UNIVERSAL POSTAL UNION

APPU-EC
Market Development and E-Services Working Group meeting

Briefing on UPU activities from POC C3 2021.1

Paul Donohoe
Manager, Digital Economy and Trade

(Virtual session of 28 June 2021)

© UPU 2021 – All rights reserved

UNIVERSAL POSTAL UNION

Agenda

1. Recap of UPU decisions from April 2021 (POC 2021.1)
   - E-Services
   - Direct Marketing
   - Philately and IRC
2. UPU E-commerce Suite
   - ORE, DRE, PRE
3. NEW UPU DRE technical assistance regional project
4. Cybersecurity and .POST
5. LEAPFROG - Blockchain and other Innovation partnerships

© UPU 2021 – All rights reserved

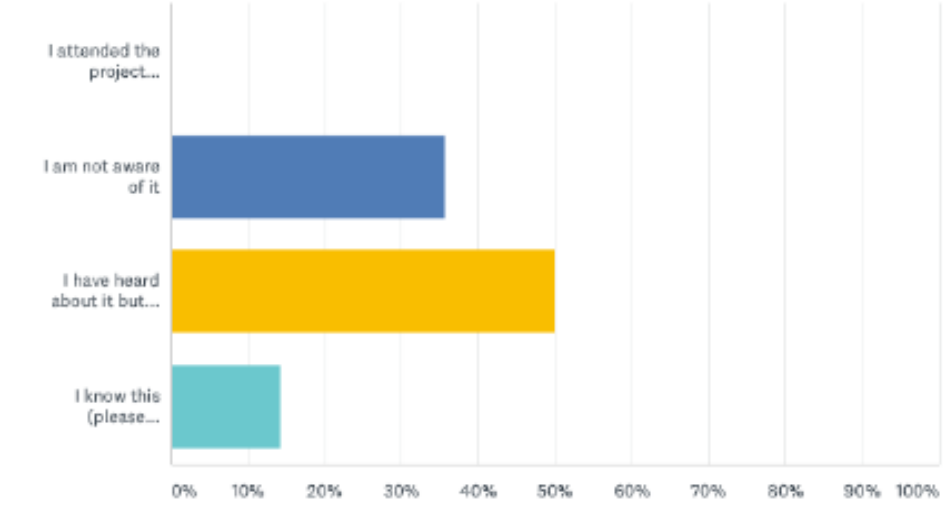
SURVEY: What are you expecting to learn from today's workshop?

- To be able to understand what digital transformation of Postal Services Project is all about
- Basics on **cybersecurity** in the Postal Services sector;
- **Addressing initiatives** in relation to the digital/ICT technologies
- Enhance the **knowledge about digital in postal services** and the open opportunities to explore for sustainable future
- **Updating my professional knowledge**, Learning new methods and new knowledge for digitization of our postal services.
- **Hear from the postal operators in the region** of new digital services that they have introduced
- New ideas and ways of **improving the performance of the Post.**
- Increase my knowledge about e-commerce and can be implemented in companies in the context of **digital transformation in the postal sector.**
- How many UPU digital postal services has created and how our postal could use for these services.
- The **role the UPU plays in e-services and markets development**. How this can help me to **help respond to the needs, wants and demands** of my sending and receiving customers. How my **post can operate more effectively** and thus **benefit from the current e-commerce boom.**

© UPU 2021 – All rights reserved

What do you know about the UPU Diversification and Digital Transfor...

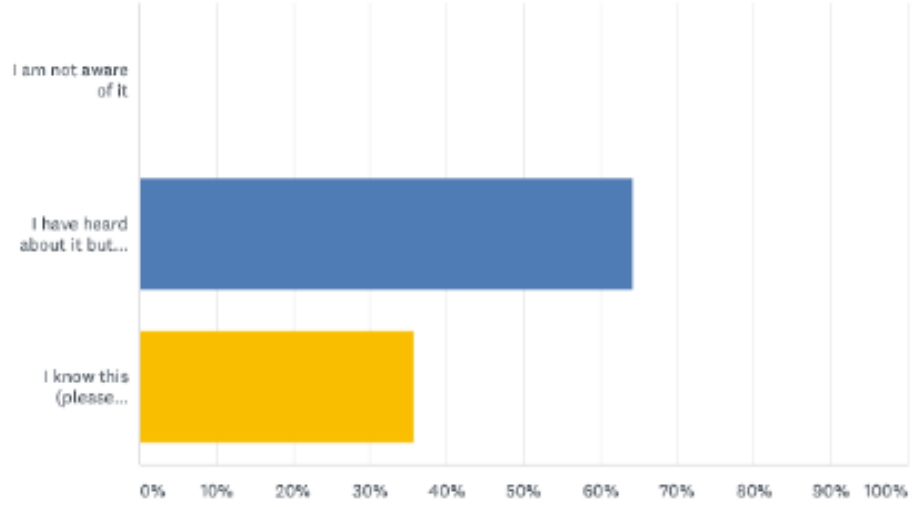
Answered: 14 Skipped: 0



Pre-session survey - UPU Digital Postal Services (0)

What do you know about the UPU E-commerce Guide?

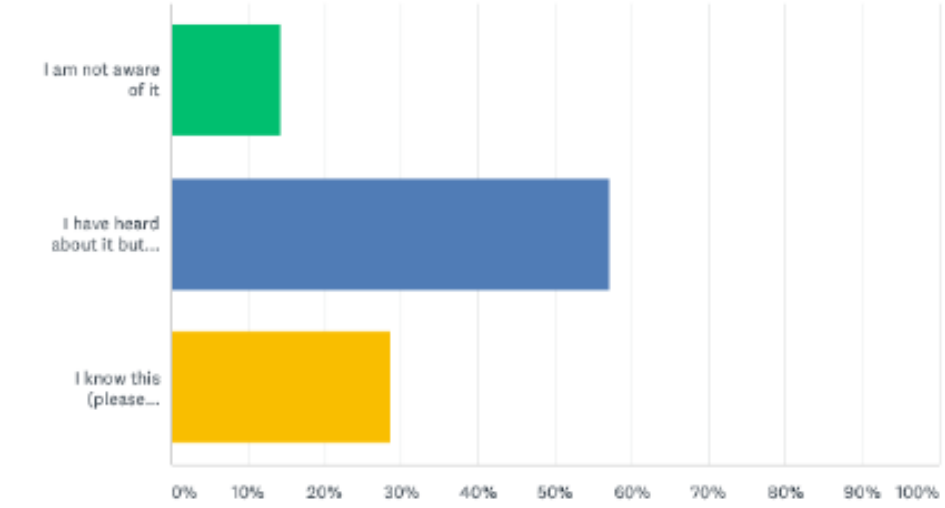
Answered: 14 Skipped: 0



Pre-session survey - UPU Digital Postal Services (0)

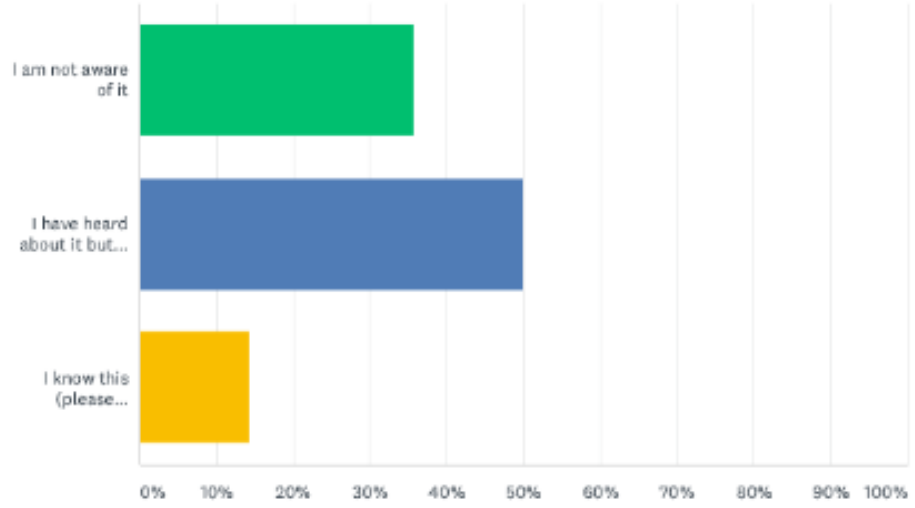
What do you know about the UPU Digital Readiness for Ecommerce (D...

Answered: 14 Skipped: 0



What do you know about the UPU Cybersecurity policies and recomm...

Answered: 14 Skipped: 0



UNIVERSAL POSTAL UNION

Issues relating to the E-Services Development Group (ESDG)

Chair: Tunisia

Mr Oussema Rouatbi

Digitalized communications system for UPU communications and notifications

Members' need

The COVID-19 crisis has highlighted the importance of adopting adequate document management tools, and has created an urgent need for a shared secure digital system where all communications and documents are archived and made available to members, including those traditionally sent in paper format by posts.

