

# From Postal innovation to e-innovation

Presentation for

7th IT STAR WS on Electronic Business

3 & 4 May 2013, Bari, Italy



**Massimo Bollati**

ICT & Digital Director

+39 02 5072200

[m.bollati@tntpost.it](mailto:m.bollati@tntpost.it)

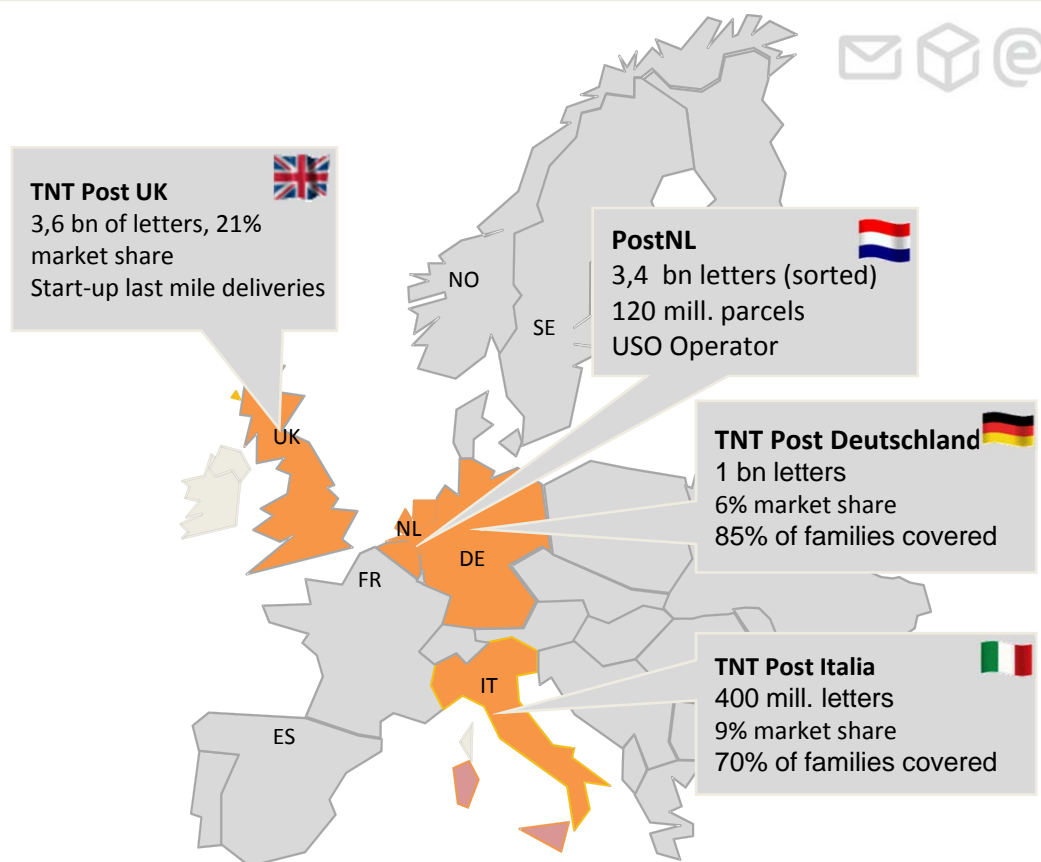
<http://it.linkedin.com/in/massimobollati>

