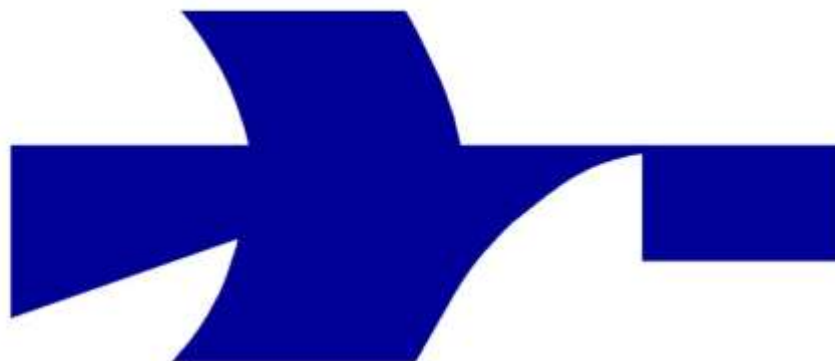




APPU Executive Council Meeting
eService Work Group
(Malaysia, Langkawi)
19.05.2016

1

Agenda

1. Opening
2. Agenda adoption
3. Chairman report
4. APPU Questionnaire about cross border online-shopping service
5. Measuring Postal e-Services Development Asian-Pacific Perspective
6. UPU ECOMPRO update, eCommerce Guide 2.0
7. UPU PRoM Standard S52 Compliance Test Suite
8. The Global Repository for Postal E-Shops - GLORYPOSE
9. Integrated Postal eCommerce Services for Customer Satisfaction
10. Drafted Istanbul Business Plan submitted to Congress by POC C4
11. AOB
12. Closing

APPU Executive Council Meeting

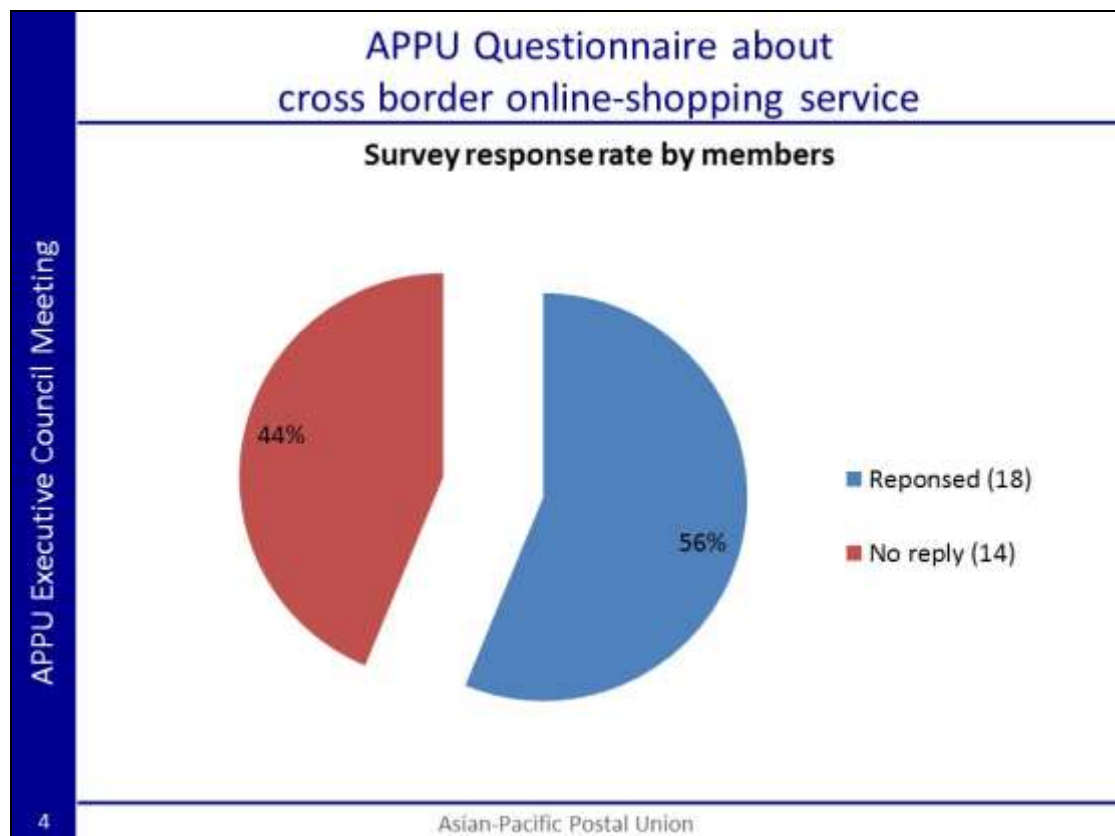
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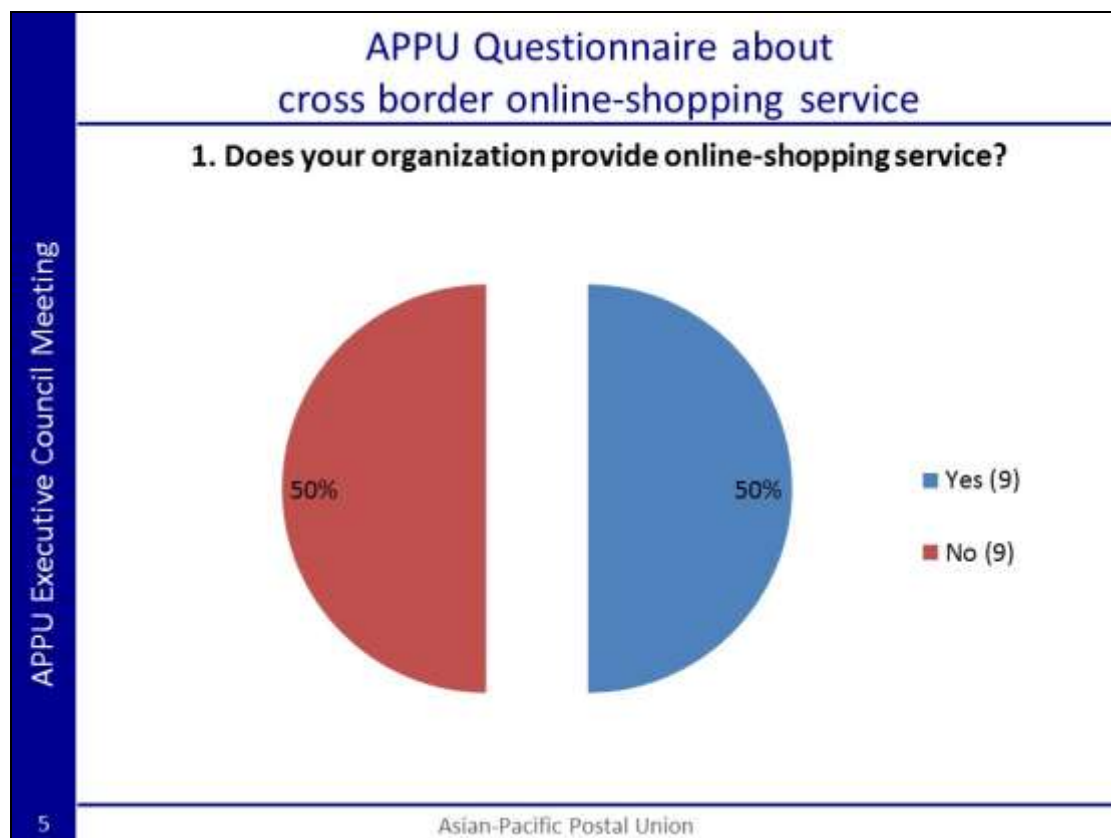
APPU Executive Council Meeting