Digitize communicationsl

- Circular Letters
- Surveys, questionnaires
- Invoices, payment status
- Information Documents, publications

No need to go to the office to collect your mail: You will access it via your PC, Tablet, Smartphone

possible technical solutions

© UPU 2021 – All rights reserved

Digitalized communications system for UPU communications and notifications

Rationale and objective

- Streamlining internal processes to make them more immediate and effective would translate into an improved, more timely and restructured communication system to benefit all Union stakeholders

Some of the key functions features

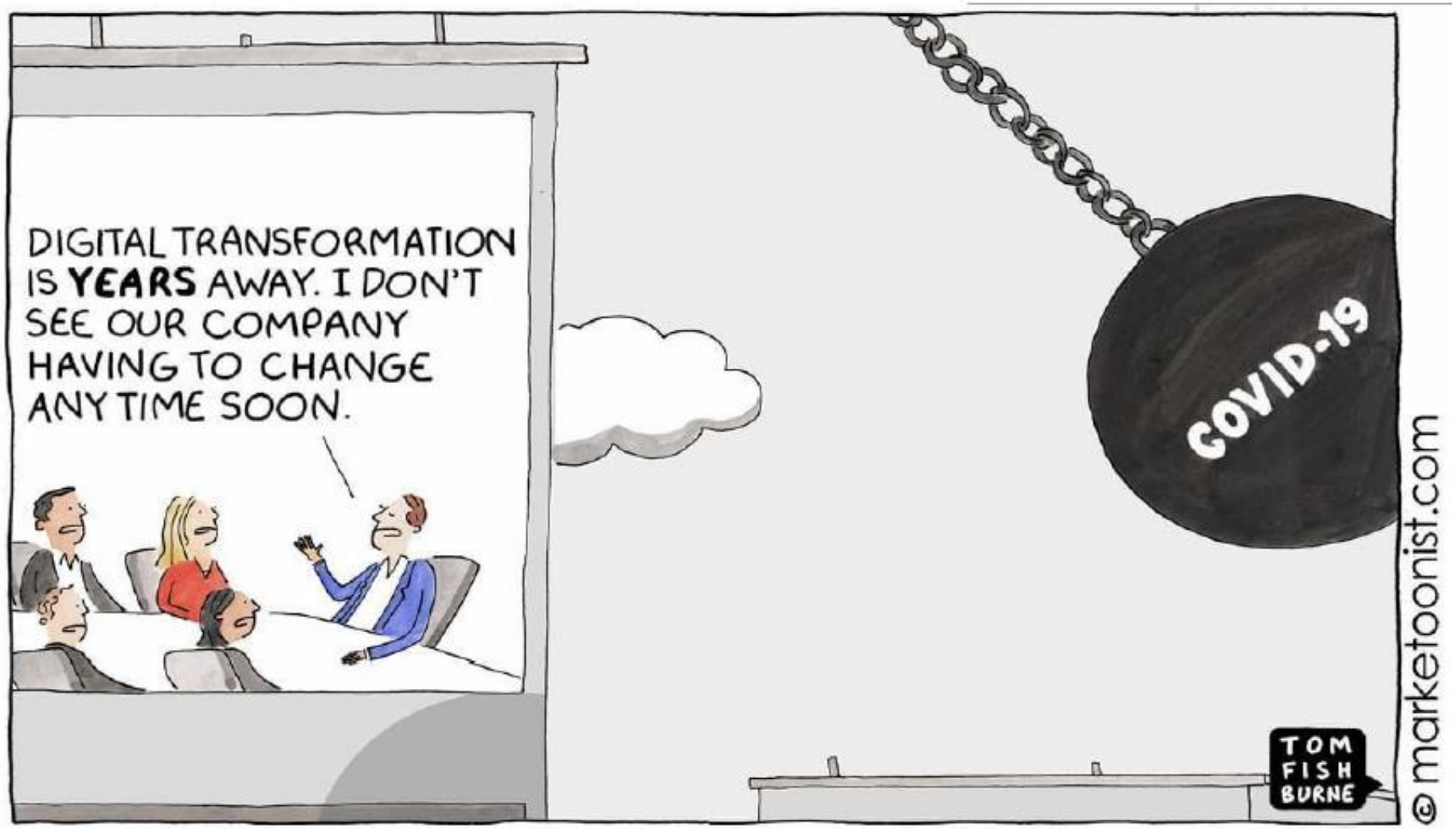
- creating a shared digitalized archive (database)
- sharing a single, structured and organized user-friendly system
- guaranteeing data access safety, management protocols, security and protection
- archiving electronic documents and ensuring their integrity over time (paperless)
- authorizing sharing of copies of circulars/documents/surveys directly (via e-mail)

Financial impact

- The work associated with this proposal would be financed from the regular budget, however a business case will be elaborated for fully implementing it. This work proposal is expected to bring cost savings to the Union budget as a result of partially or completely replacing current physical document printing, distribution and storage with digitized processes and solutions to be.

© UPU 2021 – All rights reserved

Impact of COVID-19 on the digital transformation of postal services



Postal response during COVID 19

- ✓ Deemed an essential service by governments and policy makers.
- ✓ Network reach, trust, local knowledge
- ✓ Supporting national governments to:

- ❑ **Stop the spread, treat the sick**
  - ➢ Government information, PPE and tests materials
- ❑ **Meet society's needs**
  - ➢ Prescription medicines
  - ➢ Pensions. Other financial disbursements.
  - ➢ Checking the vulnerable
- ❑ **Support business resilience**
  - ➢ SME business support
  - ➢ Building capabilities for adjacent services
  - ➢ Digital transformation of the value chain

© UPU 2021 – All rights reserved

SURVEY: What actions has your organisation taken during the pandemic for the digital transformation of postal services?

- **Minimizing the outbreak of a pandemic** within the company, through preventive measures.

- Some of the **major services has been transformed to online** and **most of the deliveries are done via e-Lockers**
- Launching of Domestic Postal System for **track and trace and Task management system.**
- We have focused on the operation of **IPS.Post** and are seeking participation in the postal payments network of IFS.
- Issued **more hand scanners** to delivery agents to **speed up track and trace capture and publication.**
- Strengthened the **capacity of our track and trace website to answer increased demand for tracking.**
- Developed **order application for pick up shipment and payment services**
- Development of the **ERP Systems**

- * Moving **more services on to a mobile app** * Developing **cashless payment services** * Deployment of **self help services**

- Putting in efforts to go digital but different projects are still under process.
- Plan to prepare a **draft Policy of digital transformation**

© UPU 2021 – All rights reserved

UNIVERSAL POSTAL UNION

Postal services shift to digital during COVID

Access to postal services from home

Contactless services

Avoiding crowding or overcrowding at post offices

Collaboration on digital platforms for distribution of social welfare

Customer care via digital channels

Increase in demand for e-commerce platforms for SMEs

© UPU 2021 – All rights reserved

UNIVERSAL POSTAL UNION

Issues relating to the Direct Marketing Advisory Board (DMAB)

Chair: Tunisia

Mr Khalid Abid

intro

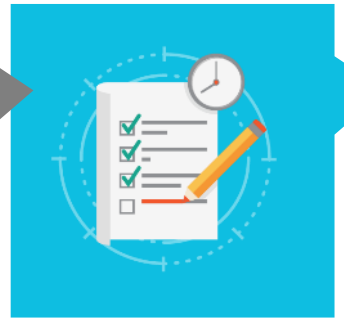
DMapp: the global online platform for cross-border direct marketing services to meet the rapid growth of international e-commerce

DMapp: enable businesses to provide an international offer to existing customers and reach new ones through direct marketing campaigns.

DMapp: one-stop shopping for global postal services, from address list management to production and delivery of campaigns through hybrid mail.

work flow

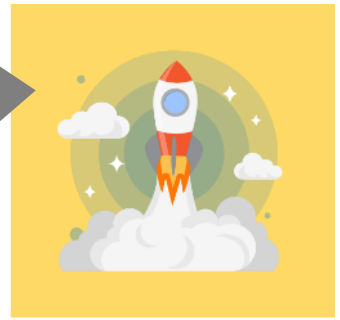
I browse the DMapp.post menu of participating postal operators



I select the provider and send a request for an offer

I agree and design the campaign with my customer

Fulfilment by the DMapp.post partner



My campaign is delivered!

DMapp.post

DMapp.post at a glance:

Established relationship

The customer will deal with its own domestic designated operator

Easy to use

The customer/designated operator can browse several international offers through a simple tool

Cost effectiveness and sustainability

The platform enables hybrid mailing campaigns

Efficiency

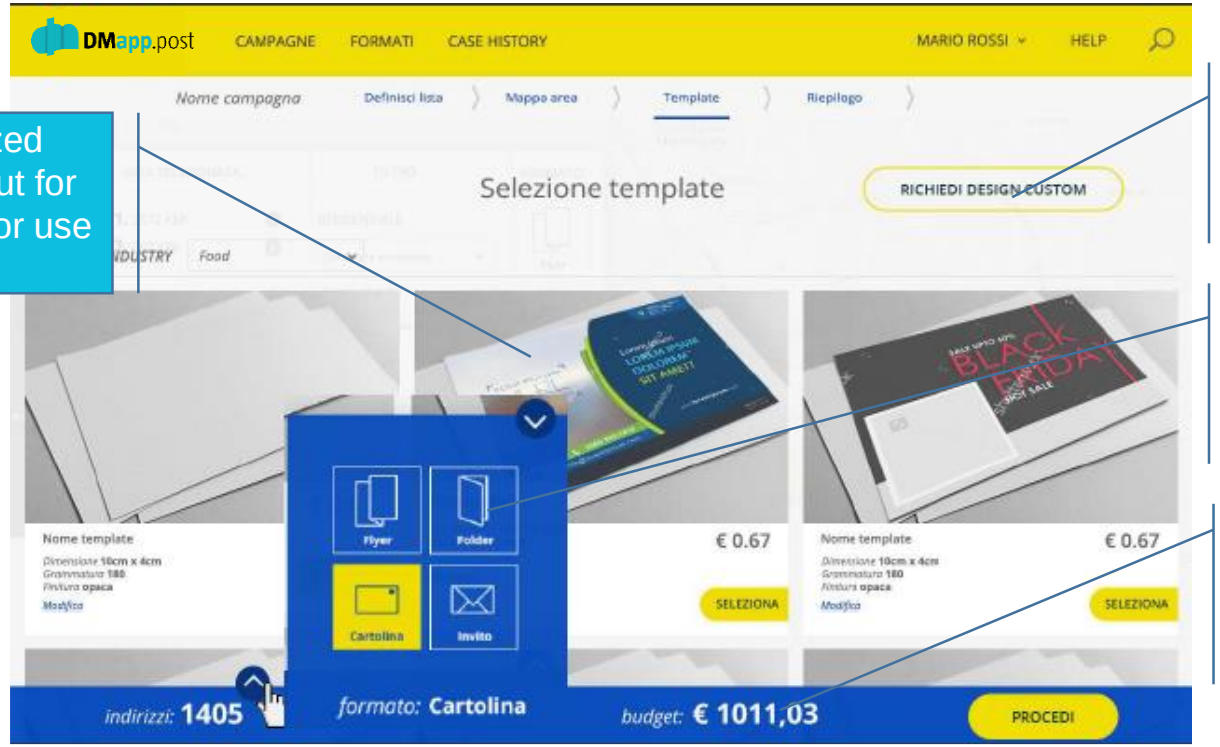
The platform allows for profiled targets to be reached