Location: Bari, Italy

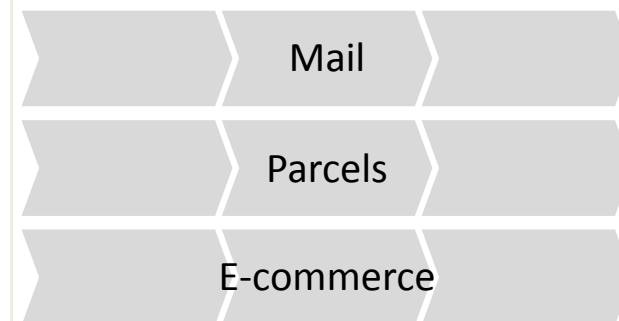
Date: May 3<sup>rd</sup>, 2013

# PostNL, the international group that specialises in mail, parcels and e-commerce

## PostNL Group (2012)



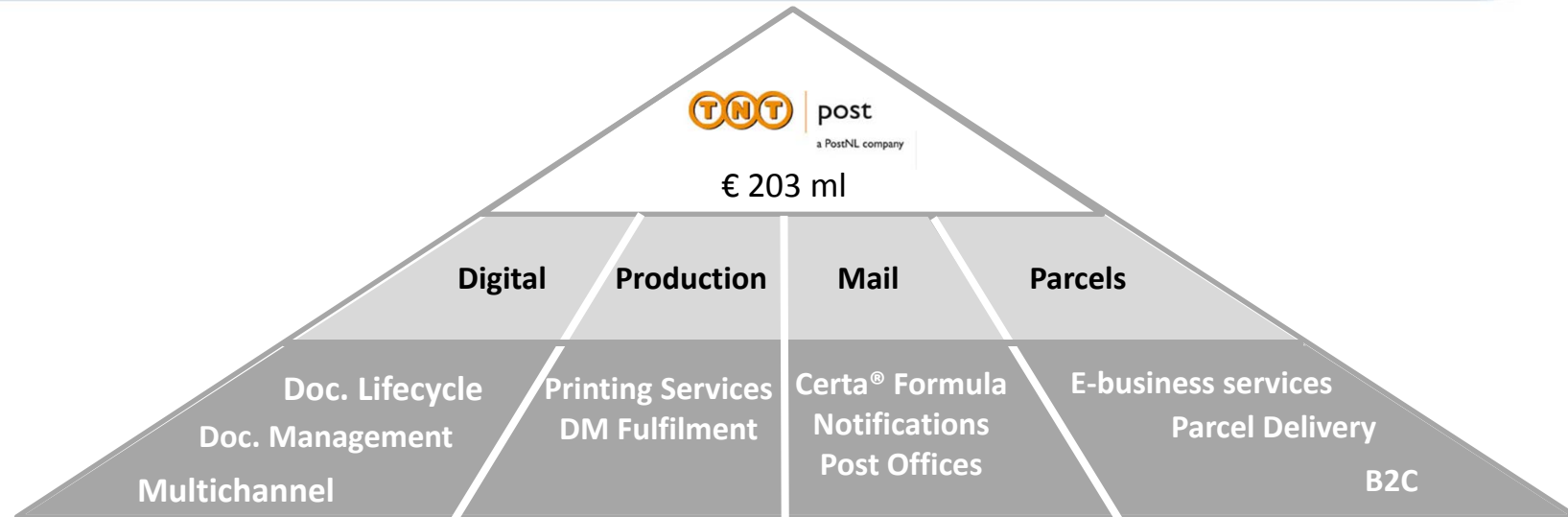
## Business Areas



## PostNL in figures

- **9 billion** letters in UK, DE, IT and NL
- **106 million** parcels
- **66,441** employees
- **4,533** vehicles
- **2,600** post offices and Business Points in Holland
- **€ 4,3 billion** in turnover

# In Italy Post NL is TNT Post



## Vision

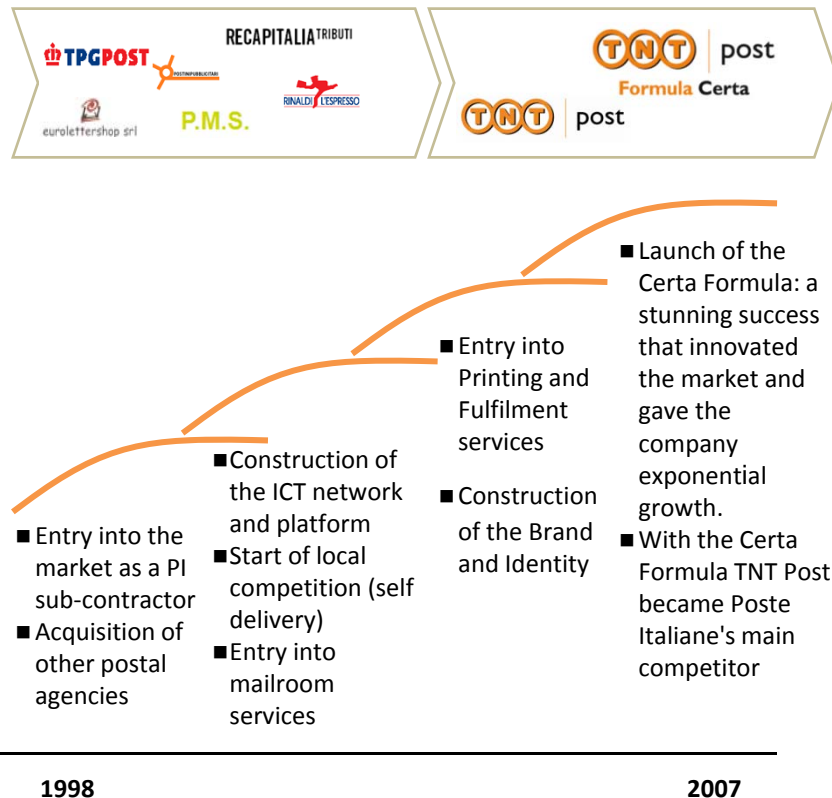
To be seen by the market as the best partner for business deliveries and for added value communication management. To always strive for **continuous improvement** in all our actions.

## Mission

To be the **"end-to-end" private postal service in Italy** known by the market for our quality, range of services, reliability and sustainable business in managing multi-channel communication and parcel delivery.