APPU Questionnaire about cross border online-shopping service

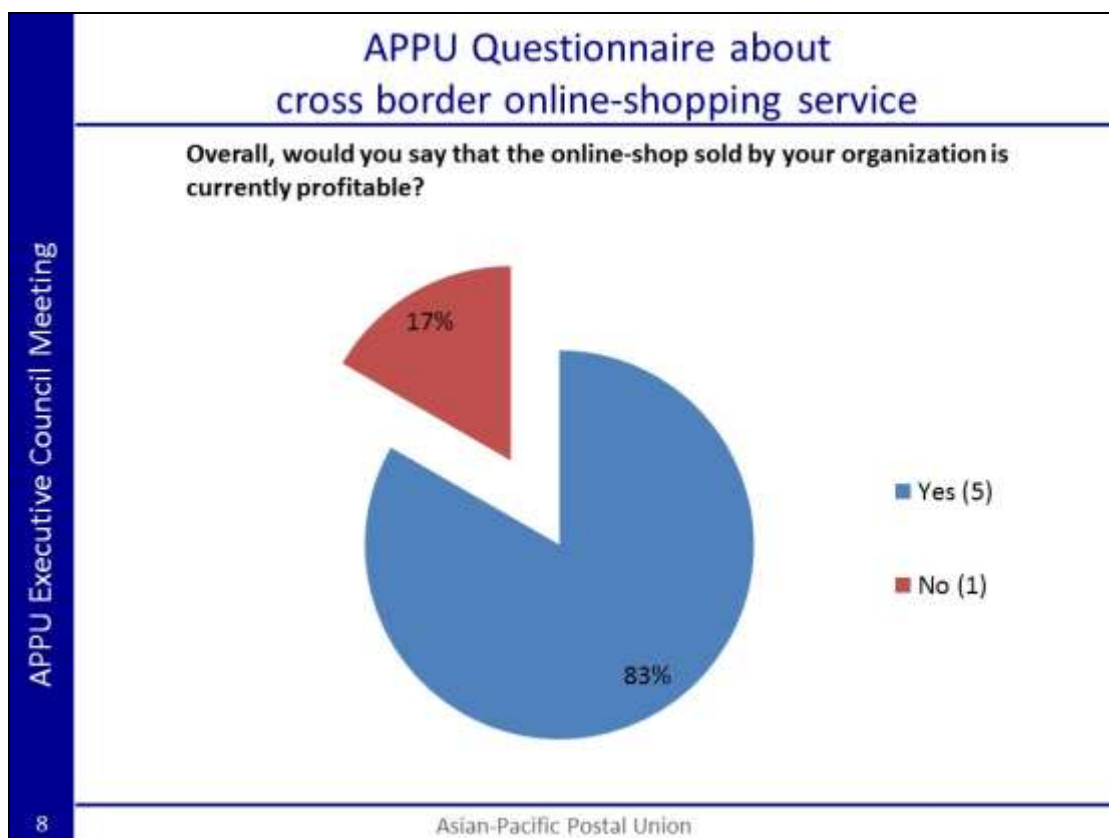
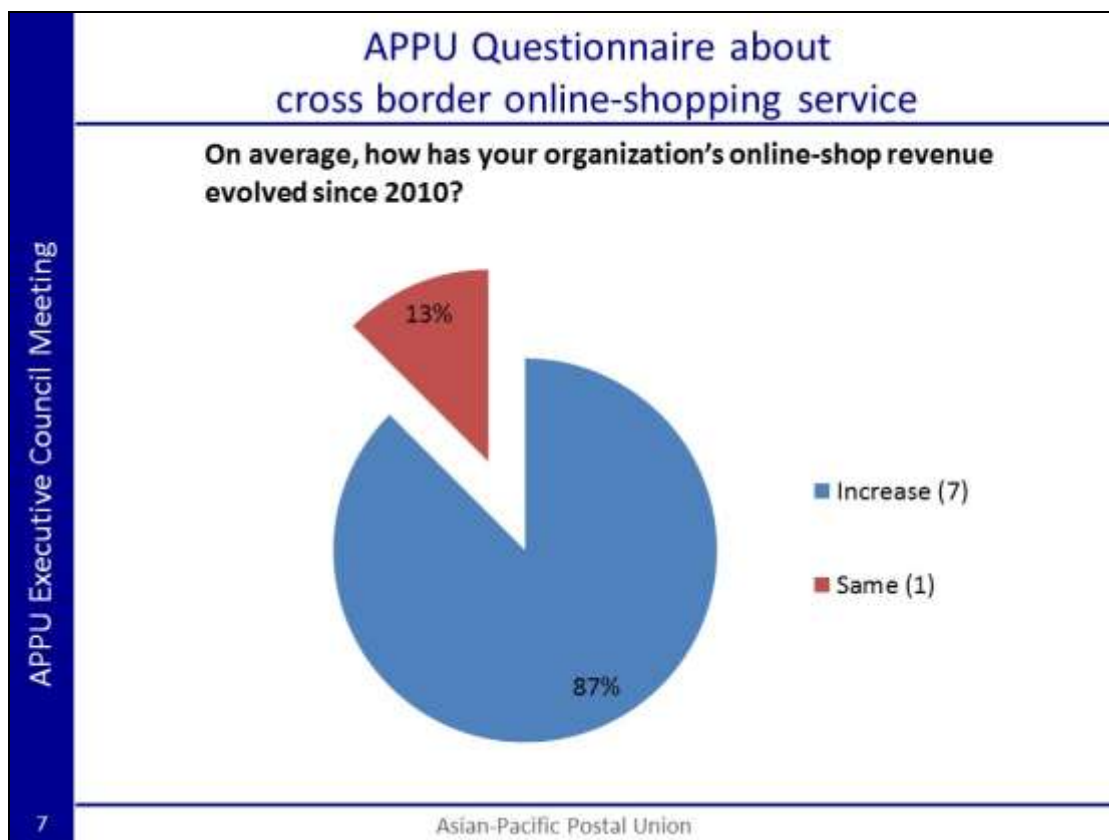
Gregory Sun
(gregsun@seps.macaupost.gov.mo)