Compliant with data protection frameworks

No personal data exchanged between participants

Printing formats

Personalized graphic layout for industry and/or use case



Possible to request a custom design through contact form

Choice of four formats for DM campaign

Budget updated for each selected format

Next steps

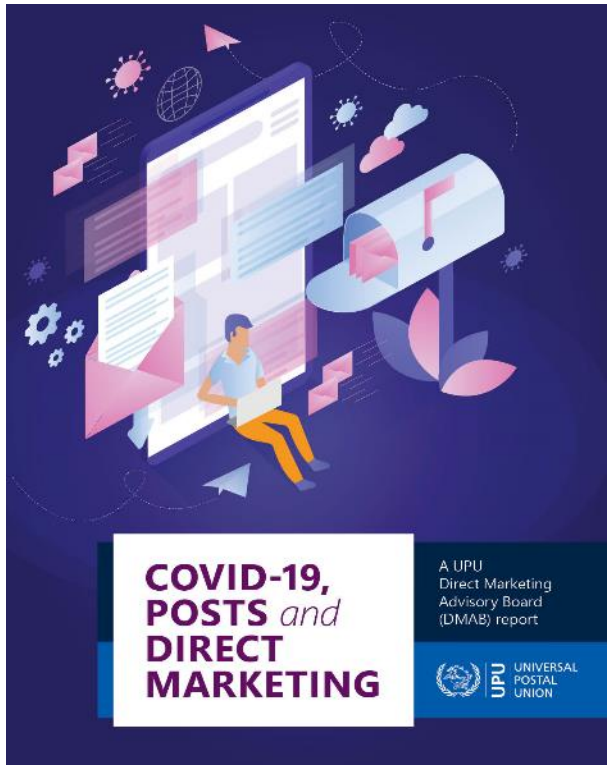
Platform features

Participation requirements

IT requirements and design

Financing plan (PPP and/or other)

Designated Operators' participation



1. THE STATUS OF THE DIRECT MARKETING INDUSTRY OF POSTS AND DIRECT MARKETING;
2. THE IMPACT FACTORS OF THE COVID-19 PANDEMIC ON THE DIRECT MARKETING INDUSTRY;
3. OPPORTUNITIES AND THE WAY FORWARD; AND
4. SPECIFIC CASES: THE VIEWS OF POSTAL OPERATORS AND DIRECT MARKETERS ON THE IMPACT OF COVID-19.

NAMIBIA POST
THE IMPORTANCE OF DIRECT MAIL DURING THE PANDEMIC

VIETNAM POST ADDRESSING THE POST-COVID-19 SITUATION WITH INNOVATIVE SOLUTIONS

POSTE ITALIANE – DIRECT MARKETING AND COVID-19

CHINA POST
DIRECT MAIL DURING COVID-19

Acceleration of trends

Harnessing the digitalization opportunities

New behaviours

e-commerce development

Direct marketing and mail opportunities

Role in the economic recovery

Negative impacts on letter-mail volumes

Pandemic as an opportunity to diversify DM offer

Acceleration of change: innovative direct mail business approaches and projects

Many examples provided

UNIVERSAL POSTAL UNION

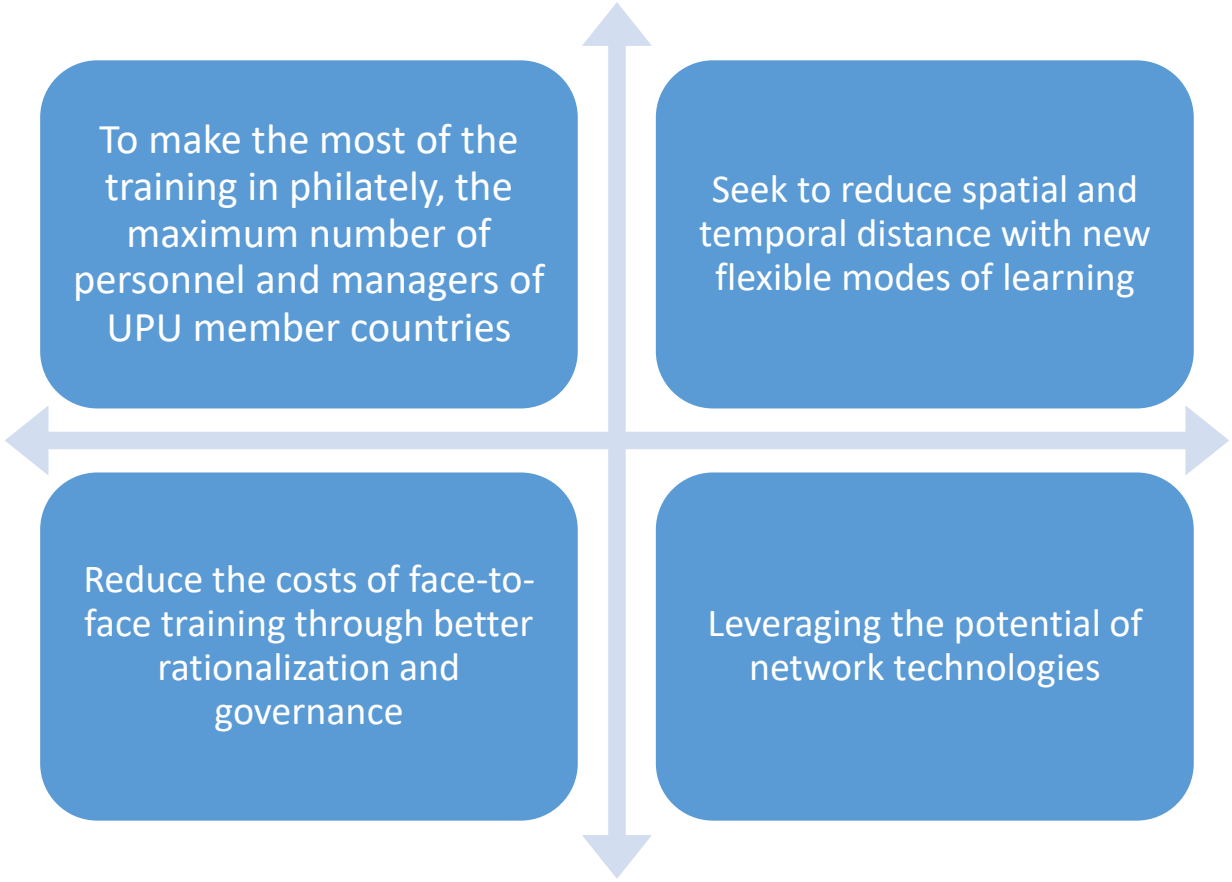
Agenda item 4

Issues relating to the World Association for the Development of Philately (WADP)