# TNT Post, leading private postal operator in Italy

## 1998 – 2008: Entry and development



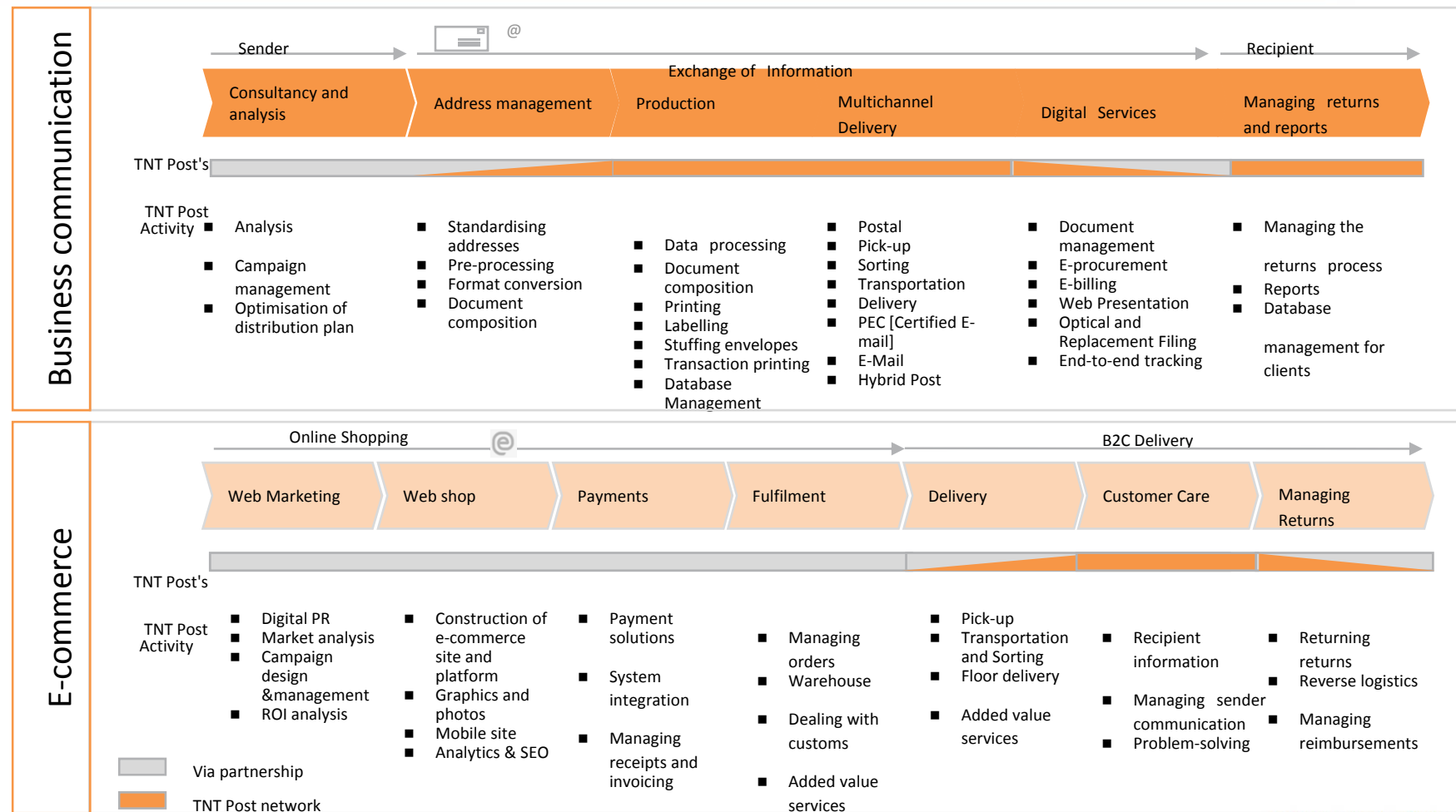
## 2008 – 2012: expansion and consolidation

- 2009: Turnaround plan and reorganisation
- 2010: Geographical expansion mainly due to development of the Certa Formula distribution channel and consolidation of the client base.
- 2011: Government Decree on Liberalisation
- 2011: Focus on core business areas (sale of unaddressed division and Telepost mailroom services)
- 2012: Identification of key areas for developing new business (parcel, digital services)