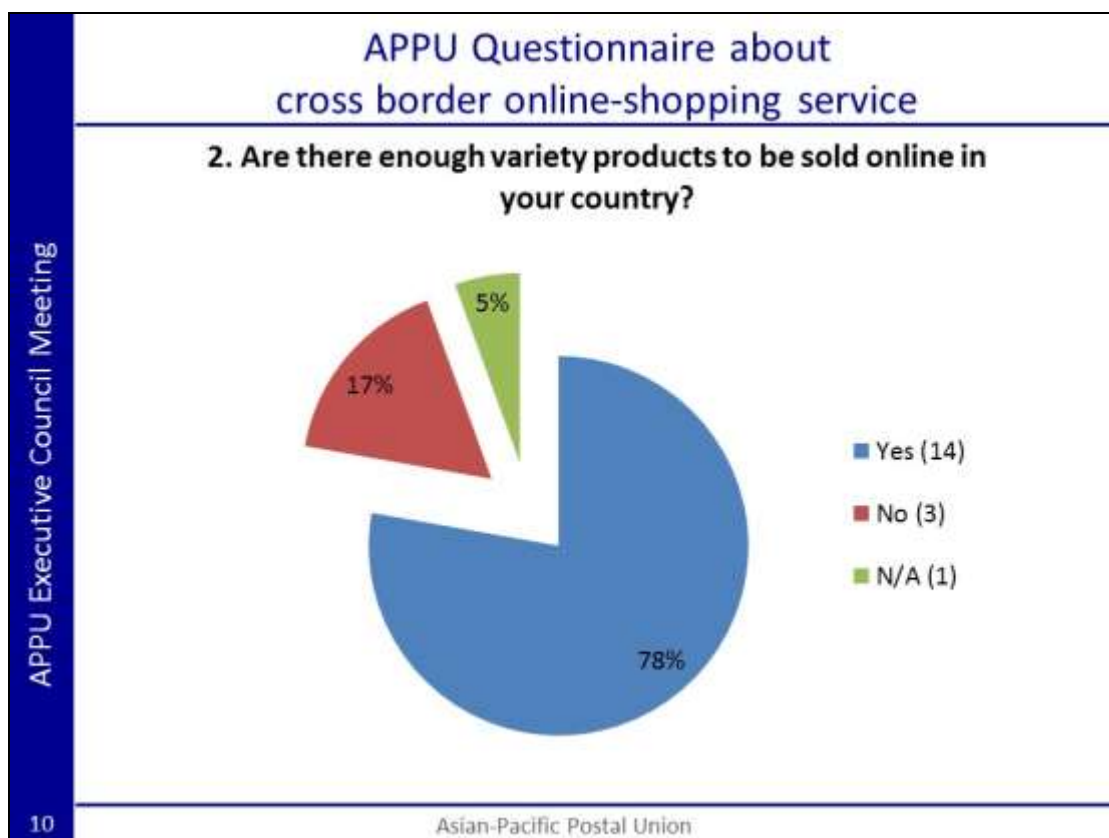
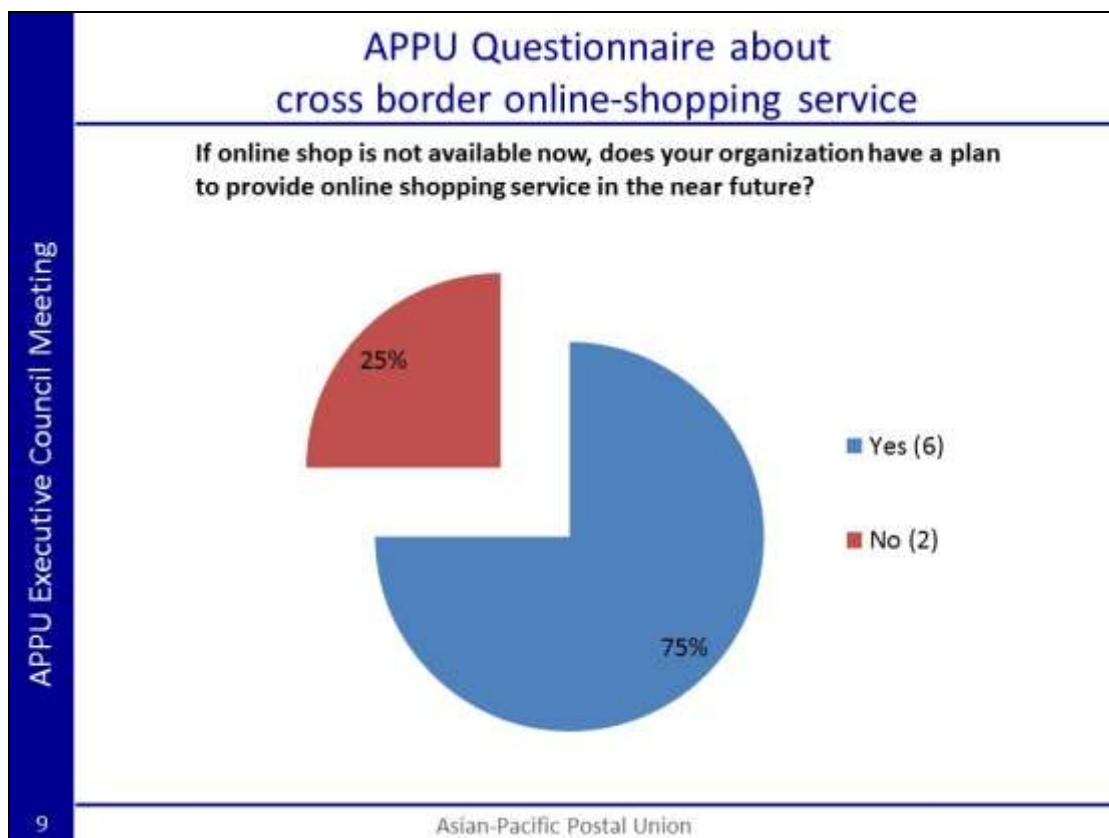
3 Asian-Pacific Postal Union

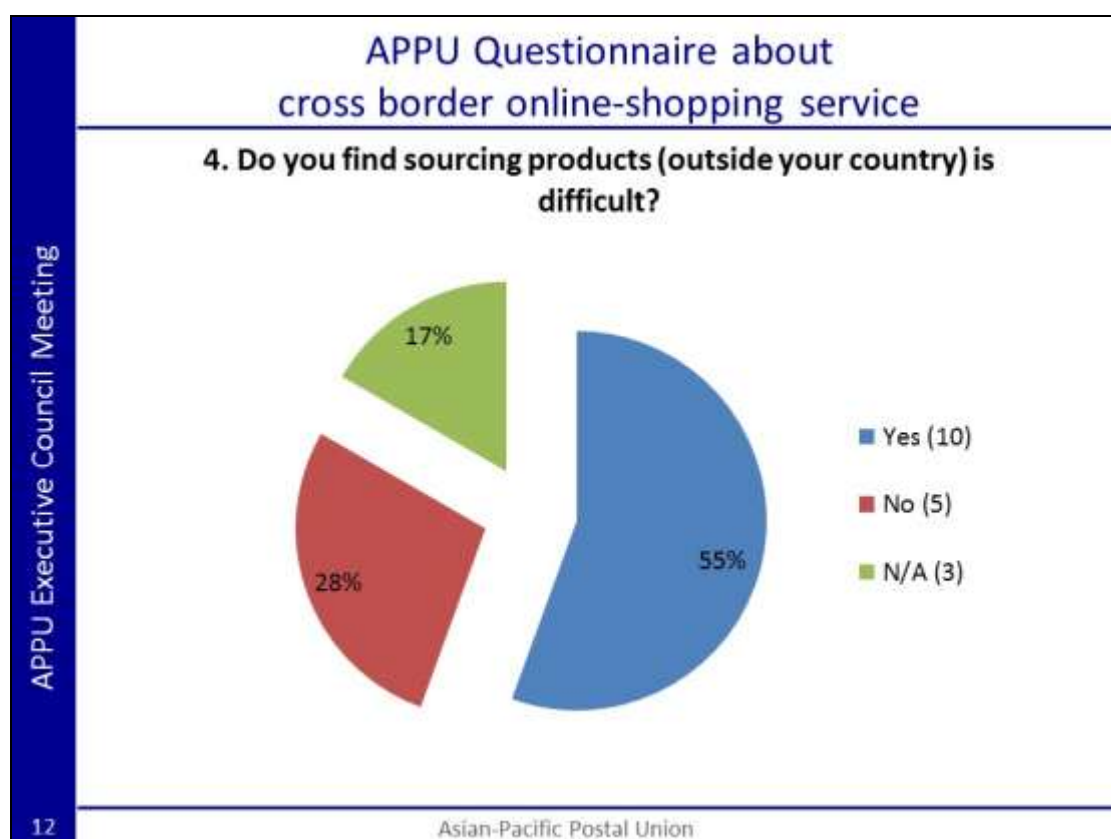
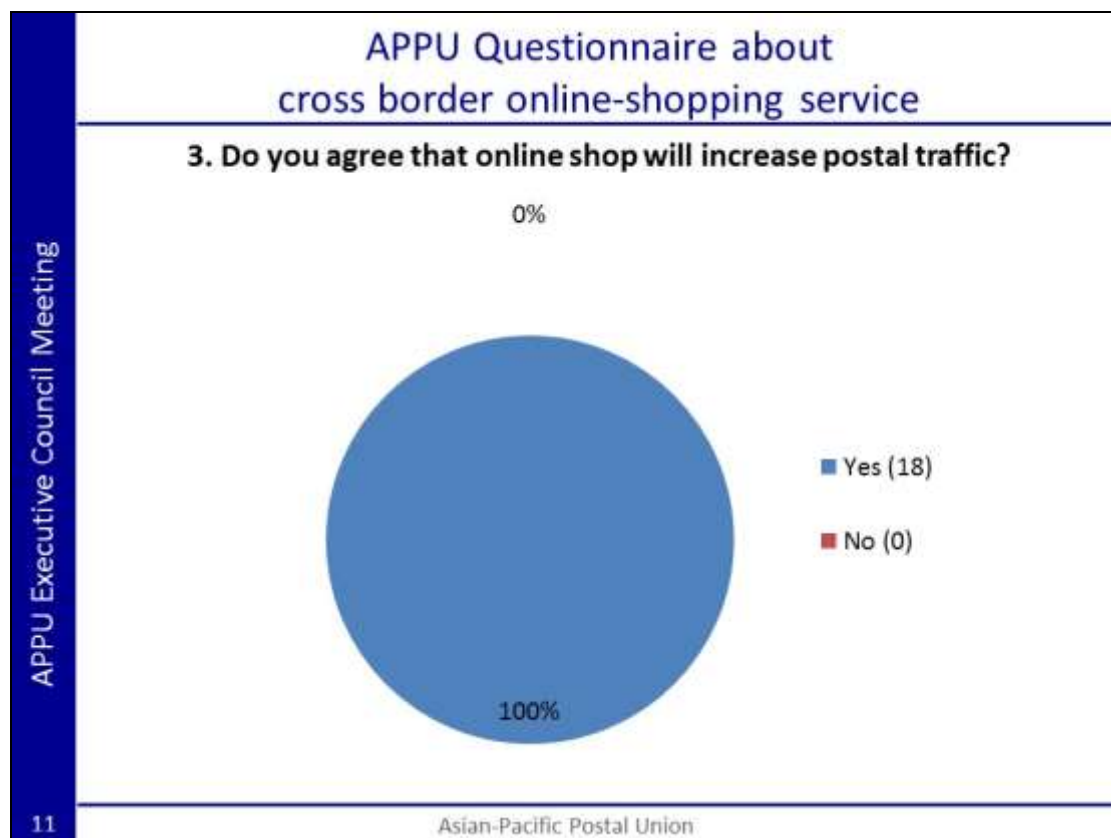