Chair: Russia

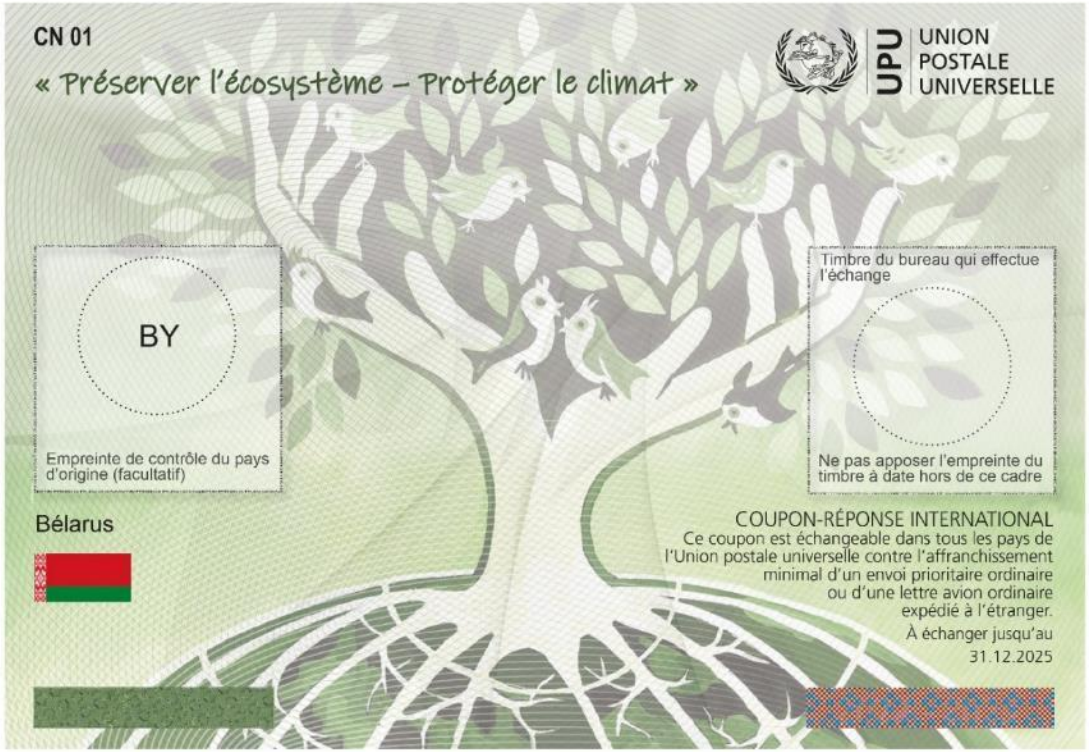
Mr Artyom Abidekov

Creating an online philatelic course



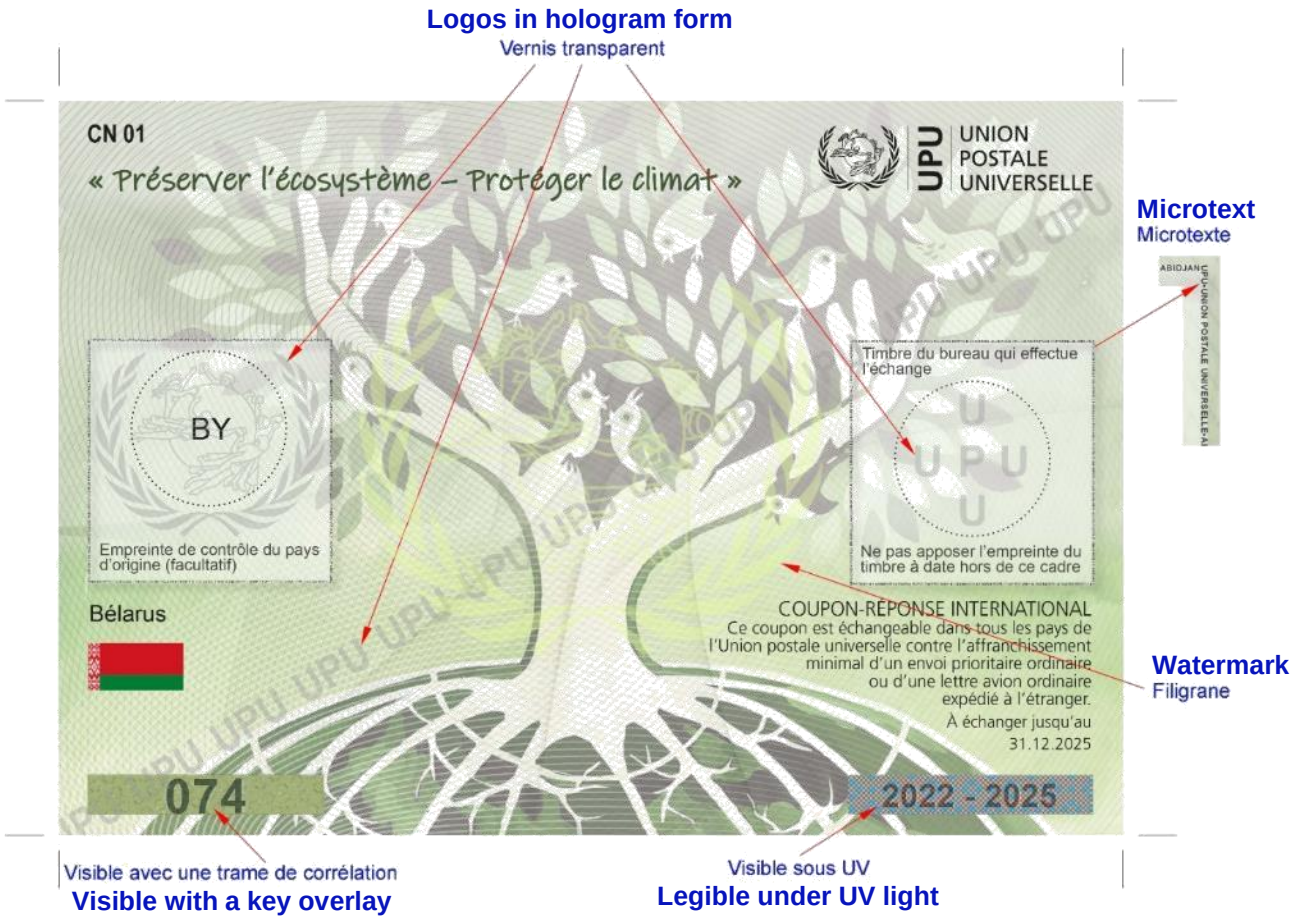
© UPU 2021 – All rights reserved

New international reply coupon – Abidjan 2021-2025



© UPU 2021 – All rights reserved

Security features



© UPU 2021 – All rights reserved

UNIVERSAL POSTAL UNION

UPU E-commerce readiness programs

Enabling the Post to support E-commerce inclusion across three dimensions – physical, digital, payments

© UPU 2021 – All rights reserved

UPU Toolkit – Ecommerce Guide

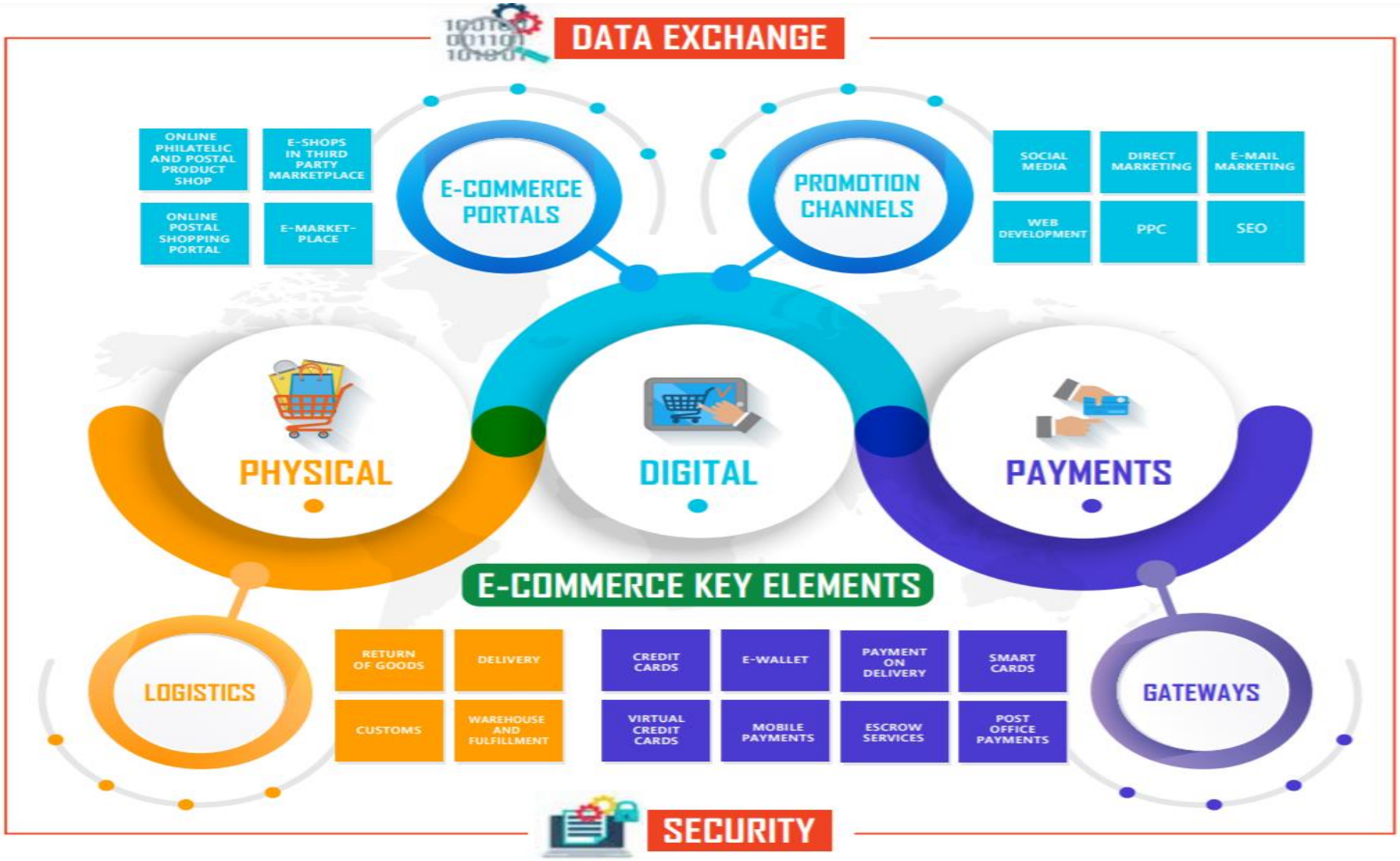
For policymakers, Postal executives, industry partners and development agencies

Provides a holistic view on the key elements that Posts can contribute to the development of national and cross-border e-commerce

Now available on the UPU website (EN, FR, ES, AR, RU)

https://www.upu.int/en/Publications/Digital-services/Boosting-e-commerce-a-how-to-guide-for-postal-operators

Postal E-commerce Ecosystem



E-commerce strategies and business models

- Online platform
- Matching platform
- Subscription
- Omnichannel logistics
- Cross-chain order fulfilment
- Partnerships
- ……

UPU E-commerce capacity building and technical assistance projects

To help Posts reach optimal efficiency for e-Commerce operations, **UPU has conceptualized and designed a suite of programs to enable the core pillars of postal e-Commerce** – each element is supported by a diagnostic toolkit that leads to a report with a set of actionable recommendations

Physical

OPERATIONAL READINESS FOR E-COMMERCE (ORE)

Digital

DIGITAL READINESS FOR E-COMMERCE (DRE)

Financial

PAYMENTS READINESS FOR E-COMMERCE (PRE)

© UPU 2021 – All rights reserved

Postal E-commerce Readiness Program

DRE	**Enhance digital capabilities and use all available tools to implement digital solutions that meet e-commerce requirements**	**POLICY FRAMEWORKS:** e-commerce policy (policy and regulatory framework for the participation of the Post in e-commerce) **DIGITAL STRATEGY:** postal e-commerce and digital strategy (strategy, digital economy) **DIGITAL TRANSFORMATION:** implementing digital capabilities (cybersecurity, product and services, and strategy)