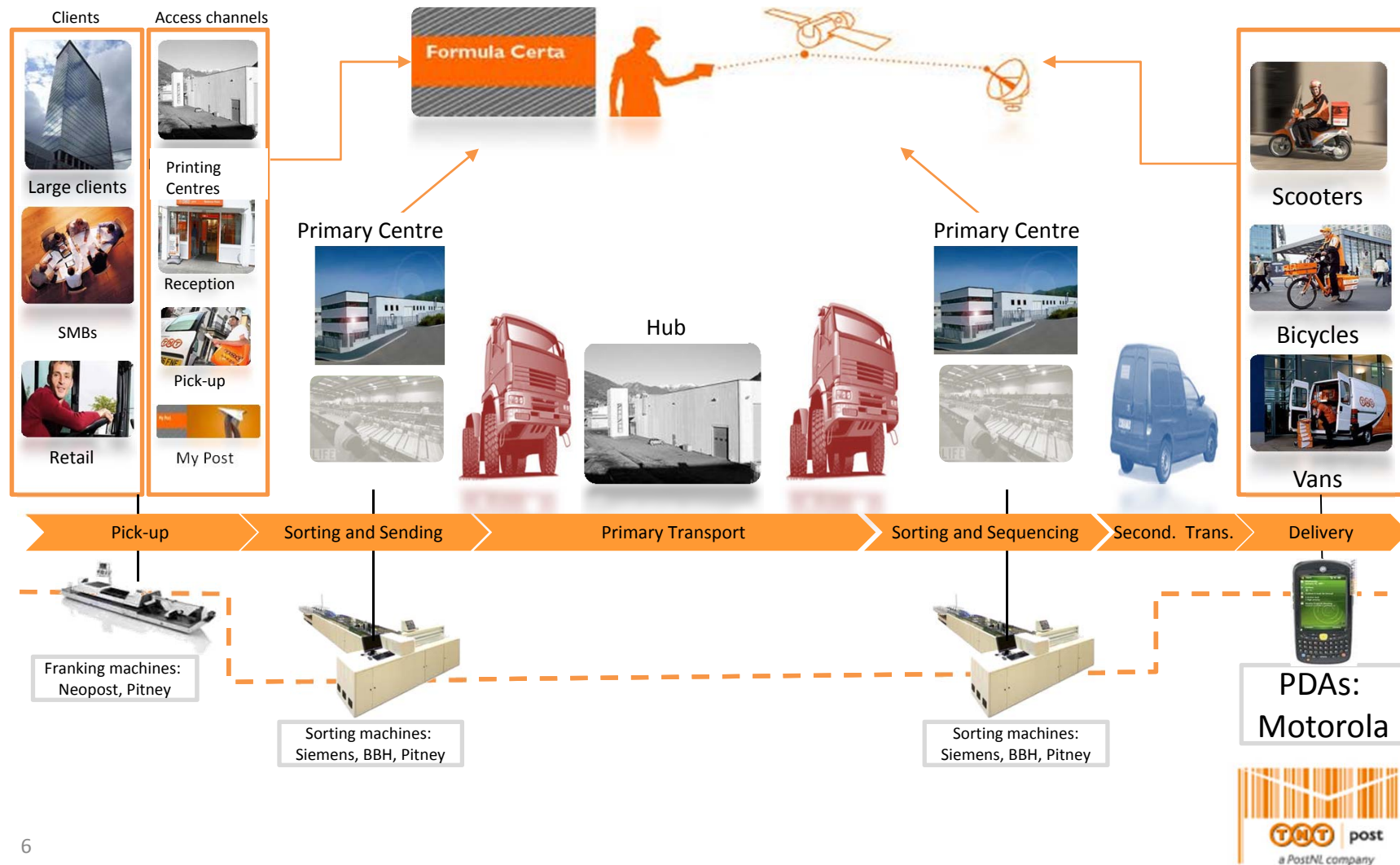
## 2012: figures

- 5,500 operators
- More than 15,000 clients
- About 70% of Families covered
- About 400 m letters delivered
- 150 m printed envelopes

# TNT Post: a single contact for business delivery needs



# Formula Certa<sup>®</sup>: the satellite certified delivery process



# All the advantages of Formula Certa®

## Features



**Innovation**  
and modular offer



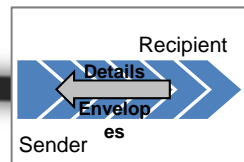
**Quality**  
guaranteed and  
certified



**Satellite**  
certification of  
delivery made



**Traceability** of  
each individual  
envelope



**Managing**  
**returns** (physical  
and electronic)



**Highly reliable** and  
**integrated** with  
document  
management  
services

## Benefits

- Complete process control
- Saving on total delivery costs
- Punctual delivery for **more than 97%** of items sent
- Dedicated **Customer service**: from start-up to assistance
- **Accurate reports** for all correspondence statuses
  - Returns with all reasons
  - Post office boxes
  - Ordinary post items