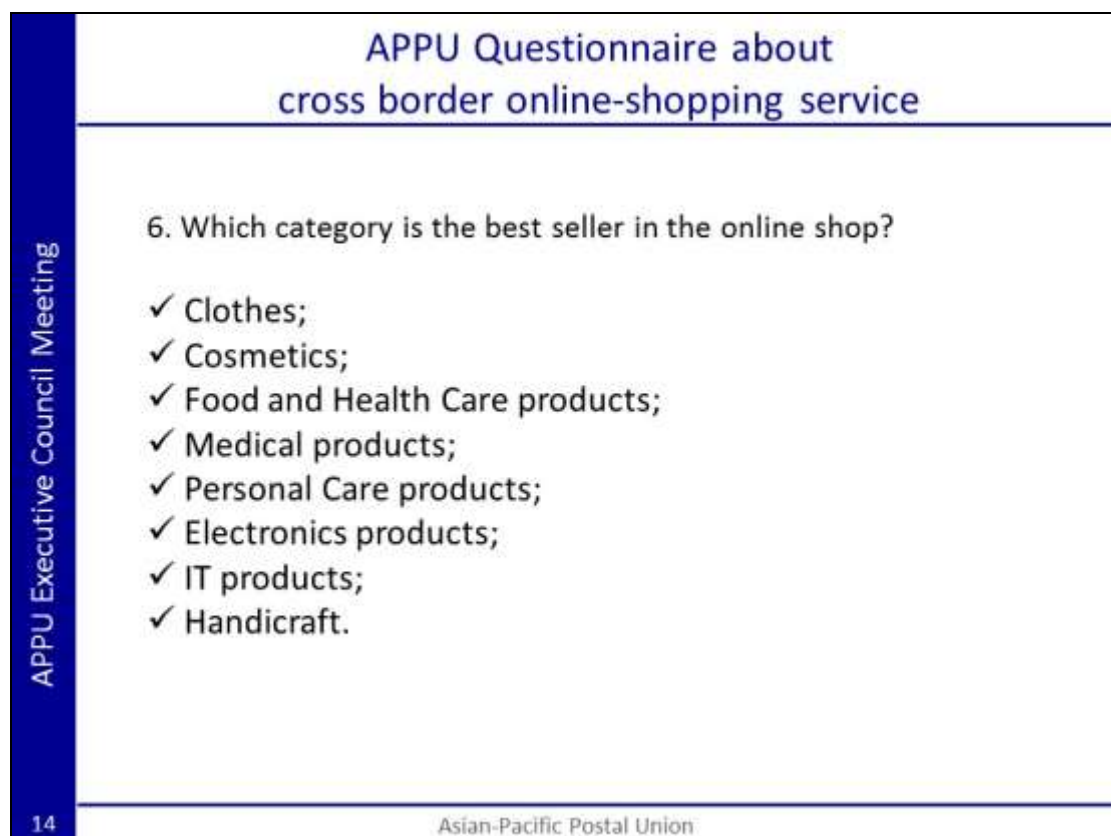
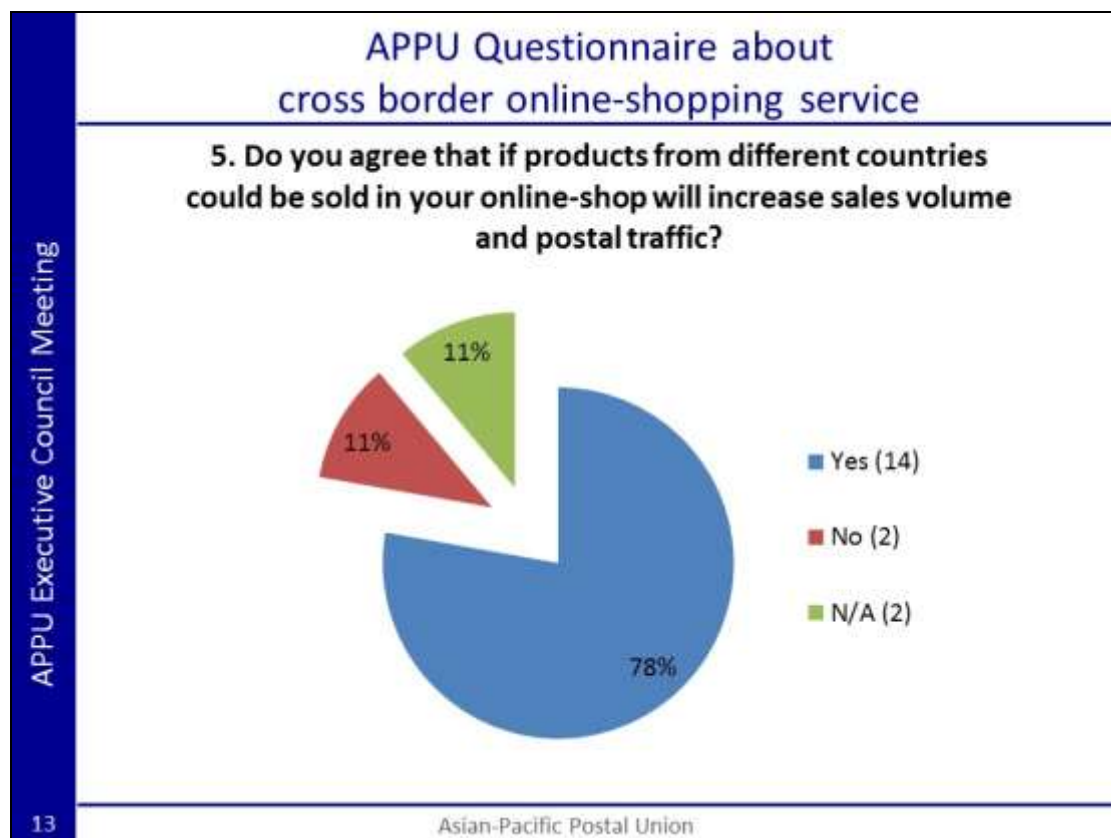