DOT YOUR POST

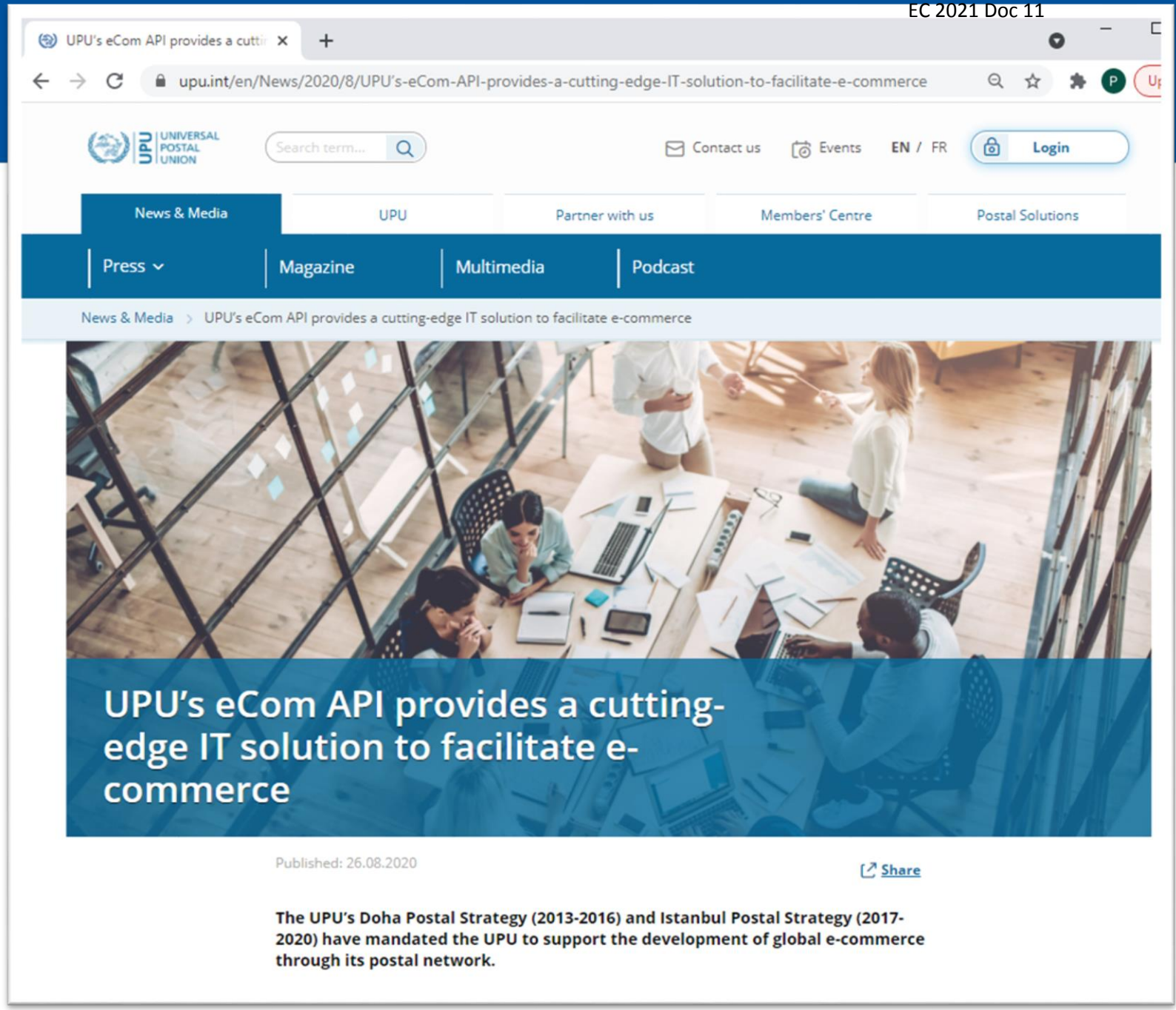
UNIVERSAL POSTAL UNION

Make sure your E-commerce platform customers know how to connect to you.

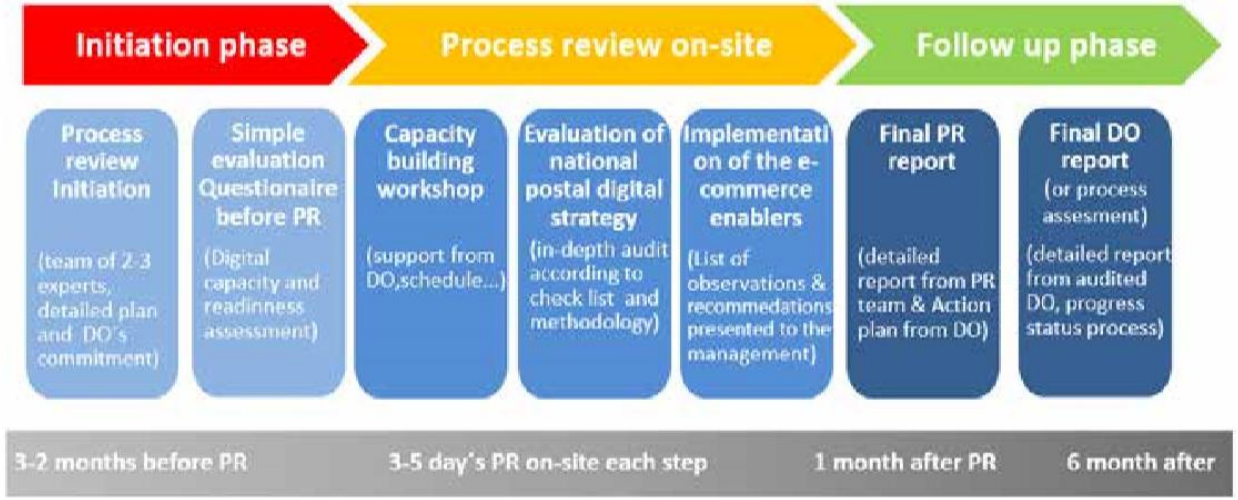
UPU eCom API represents a mechanism to link a marketplace with the logistics and financial services offered by the Post:

- Track and Trace
- Delivery
- Customs clearance
- Payments

www.api.post



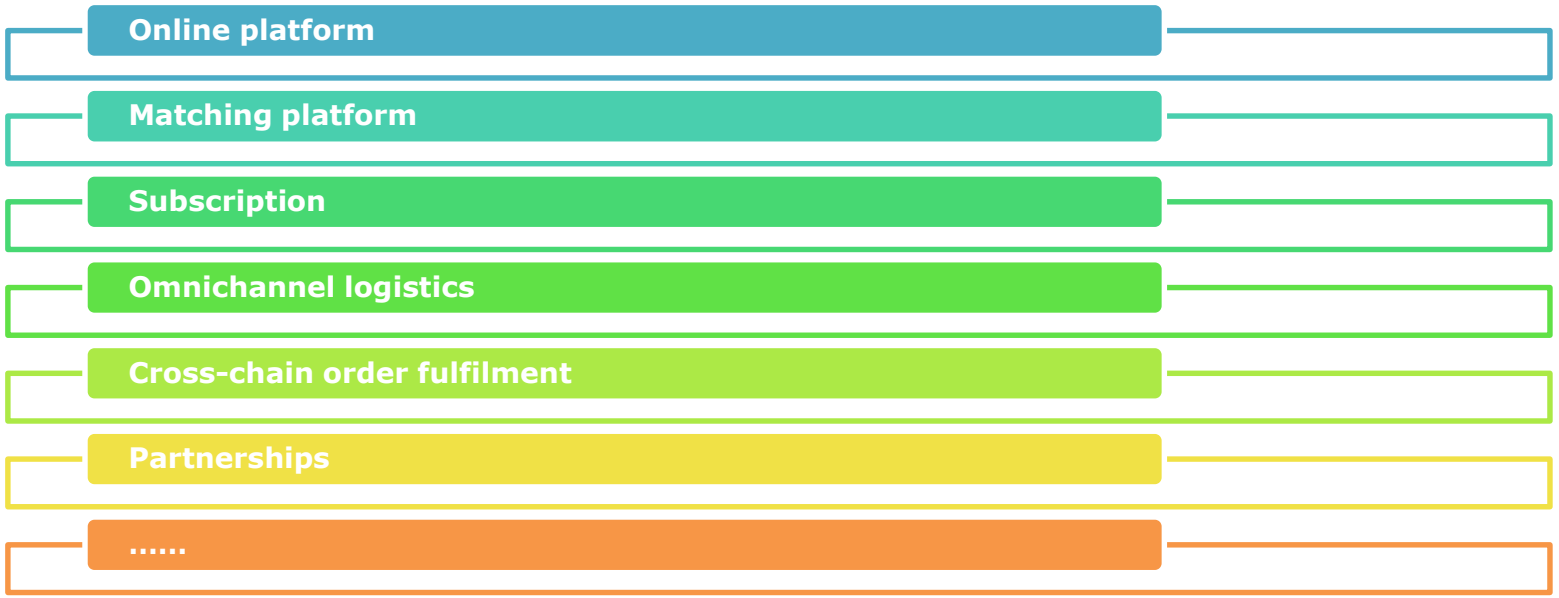
Process review Phases



DRE deliverables

- **DRE assessment of digital capabilities;**
- **DRE transformation toolkit (enablers);**
- **Evaluation of postal digital strategy;**

E-commerce strategies and business models



UNIVERSAL POSTAL UNION

Key regional project on the digital transformation and diversification of postal services

© UPU 2021 – All rights reserved

Collaboration on digital transformation implementation actions

Matching partners' goals

1 Collaborating with Pacific Islands Forum Secretariat (PIFS) on regional strategy and action plan.

2 Identifying donors to support DRE project in Pacific Islands.

Seeking experts to deliver the outcome

1 Calling postal experts to assist in-country field work

- Assessment, analysis, recommendations and implementation activities

2 Seeking a project coordinator to work at IB for 12 months

- a seconded expert would be a possibility

3 Contact paul.donohoe@upu.int if you are interested in helping to make an impact.

UNIVERSAL POSTAL UNION

.POST Group and Committee 3 work group collaboration

DPRM.DET.POST

© UPU 2021 – All rights reserved

DPG Steering Committee (2021-2025)

.POST Group (DPG) Steering Committee

Massimiliano Aschi
.POST Group Chair

Senior Cybersecurity Expert
Posteitaliane
ITALY

Oussema Rouatbi
.POST Group Vice-chair

Director of Digital Transformation
La Poste Tunisienne
TUNISIA

Rui Fan

Project Manager
China Post Group
CHINA

Thomas Ali Gaga

General Manager ICT
Nigerian Postal Service
NIGERIA

Helena Matti

Operations supervisor
Namibia Post
NAMIBIA

Aysun Tay

Director – International Organisations and bilateral relations
Turkish Post
TURKEY

Janice Gould Alodah

Program Manager, Digital Services & UPU Relations
International Postal Affairs, U.S. Postal Service
USA

A new cycle has just started:

- ✓ Services are mature
- ✓ Spread their value
- ✓ Collect new needs
- ✓ Service secured-by-design
- ✓ Keep the pace with innovations in cyber-security
- ✓ Be the Posts a safe-harbour for delivering public services and running private business

© UPU

DPG Strategy

Goal 1: Enable the inclusion of the Post in the Internet

- Registration of names and numbers
- Provide solutions to address members' needs

Goal 2: Promote trust in digital postal services

- Deliver a more secure online experience
- Promote the role of the Post in the digital economy

Goal 3: Facilitate e-services integrated between members

- Facilitate e-services
- Enhance interoperability of .POST services between members

Goal 4: Service the wider postal community

- Expand the .POST community
- Engage with ICANN and registrars

© UPU 2021 – All rights reserved

Membership Status 2021

37 Member Countries (FULL MEMBER)		
Argentina *	Guyana	Senegal
Aruba*	India	South Africa
Bangladesh	Italy	Spain
Benin *	Lesotho	Tanzania (United rep.)
Botswana	Malawi	Thailand
Burkina Faso	Mauritania*	Tunisia
Cape Verde	Morocco	Turkey
Cambodia	Namibia	Uruguay
Cameroon*	Netherlands	Uganda
China (People's rep.)	Nigeria	U.S.A.
Côte d'Ivoire (Rep.)	Pakistan	Zimbabwe
Cyprus	Philippines	
Egypt	Saudi Arabia*	
2 Organisations [ASSOCIATE MEMBER]		
StampsDaq LLC		
Ship2MyID Inc.		