## Formula Certa® Network

### Network

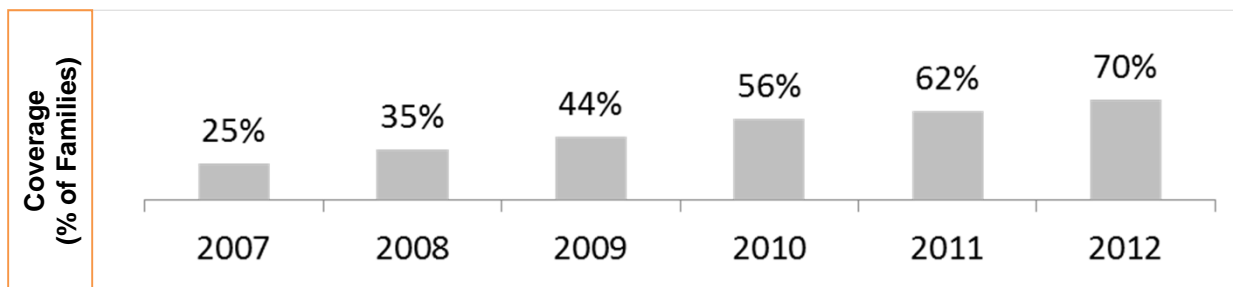
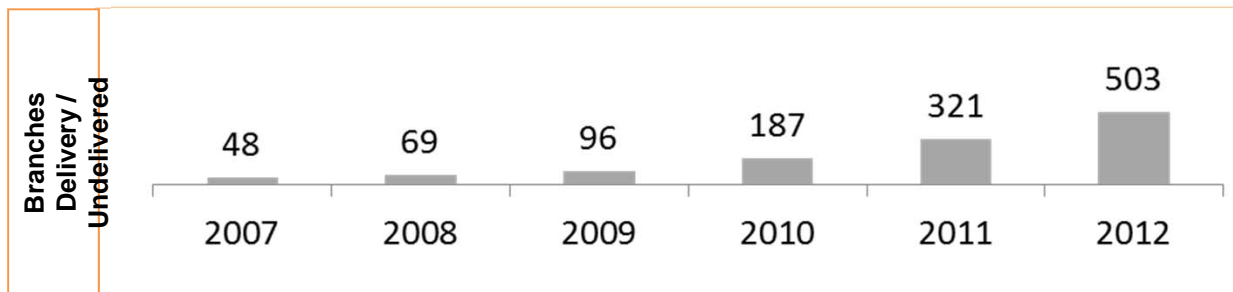
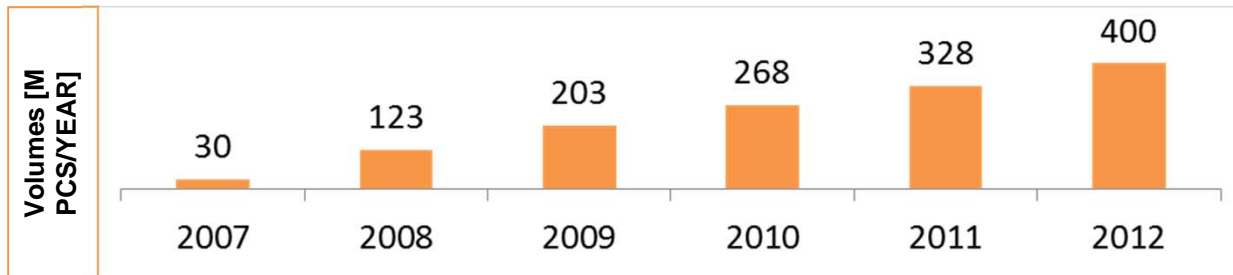
11 Basins  
10 Sorting Centres (15,000 m<sup>2</sup>)  
17 Sorting machines  
**Tractors and transportation**  
142 vehicles (lorries, vans)  
20,000 km/day  
35 suppliers



Formula Certa® is a system authorised by the Telecommunications Ministry



# The evolution of Formula Certa®



- TNT Post's logistics team has increased the volumes handled **ten fold** in the first 4 years, maintaining a growth trend in 2012 as well.
- The increase in business went hand in hand with development of the logistics / distribution network that aims to constantly guarantee and improve the highest levels of service for our clients:
  - Upgrading of existing structures (increase of clients on the perimeter)
  - Increasing the distribution structures (increasing national coverage)
  - Re-engineering the network based on the introduction of "mechanisation".





# Formula Stampa: Performance, efficiency, quality

## Features



End-to-end tracking of the process



Printing in B/W or Full Colour



Quality Certified



Perfect Integration with **Formula Certa**®

## Benefits

- **Efficiency:** reduction of the TCO for printing and delivery processes thanks to integration with the Certa® Formula
- **Performance:** reduction of "crossing time" for the entire process. Increased security thanks to the entire e2e process
- **Quality:** the production and reporting environments are based on solid ERP and CRM systems that are able to ensure reliability, control, scalability, and modularity of the solution

## Assets

### Printers

Max capacity

- B&W 2,100,000 A4 (F/B) / day
- Full Colour 1,200,000 A4 (F/B) / day

### Envelope stuffing machines

Max capacity (@ 4 sheets/envelope):