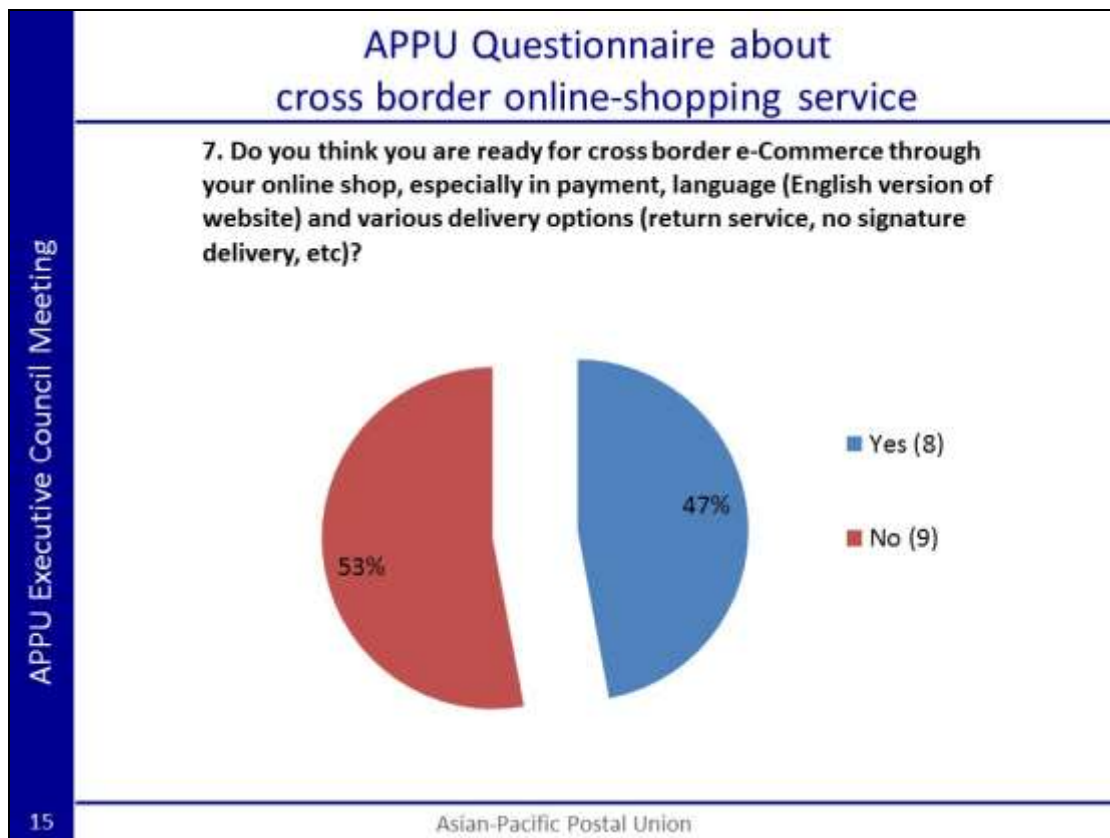
- APPU Executive Council Meeting
- ### APPU Questionnaire about cross border online-shopping service
- Online-shop features includes:
- ✓ Online philatelic and postal products shop;
 - ✓ Online shopping portal or shopping mall;
 - ✓ Integration of services with e-merchants' sites;
 - ✓ Delivery address assistant service;
 - ✓ Calculation of estimated total landed costs;
 - ✓ Online account management;
 - ✓ Online customs declaration;
 - ✓ Online management of documents/merchandise delivery options;
 - ✓ Online payment;
 - ✓ Delivery address assistant service,
- 6 Asian-Pacific Postal Union











- APPU Executive Council Meeting
- ### APPU Questionnaire about cross border online-shopping service
8. What will you suggest to increase cross border eService including but not limited to online shopping service among APPU members?
- Develop website and payment gateway among APPU members;
 - Mutually agreed payment system;
 - Money transfer;
 - Make full market research;
 - Cheaper online shopping platform between partners;
 - Link to major member countries shopping portal;
 - Post unity and commitment;
 - Work in joint hands to bring in some best sellers with good price and aim to provide a packet of quality services;
 - Delivery to convenience store to receive items.
 - Overcome difference in rules and regulations of customs;
- 16 Asian-Pacific Postal Union

APPU Executive Council Meeting

APPU Questionnaire about cross border online-shopping service (Con't)

8. What will you suggest to increase cross border eService including but not limited to online shopping service among APPU members?

- Cross border track and trace;
- Cross border return management;
- Cross border delivery standards;
- Consider adoption of APP ePacket;
- Sharing of marketplace;
- Trade facilitation for e-Commerce merchant

17 Asian-Pacific Postal Union

APPU Executive Council Meeting

Thank you very much

18 Asian-Pacific Postal Union

Drafted Istanbul Business Plan submitted to Congress by POC Committee 4

Proposal 033

Title of work proposal	Enhance online value chain for e-commerce
Istanbul World Postal Strategy (IWPS) goal	Goal 1: Improve the interoperability of the network infrastructure Goal 2: Ensure sustainable and modern products
IWPS programme	Programme 1: E-commerce and trade Programme 5: E-services
Entity or entities preparing the work proposal	POC Committee 4
Status of approval by CA/POC	To be reviewed by Committee 4 on 18 February. Expected to be approved by POC Plenary
Period of implementation	2017–2020
Date submitted	–
Previous resolutions associated with the work	C 42/2012, C 44/2012, C 31/2012, C 33/2012 and C 46/2012
Linked work proposals, if any	034 – Postal electronic services 035 – .POST development 032 – E-commerce (ECOMPRO)
Linked Congress documents, if any	Congress–Doc 41: Digital transformation

Proposal 034

Title of work proposal	Postal electronic services
Istanbul World Postal Strategy (IWPS) goal	Goal 1: Improve the interoperability of the network infrastructure Goal 2: Ensure sustainable and modern products
IWPS programme	Programme 5: E-services
Entity or entities preparing the work proposal	POC Committee 4
Status of approval by CA/POC	To be reviewed by Committee 4 on 18 February 2016. Expected to be approved by POC Plenary.
Period of implementation	2017–2020
Date submitted	1 February 2016
Previous resolutions associated with the work	C 42/2012, C 44/2012, C 31/2012, C 33/2012 and C 46/2012
Linked work proposals, if any	033 – E-commerce solutions development 035 – .POST development 032 – Comprehensive E-Commerce Programme (ECOMPRO)
Linked Congress documents, if any	Congress–Doc 41: Digital transformation

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Proposal 037

Title of work proposal	Digital transformation (of the UPU)
Work proposal reference number	037
Istanbul World Postal Strategy (IWPS) goal	Fully transversal
IWPS programme	Fully transversal
Entity or entities preparing the work proposal	POC Committee 4, .POST Group, Telematics Cooperative
Status of approval by CA/POC	Expected to be endorsed by POC Committee 4, the .POST Group and the Telematics Cooperative and then approved by the POC Plenary
Period of implementation	2017–2020
Date submitted	February 2016
Previous resolutions associated with the work	–
Linked work proposals, if any	– 003 – Future strategy of the Telematics Cooperative – 034 – Postal electronic services – 035 – .POST development
Linked Congress documents, if any	Congress–Doc 41 (Digital transformation)

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Thank you very much

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Measuring Postal e-Services Development Asian–Pacific Perspective

Results of the 2015 UPU Survey

APPU EC Meeting – May 19, 2016

Jean Philippe DUCASSE

U.S. Postal Service Office of Inspector General
Digital and Global Team

jpducas@uspsoig.gov

On behalf of POC C4 PSDG



An 18-month global collaborative effort

Goals

A snapshot of
42 e-services in
87 countries*

- Drivers, barriers
- Technology radar
- Digital strategies

Postal E-Services
Index

Scope

Digital diversification

- E-post
- E-government

Digital to enhance the core

- E-commerce services
- E- finance / payment solutions
- Support services

Steps

Preparation
*Team under POC
C4 PSDG*

Questionnaire

IB report
*(Support
from USPS
OIG)*

Published
on
UPU site

*AP region : Cambodia, China, China (Hongkong), China (Macao), French Polynesia, Indonesia, Iran, Singapore, Sri Lanka, Thailand, Vietnam