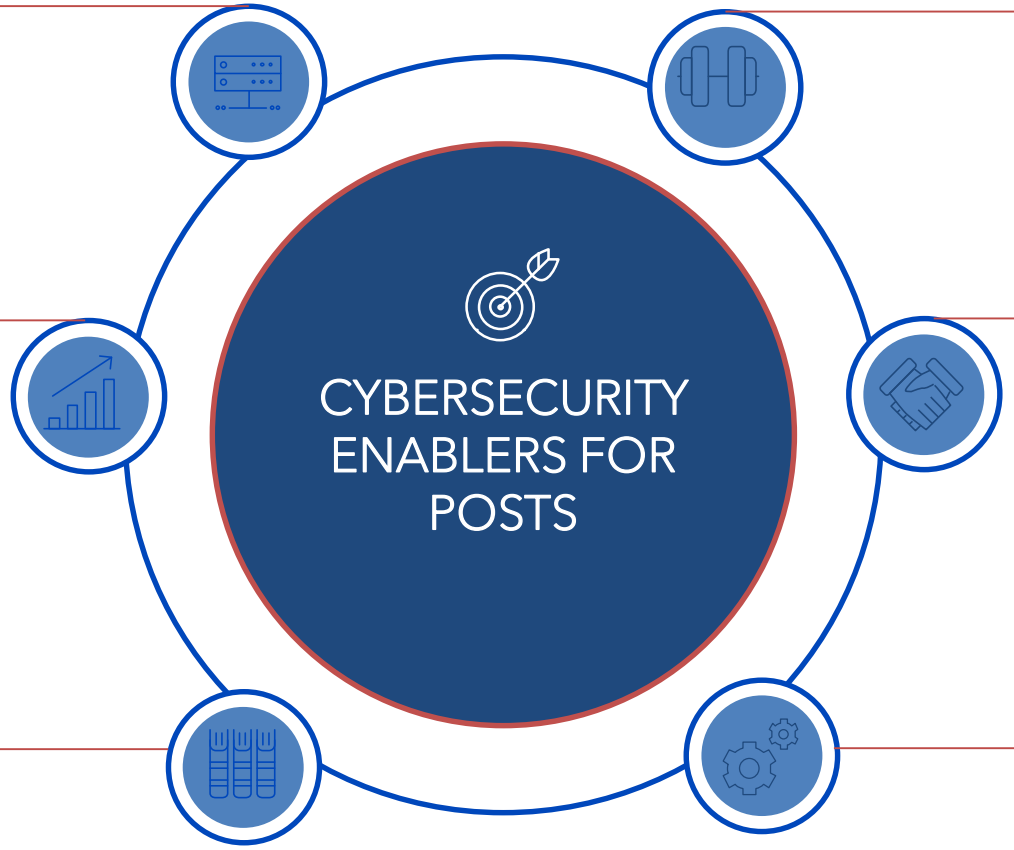
© UPU 2021 – All rights reserved

Your Cybersecurity from .POST

DOMAIN VALIDATION
- UPU ensures the control and the security steps in accreditation and release of .POST domains

CYBERSECURITY POLICIES
- Defined and updated to ensure increased security level
- Regular activity for updating the policies.

UPU ANTI-ABUSE DOMAIN MONITORING
- Constant monitoring activities



INCIDENT RESPONSE TEAM
- Building the CIRT
- Supporting post for the incidents
- Know-how on the cyber threats

SKILLS DEVELOPMENT
- Collaboration with GCA for bootcamps
- Webinars for members
- Workshop and training initiatives

COMPLIANCE MONITORING
- Real-time monitoring support
- Executive dashboard for all your websites

.POST gives you an new layer of cyber protection for your internet services

UPU Cybersecurity Policies

Website protection

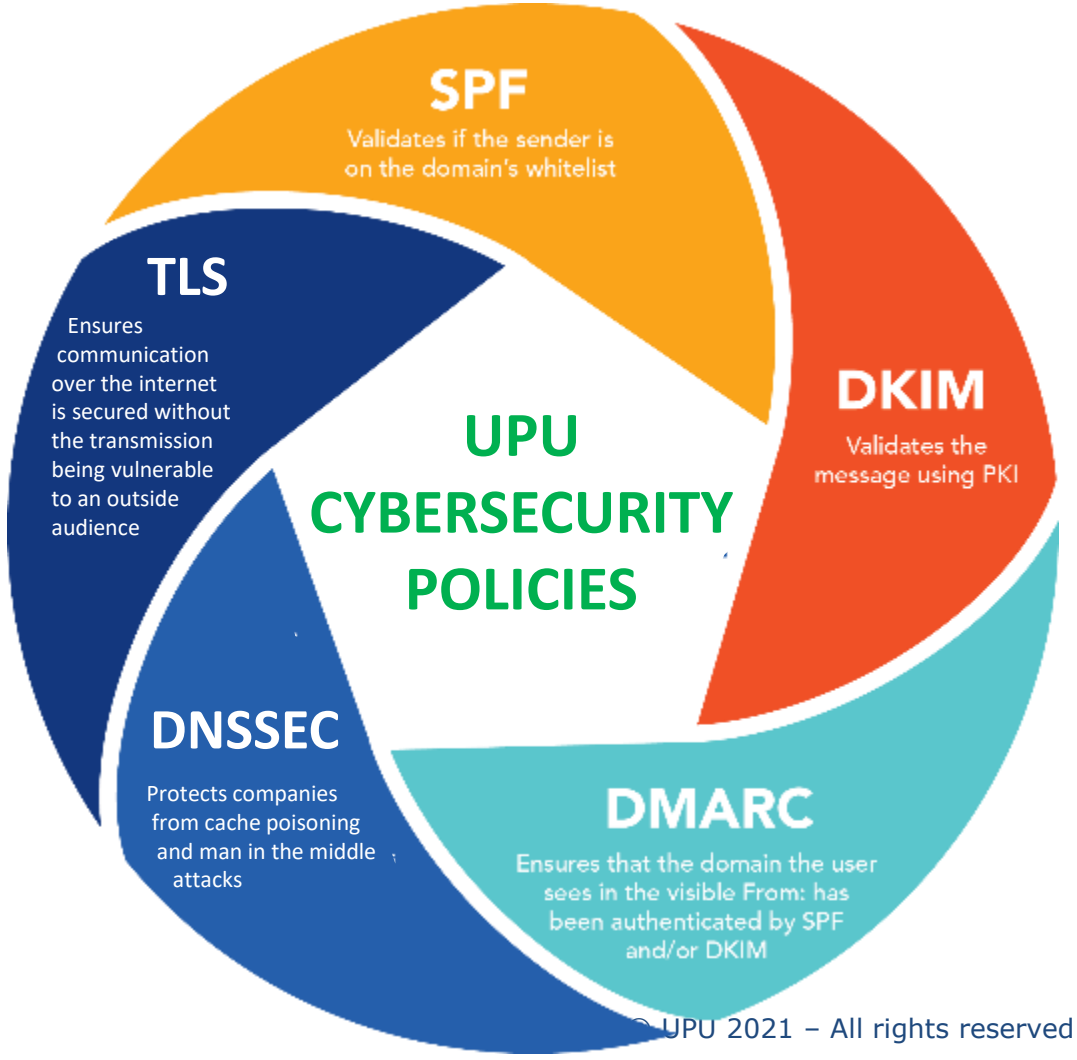
- ✓ Protect your website from Denial of Service attacks (DDOS protection)
- ✓ Protect your website from being hijacked and spoofed (DNSSEC)
- ✓ Verified domain (Verified by UPU)

Email protection

- ✓ STOP malicious emails from your domains (DMARC, SPF and DKIM)
- ✓ Receivers can tell if the email is "valid"

Customer data protection

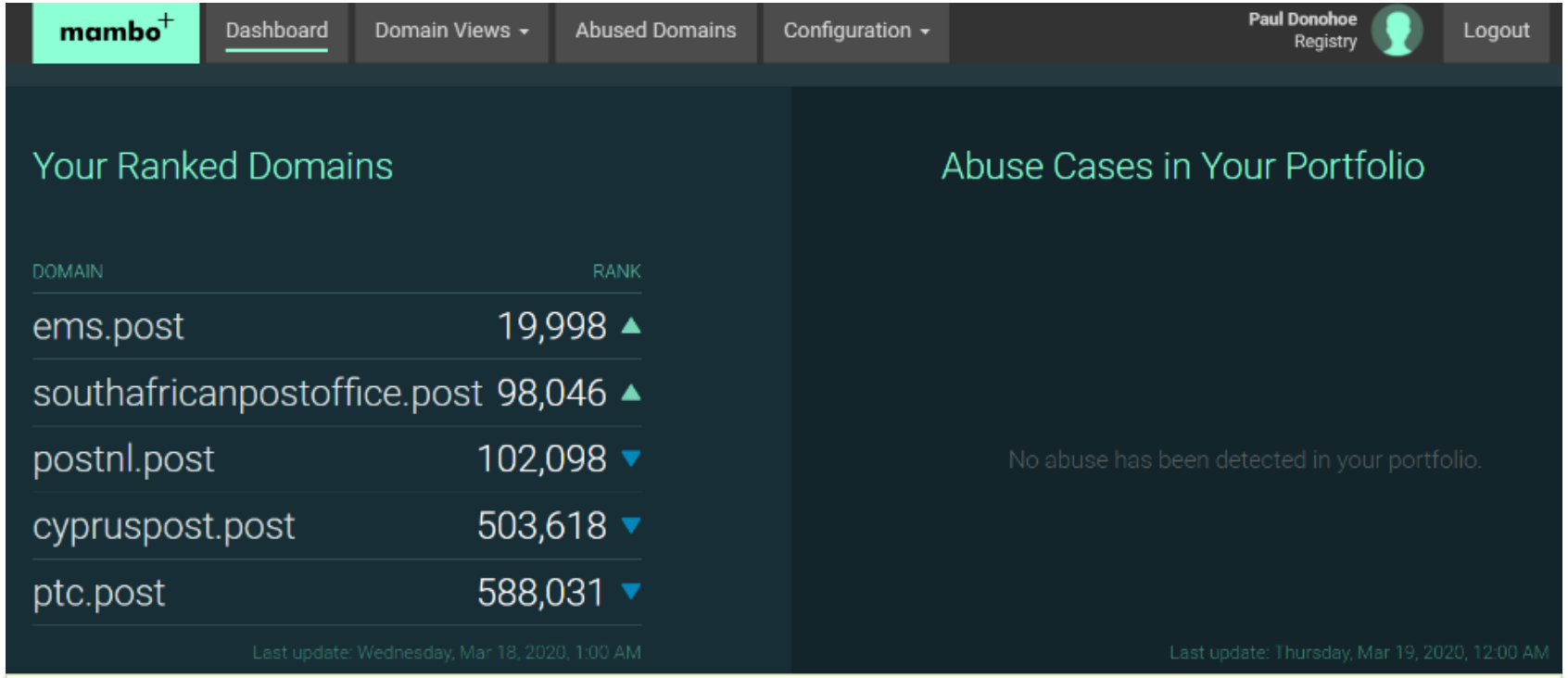
- ✓ Protect customer data
  Encryption recommendations (HTTPS & TLS)