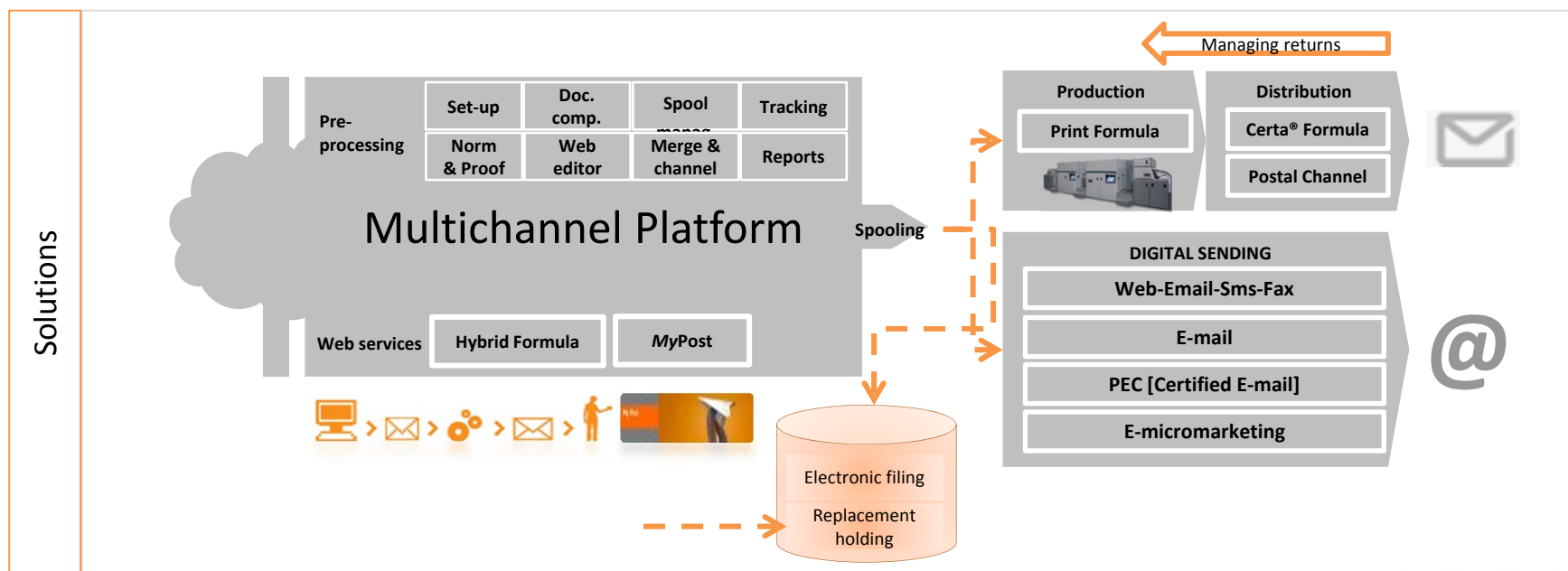
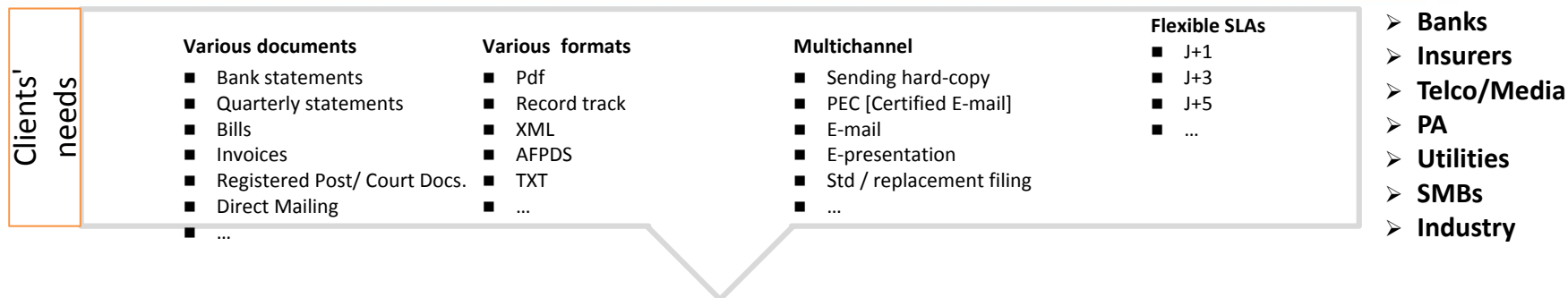
- 1,100,000 envelopes / day

### Disaster Recovery data and production

**3 production sites** that produce about **150,000,000** envelopes and **500,000,000** printed sheets per year with digital technology



# Document management: a suite of services for all market needs



# Digital Services. Innovative, flexible, tailor made

## Document composition

- Management of documents in all types of format: electronic (PDF, AFP, record track, XZML, CSV, TXT, etc.)
- Conversion, if necessary, of the documents acquired into PDF and indexed according to the reading keys requested by the client. Two possibilities:
  - Creation ex-novo of the document using the agreed layout
  - Personalisation / changing of documents already "composed and paginated"
- Composition of individual documents: number of sheets and bar code identification
- Correspondence breakdowns according to Post Codes and delivery channels

## Multichannel

- Documents sent to the recipient in hard-copy format and/or electronic format
  - E-Mail
  - Certified E-Mail - PEC
  - Internet Presentation
  - ...
- All output documents are recorded in PDF and organised to be able to use traditional electronic filing and replacement keeping.
- PEC sending along with keeping according to the regulations, provides maximum legal value to the electronic transmission