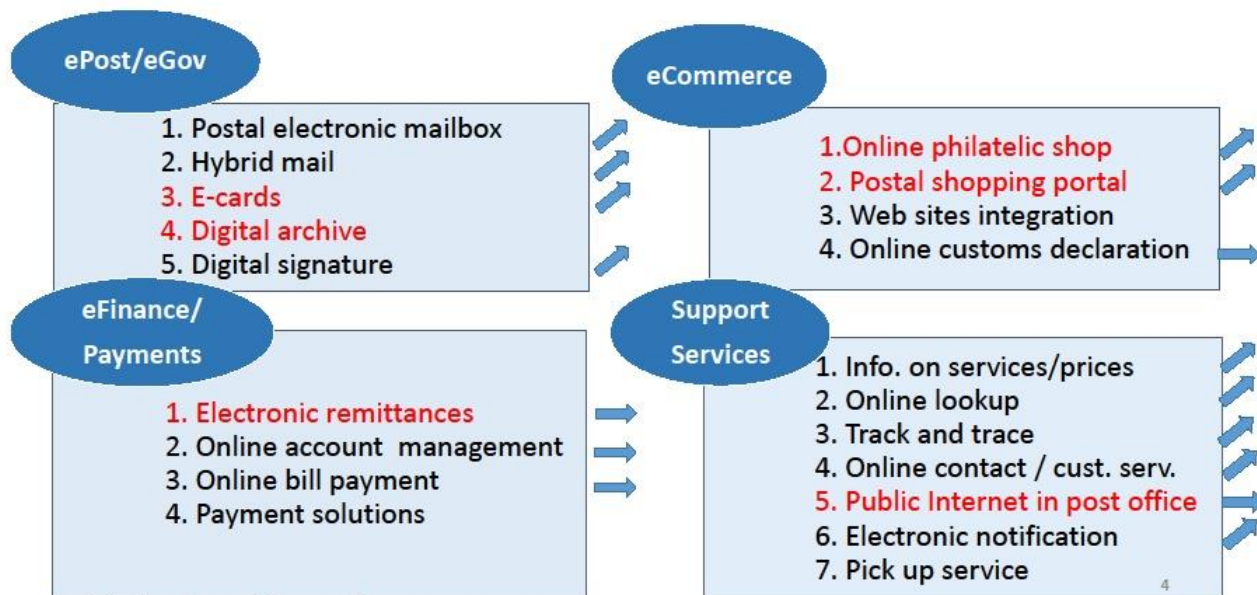
Some key figures

- 49 %** of posts provide **hybrid mail**.
- 51** posts have put in place **mobile apps** to allow access to services such as e-cards, postal electronic mailbox, and online management of delivery options.
- 60%** of posts say they can **make money from selling digital services**.
- 62%** of posts say that one of the main reasons to launch electronic services is to exploit **synergies between e-services and other activities**.
- 45%** claim that **the lack of digital culture** is one of the main barriers to the launch of postal electronic services.

3

Asia Pacific scorecard : most widespread services

A mix of first generation services and more recent innovations



(Red = higher than world average)

4

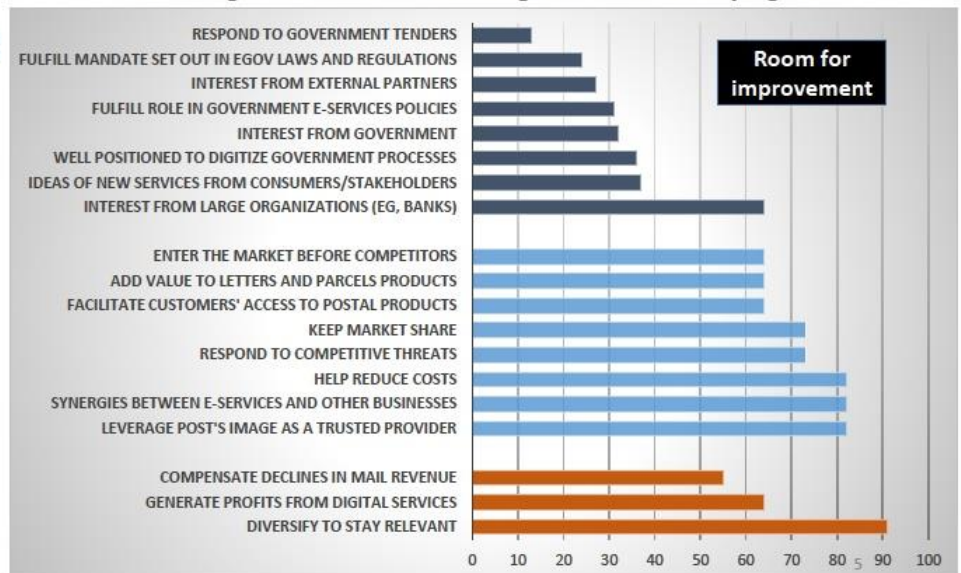
Three main reasons for launching e-services

Government and stakeholders' needs

Protect the core

Diversify

Percentage of AP Posts considering this factor as very significant



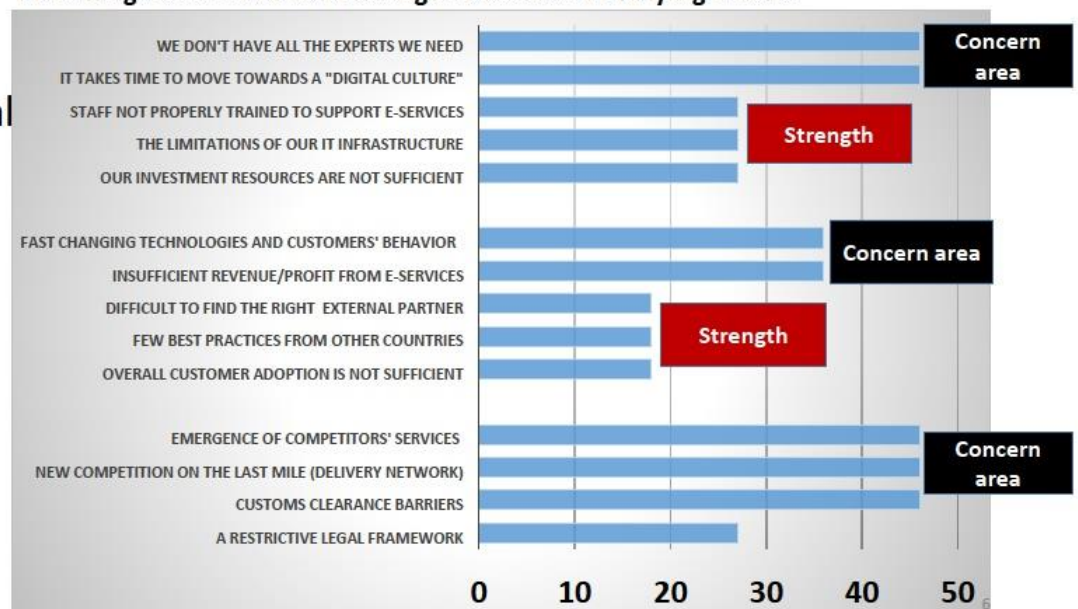
Three main obstacles to the growth of e-services

Cultural/organizational barriers

Uncertain business models

External barriers

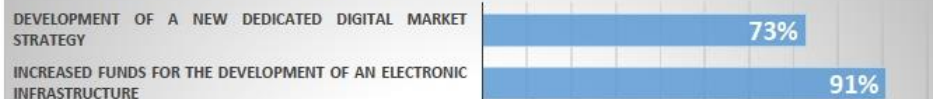
Percentage of AP Posts considering this obstacle as very significant