© UPU 2021 – All rights reserved

UPU Anti-abuse domain monitoring

UPU is monitoring .POST for abuse such as **phishing**, **spam**, **botnets**, and **malware** by continuously scanning different sources (third party and internal).



0 domains have been reported as abused under .POST

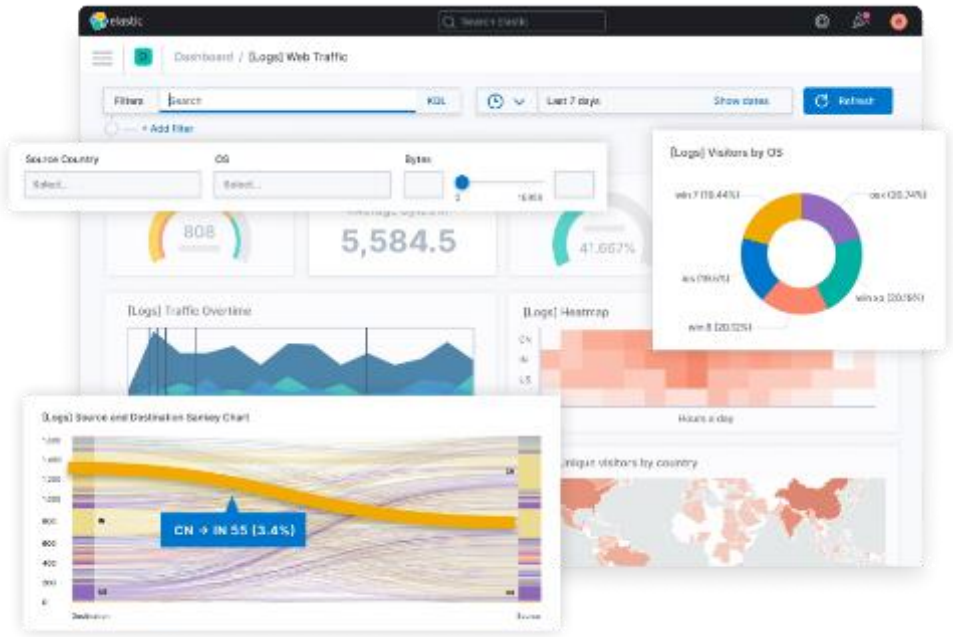
© UPU 2021 – All rights reserved

Compliance Domain monitoring

.POST Cybersecurity Policy Compliance Tool

Fully automated, web based tool providing real-time monitoring of .POST domains with regards to technical compliance to three policies:

- DNSSEC
- Secure Email
- Web Server



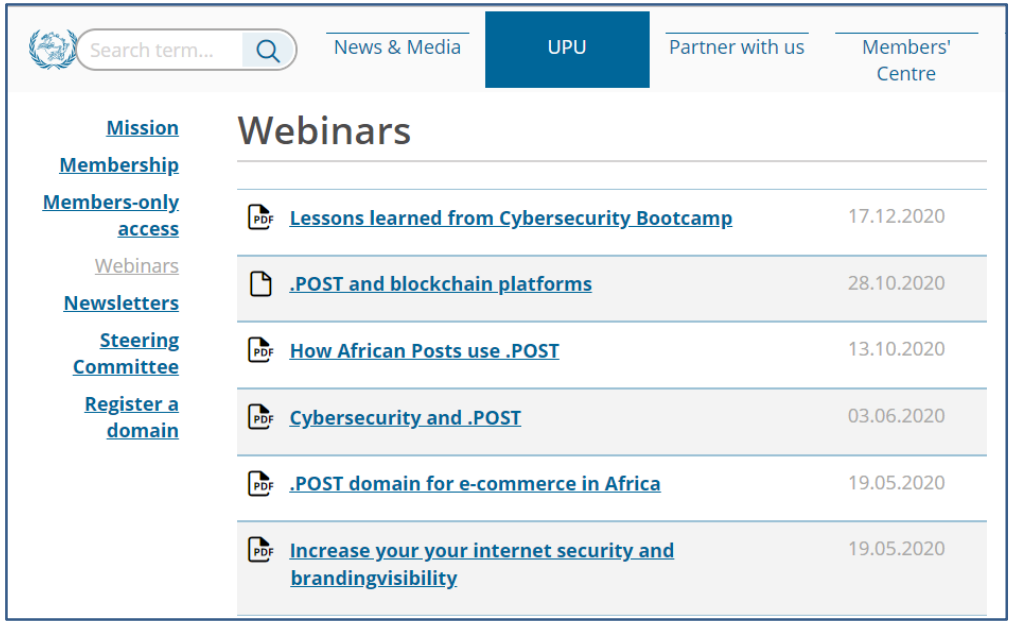
The tool supports access per country and allows focal points to receive email alerts in case of nonconformity events.

© UPU 2021 – All rights reserved

Cyber Readiness Capacity Building for Postal Operators

The DPG offers a training programme made by bootcamps and webinars.

For IT and security practitioners, this technical bootcamp series has tools and resources to improve your email security and cybersecurity skills.



.POST CIRT (Cyber Incident Response Team)

The team is responsible for **responding to security policy breaches** and other **incidents** in .POST registrations.

In addition to technical specialists capable of dealing with specific threats, it could include experts who can provide appropriate communication in the wake of such incidents.

The CIRT normally operates in conjunction with the .POST team, communicating to Registrars and Registrants on the incidents, the impact and **how to correct them**.

© UPU 2021 – All rights reserved

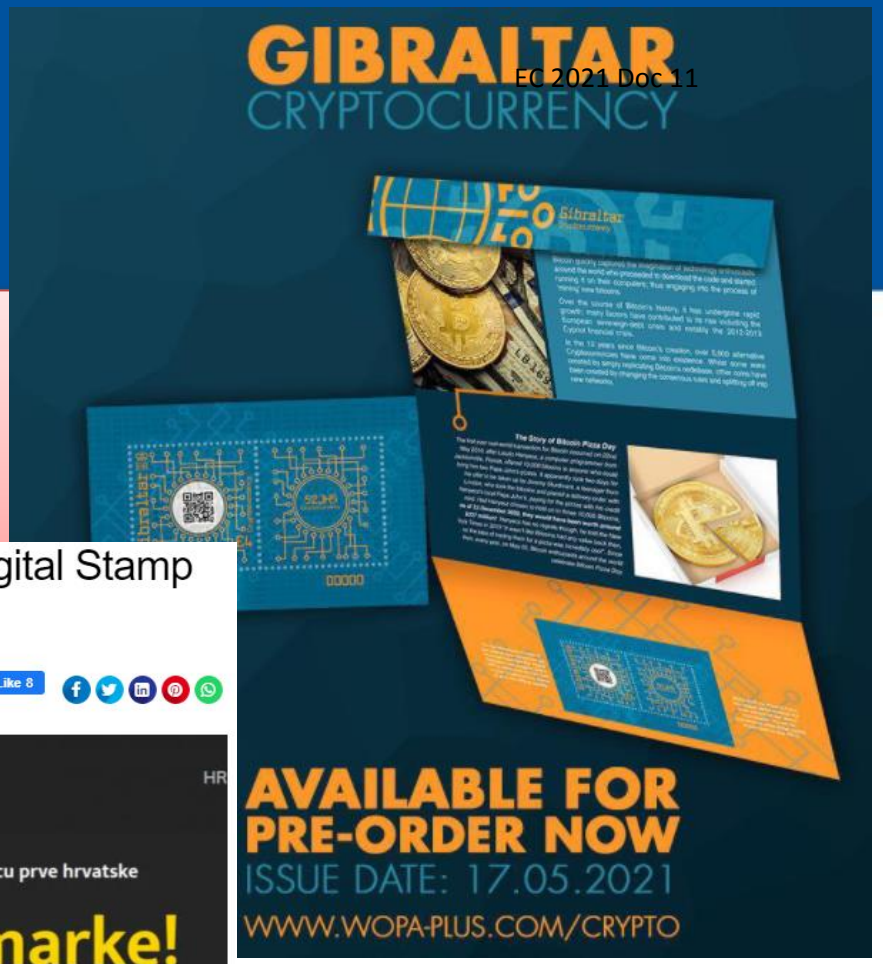
LEAPFROG

Crypto-stamps

Cryptostamp: AKD Creates First Croatian Digital Stamp for Croatian Post

By Lauren Simmonds 10 September 2020

As Novac writes on the 9th of September, 2020, Cryptostamp is the first Croatian postage stamp to connect the digital and the analog world. It consists of two parts, a standard removable self-adhesive postage stamp with a QR code and a digital token that remains for use on the blockchain (application (app), computer or mobile phone).