Systematic control at each stage of the production process

# Formula Ibrida. Mail created online and delivered in hard-copy

## Features

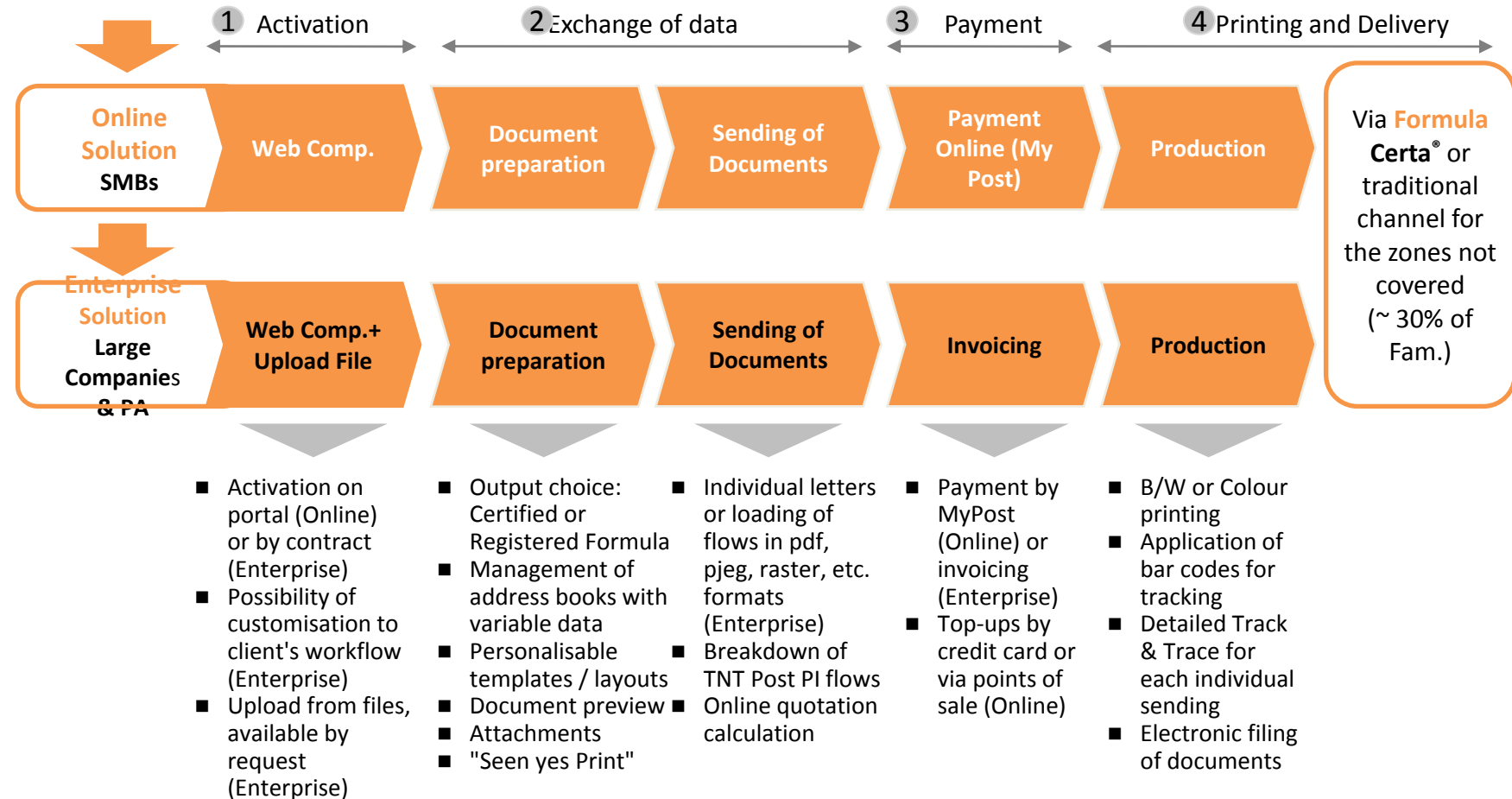
- **The Hybrid Formula is an innovative service** that prints, puts into envelopes, and delivers computer generated documents as "real" post, with traceable, certified delivery when requested.
- **Particularly simple**, also because no software need be installed, allows document flows to be managed easily from your desk
- **Extraordinarily flexible**, can handle individual or multiple postings with distribution lists, choosing the type of printing and delivery (Certified or Registered Post)
- **Innovative by very cost effective**: The Hybrid Formula offers the most competitive price on the market



## Advantages

- **Ease of use**: documents are created online, saving time
- **Personalisation**:
  - Managing document templates and headings
  - Possibility of including images and attachments (in the formats allowed)
  - Printing in colour or black and white
  - Possibility of multi-user management and levels of authorisation
- **Traceability** for deliveries made using Formula Certa
- **Low cost**: no software license. All-inclusive offer, extremely cost effective

# For any business size



---

# Sistema **Completo**



# Sistema Completo meets the clients' needs



Need

## Increase in the percentage of successful deliveries

- **Two attempts at delivery, always agreed** : more efficiency and serving the recipient
- **Contact for appointment within 24 hours**: Within 24 hours of picking up the goods we contact the recipient by phone to set an appointment (maximum timescale 3 hours) for delivery (Sicily, Calabria, and Sardinia: within 36/48 hours)
- **Delivery in 3 days** (5 days for the islands)
- Floor delivery
- Deliveries up to **19.00 in the evening**



Need

## Simplification of the processes

- **Abolition of volumetric weight**: Only 5 volume or weight 'sizes'. With the Weight Option, simply weigh the delivery to determine the corresponding tariff - with the Volume Option, simply measure the box to determine the relevant cost. This makes the process more simple and saves time.
- **Dedicated portal**: An innovative system for overall management of the delivery process.  
A simple, user-friendly web portal that allows numerous activities, in addition to **traceability of each individual delivery**: entering of destination file, automatic preparation of delivery note, day-by-day monitoring of the delivery status and lots more.
- **Pick up from the sender**