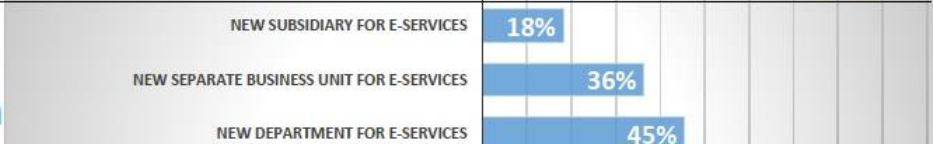
Four components of digital strategies

Percentage of AP Posts using this strategy or action for the provision of e-services

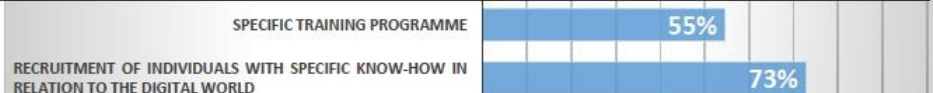
Management
commitment



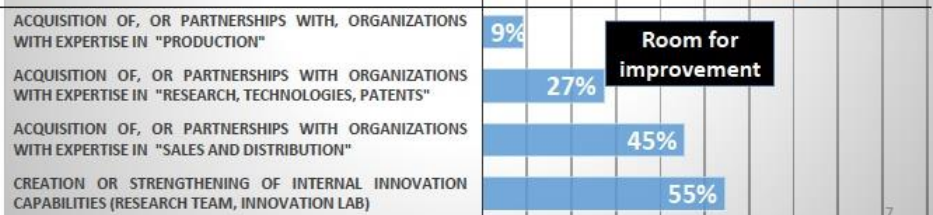
Streamlining
the organization



Talent
development



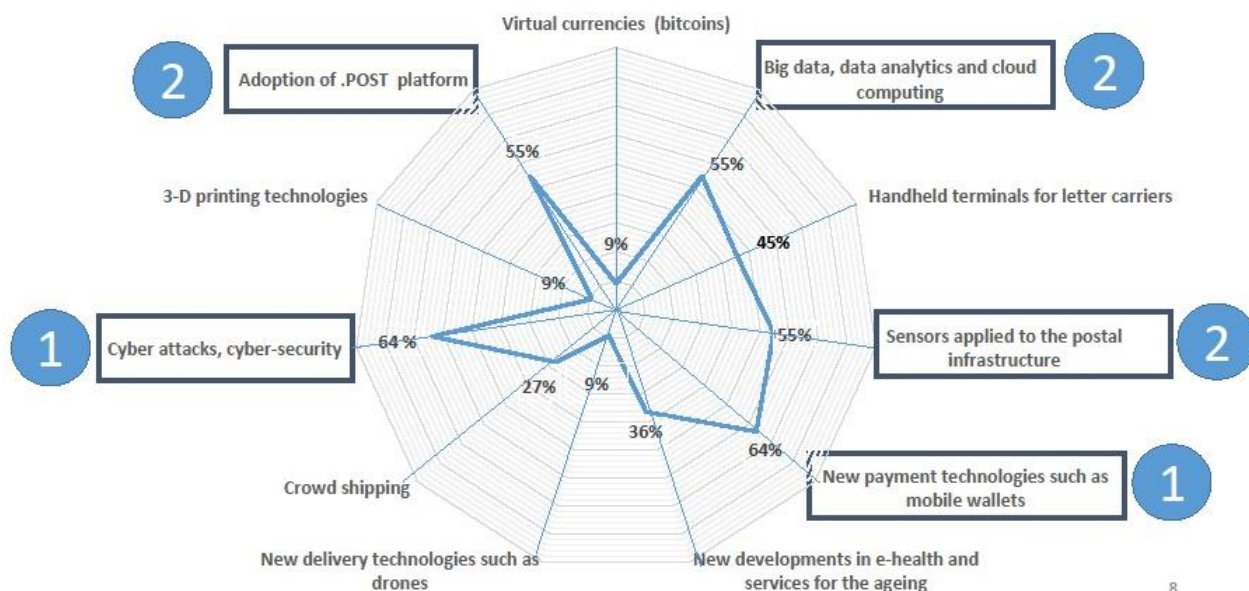
Innovation
management



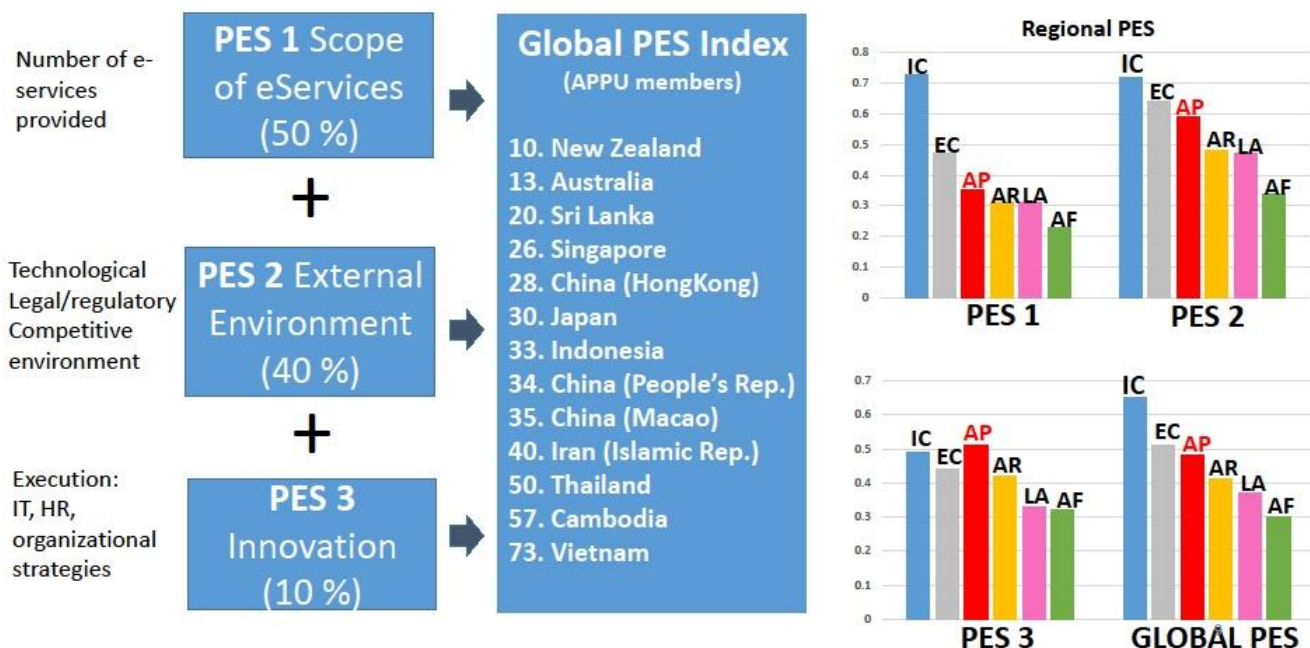
Room for
improvement

UPU Technology Radar – Asia Pacific

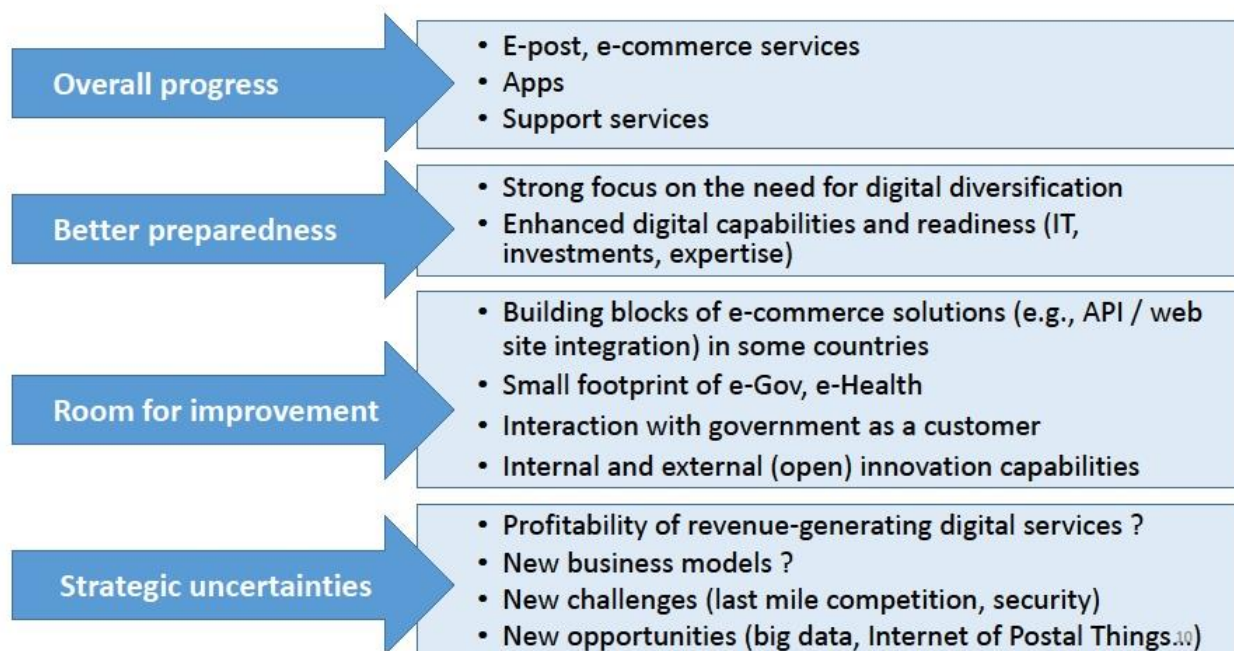
Cybersecurity and payment technologies are top of mind



A composite Postal eServices (PES) index



Summarizing survey conclusions



Next steps - Digital as a driver of growth

Istanbul Business Plan proposal 034 provides for the biennial monitoring of postal e-Services, and publication of a UPU Technology Radar.



"Digital transformation is less about the next set of products and services coming through, and more about creating an organisation that can adapt and create new business models quickly."

(Australia Post)



Thank you !



UPU E-Commerce Program POC e-Commerce Group

**APPU Executive Council meeting
Langkawi, Malaysia
16 - 21 May 2016**

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Agenda

Accelerate growth of e-commerce in Posts

1. UPU E-Commerce Program - ECOMPRO
2. UPU e-commerce Guide

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Mr. Vantuyt Barbosa, Vice-Chair POC, Brazil

UPU E-COMMERCE PROGRAM ECOMPRO

3

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ECOMPRO progress

1. ECOMPRO community
2. Outreach
3. ECOMPRO- regional projects
4. E-commerce parcel pilot

4

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ECOMPRO community

A total of 42 members:

Africa	Americas	Arab	Asia	Caribbean	Europe
8	4	1	11	2	16

Members exchange and share information through email

All members receive:

- User guide for the e-commerce parcel delivery category
- The UPU E-Commerce Guide
- Regular updates on ECOMPRO

A questionnaire survey on awareness and ability to implement the e-commerce parcel delivery category was sent to the ECOMPRO community in June 2015

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State of Readiness of
physical services for
e-Commerce

- Quality of service → End-to-end reliability with standards
- The exchange of EMSEVT.v3 and ITMATT is planned to become mandatory in 2016 under Air parcel, e-commerce parcel and EMS (pending POC approval)

State of Readiness – e-Commerce Requirements				
Products	Electronic Tracking	ITMATT	PREDES v.2.1	EMSEVT v.3
E-commerce parcel	Yes	2016	2016	2016
Air Parcel	Yes	2016	2016	2016
EMS	Yes	2016	Or PREDES v2	2016
Exprès	Yes	No	No	No
June 2015	183	20	97	35
October 2015	183	38	102	98

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Outreach - UPU Regional Strategy Conferences 2015



82% of UPU Member Countries attended the 7 Regional Strategy Conferences in 2015

