)

- THE DPG IS STEERING THE FUTURE DIRECTION OF THE UPU'S SPONSORED TOP-LEVEL DOMAIN NAME (STLD) AND MANAGES THE PLATFORM'S DEVELOPMENT.
- THE DPG IS SERVING AS A GLOBAL FORUM FOR EXCHANGE OF IDEAS AND INFORMATION, FROM WHICH .POST SPONSORED COMMUNITY MEMBERS CAN WORK TOGETHER.



UPU

UNIVERSAL
POSTAL
UNION

**PAUL DONOHOE – DIGITAL ECONOMY, E-COMMERCE AND
TRADE PROGRAMME MANAGER**

**DANIEL NIETO – DIGITAL INCLUSION AND POLICY ISSUES
EXPERT**

SECRETARIAT@INFO.POST

WWW.INFO.POST