

**Abstract:****From Postal Innovation to e-innovation**

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TNT Post, is the first private postal operator in Italy and one of the five countries of the international PostNL Group (Netherlands, Benelux, UK, Germany, Italy). With 4,500 collaborators, over 15,000 clients and a coverage of 70% of Italian Families, TNT Post approximately delivered in 2012 400 millions of letters and printed 450 millions of A4 sheets.

In 2007 thanks to the launch of Formula Certa, a patented system of delivery with geo coding and satellite certification that gives to the client a complete control of the processes and a saving on the total cost of the shipment, TNT Post becomes the major competitor of the Italian incumbent, starting an extraordinary success. A success that innovated the market and made the company grow exponentially.

Even if the way for a real Postal Market Liberalization is still ongoing, business tasks and client needs are the key factors that ensure the competitive advantage of TNT Post.

From 2007 till today TNT Post has changed the field of its activity in order to satisfy new clients requests in business communication taking advantage from the new technology environment and focusing on a role of unique interlocutor for any business client.

TNT Post services touch every business communication need: Analysis, Management of the campaign, Optimization of the distribution plan, Document composition, Data processing, Printing, Labeling, Envelope stuffing, Database Management, Mail, Collection/pick up, Sorting, Transportation, Delivery, Document management, E-invoicing, Optical and Substitutive archive, PEC (Electronic Certified Mail), Hybrid Mail, Multichannel Delivery, Management of the returns process.

Digitalization of business communication and the growth of e-commerce in Italy pushed TNT Post to introduce new business lines and new digital services. In particular, multichannel and e-business management completed the company value chain.

Due to e-commerce market development, TNT Post has created the new Parcel business unit, a value added service thanks to the integration and synergy between physical and digital services.

E-innovation and the market consolidation are the strategic assets of TNT Post for the future.