Need

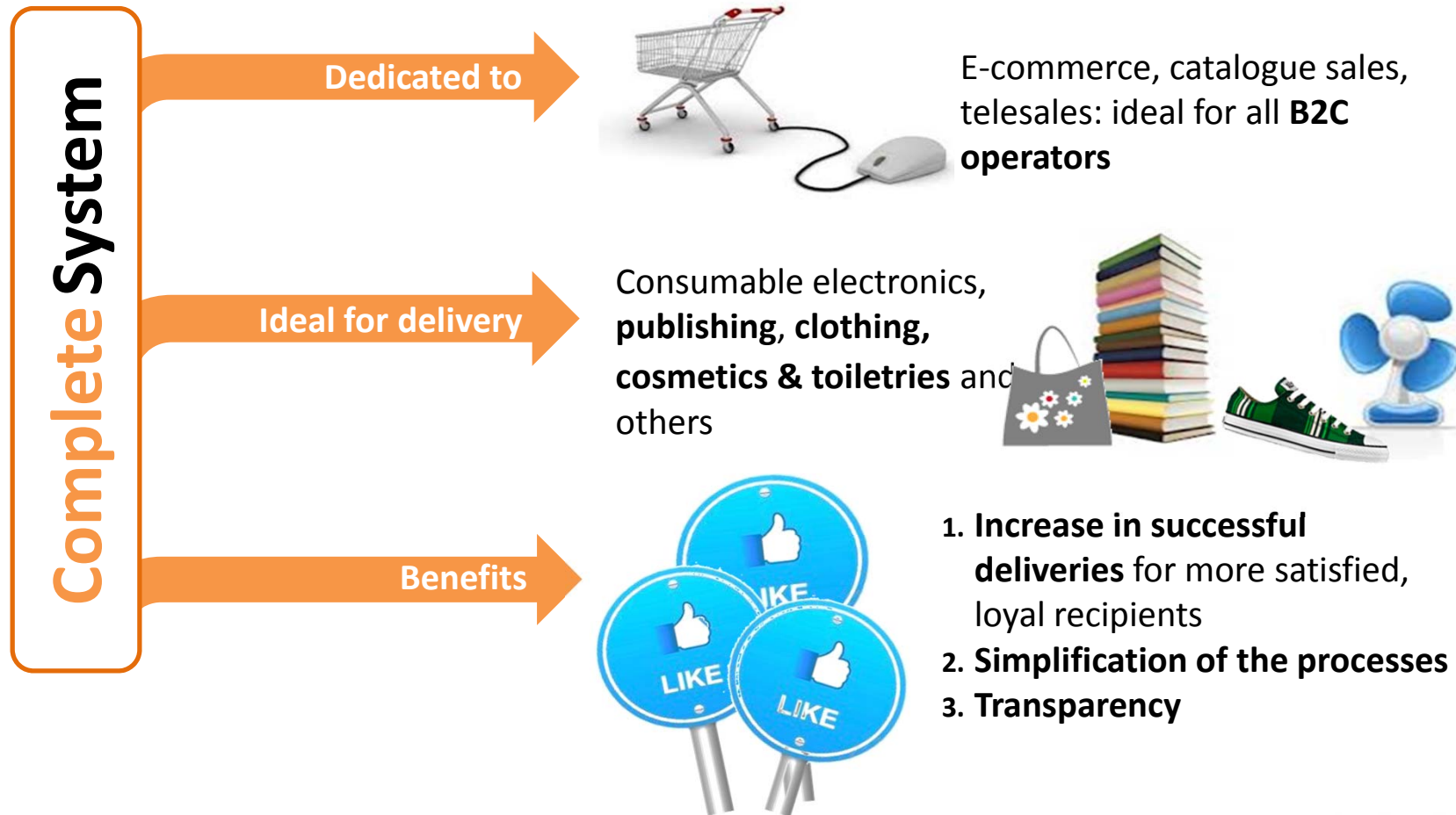
## Transparency

- Always included, without surprises: holding costs (up to 10 days), fuel supplement and Limited Traffic Areas.
- **Return to sender**: 50% of the price





# Sistema Completo : a new concept, unique positioning



# The Sistema Completo portal. Evolved, simple

Dedicated dashboard on [tntpost.it](http://tntpost.it), multiple key track&trace



- TNT Post identifies each individual delivery and records it using a bar code that is read by special **PDA**s at the time of delivery
- By connecting to a **reserved area** on the Internet site all parcel processing processes can be monitored, from entry into our warehouses through to delivery
- Deliveries can be tracked using multiple search keys
  - **Delivery number - Recipient's name - Delivery date**

Management of loading delivery and holding flows

- Entering of the destination file
- Automatic preparation of the delivery note
- Control of holding

Speeding up of processes, accurate control, ease of use



---

Thank you for your attention

## Q&A

ICT & Digital Director: [m.bollati@tntpost.it](mailto:m.bollati@tntpost.it)

Communication: [v.pavan@tntpost.it](mailto:v.pavan@tntpost.it)