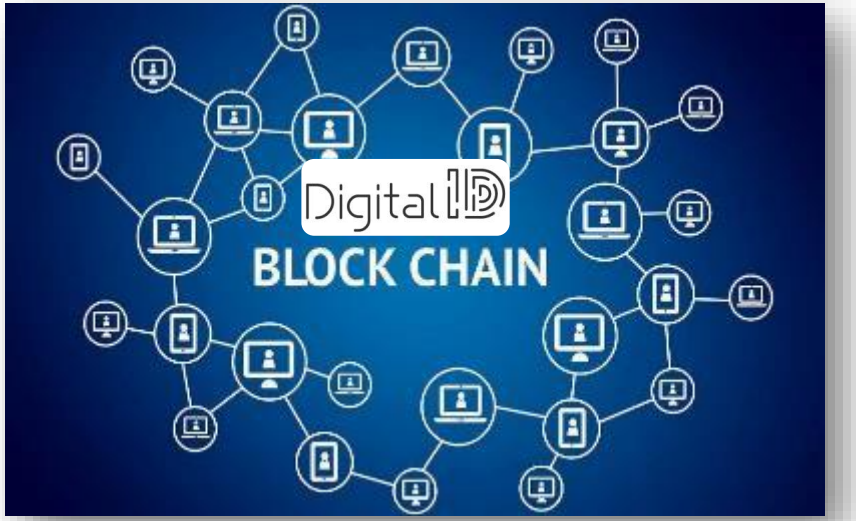


© UPU 2021 – All rights reserved

Projects with .POST Members

.POST Innovation Partnerships

The group is supported by private sector members who are boosting **blockchain** and **digital identity** platform projects



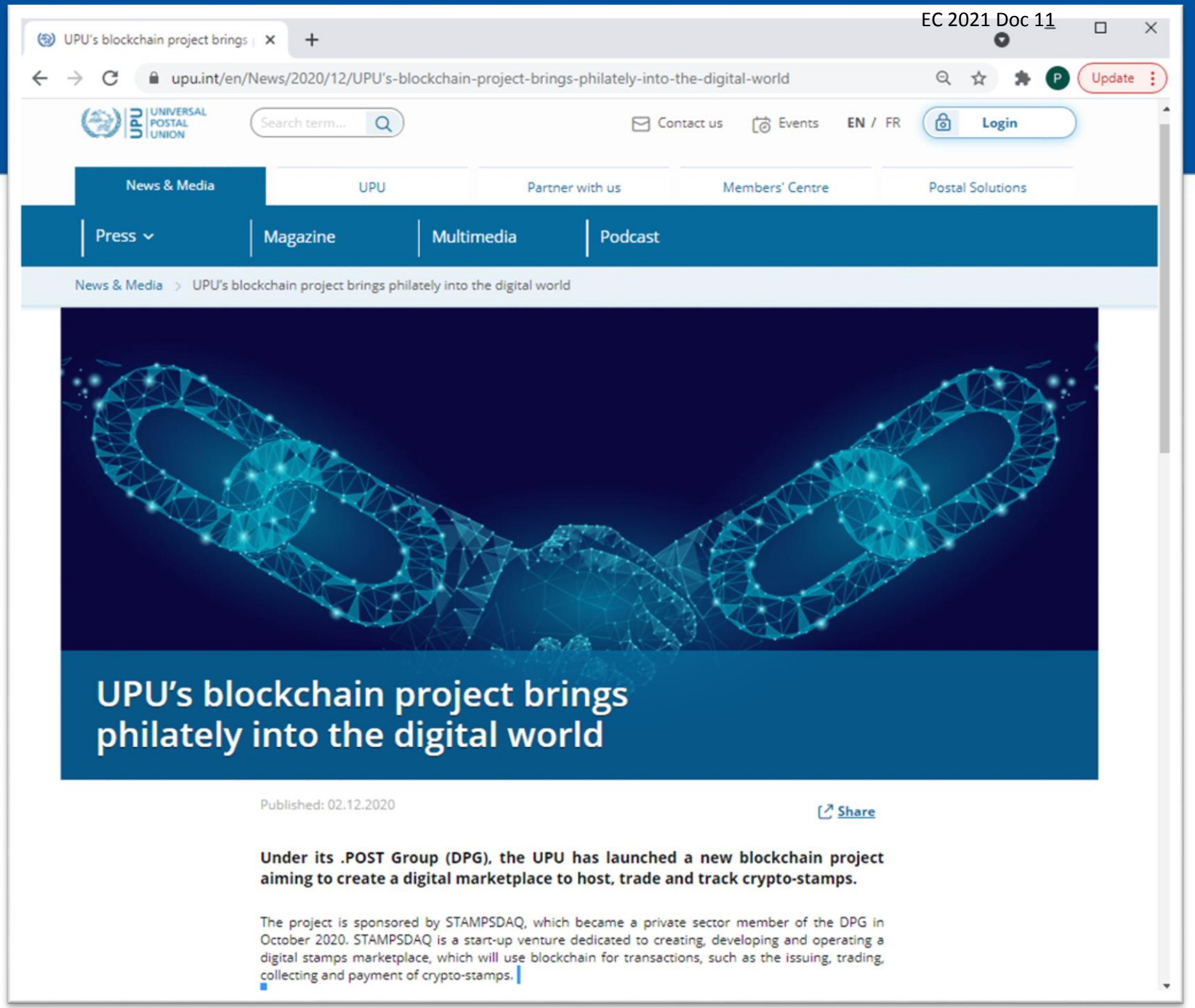
- ✓ **Ship-to-person**, not to address,
- ✓ **Crypto-stamps**/crypto-art - **digital collectibles** marketplace
- ✓ Blockchain, **tokenomics** and node hosting

© UPU 2021 – All rights reserved

UNIVERSAL POSTAL UNION

The UPU .POST Group is working with the private sector to explore digital platform innovations for your benefit:

- Crypto-stamp
- Blockchain/NFT
- Digital ID
- Digital direct mail
- Cybersecurity

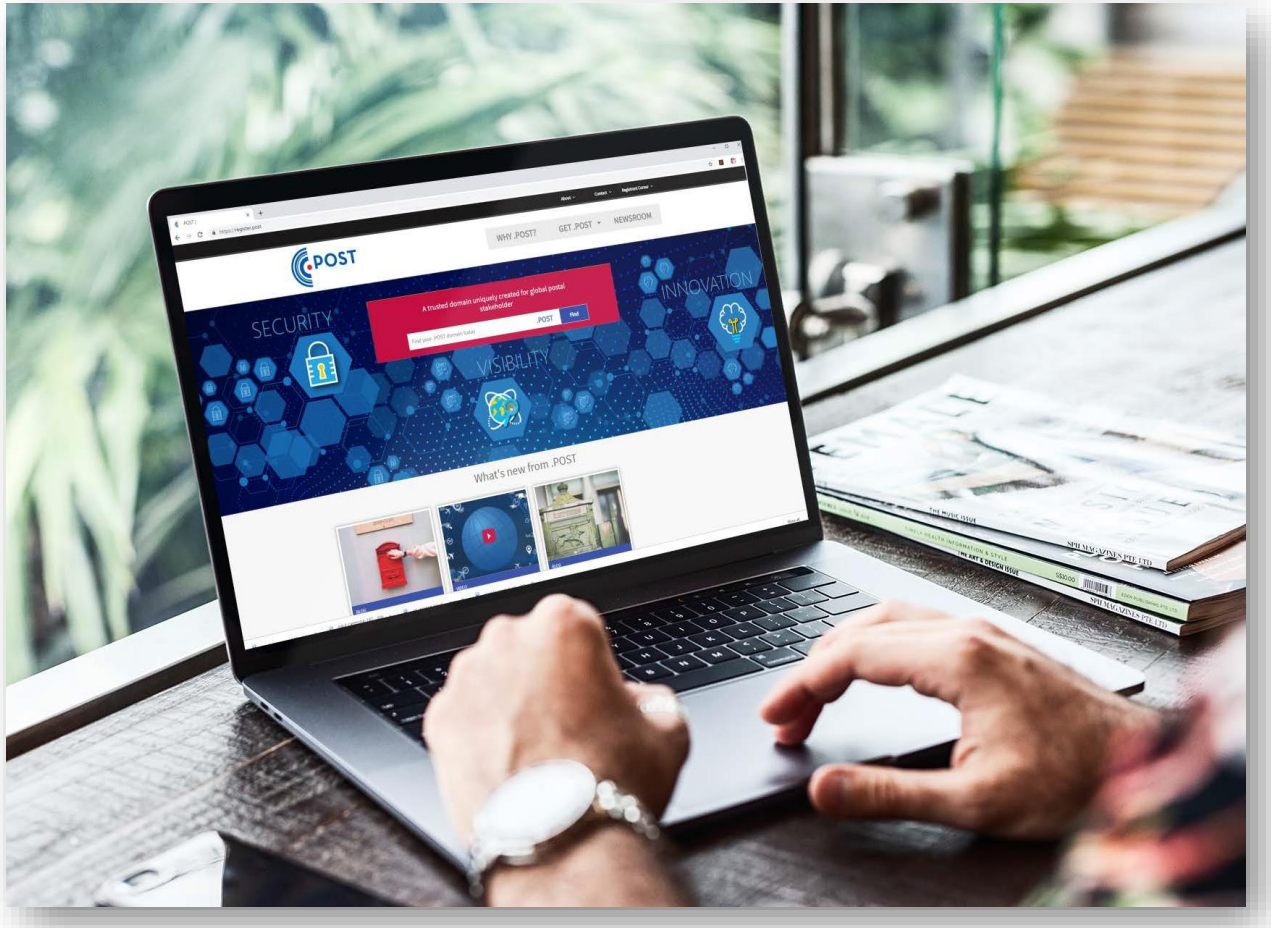


How to register your .POST domain names

DOT YOUR .POST

www.register.post

secretariat@info.post



© UPU 2021 – All rights reserved

UNIVERSAL POSTAL UNION

Thank you

Paul Donohoe

Digital Economy and Trade Programme

PAUL.DONOHOE@UPU.INT

+41 31 350 3450

WWW.UPU.INT