'Strengthening operational efficiency and **e-commerce development**' was identified as the Top Priority for all regions

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Outreach

- Regional workshops:
 - Americas and Caribbean (Brasilia) held in August 2015
 - AICEP (+PUASP) (Brasilia) held in October 2015
 - PUASP (Montevideo) in 2016
 - CPU scheduled for 2016
- ECOMPRO focused workshop agenda drafted
- ECOMPRO website - Preparations underway
- IB participation in external events to promote ECOMPRO:
 - UPU/EPFL Postal Innovation Platform (Geneva), 10-11 September 2015
 - Post Expo (Paris), 29 September – 1 October 2015

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- **E-Services**

- Cambodia – Began installation of philately webshop under .post
- Malaysia – Launch ezipoz.my.post e-commerce portal
- ips.post - launched

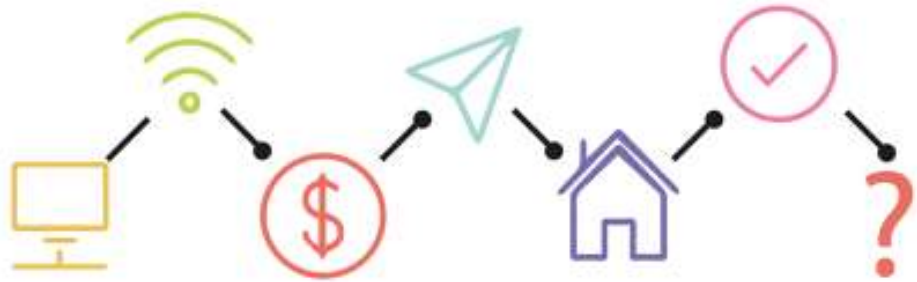
- **Payment services**

- Postal E-commerce Payments framework under discussion in African pilot



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Looking forward – Istanbul Congress 2016



INTEGRATING POSTS INTO THE WORLD OF E-COMMERCE

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Mr. Alex do Nascimento – POC C4 E-commerce Group / Brazil

UPU E-COMMERCE GUIDE

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UPU E-Commerce Guide

Practical
recommendations for
UPU members to
consider in
e-commerce postal
services development.



Boosting e-commerce:
a how-to guide
for postal operators

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UPU E-commerce Guide

Market driven

- Results from the UPU E-commerce Forum in 2014
- Customer driven approach

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UPU E-commerce Guide

Key Elements

						Trade facilitation			
						Return of goods ¹			
						Track and trace ²			
						Delivery ^{1,2}			
						Customs ^{1,4}			
						Big Data			
						E-commerce consulting ¹		Order info ⁴	
Mobile	Payment on delivery (PPOD) ^{1,2,4}	Package pickup ⁴	Sales ⁴	Traditional media ⁴	Customer info ⁴				
Product search and comparison ²	Post office payment ²	Shipping labels ²	Marketing ¹	Web advertisement ⁴	Product info ²				
Technical support ¹	E-payment ^{1,4}	Postage price calculator ²	Customer data analysis ¹	E-mail marketing ⁴	API ¹				
E-shops ²	Remuneration ^{2,3}	Warehouse and fulfilment ⁴	Call centre ⁴	Direct marketing ¹	Interconnectivity standards ¹				
WEB HOSTING	PAYMENT	LOGISTICS	CRM	PROMOTION CHANNELS		DATA EXCHANGE			
Secure Identification, ¹ Secure Messaging, ¹ Reliable Information, ¹ Capacity Building, ¹ Market Development, ¹ Interconnectivity, ² Standards, ⁴ Partnership, ⁵ Financing ¹									
E-commerce key elements									

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¹ Capacity building / consulting by UPU International Bureau (IB): analysis, recommendations, action plan, templates

² IT tools by UPU IB (available)

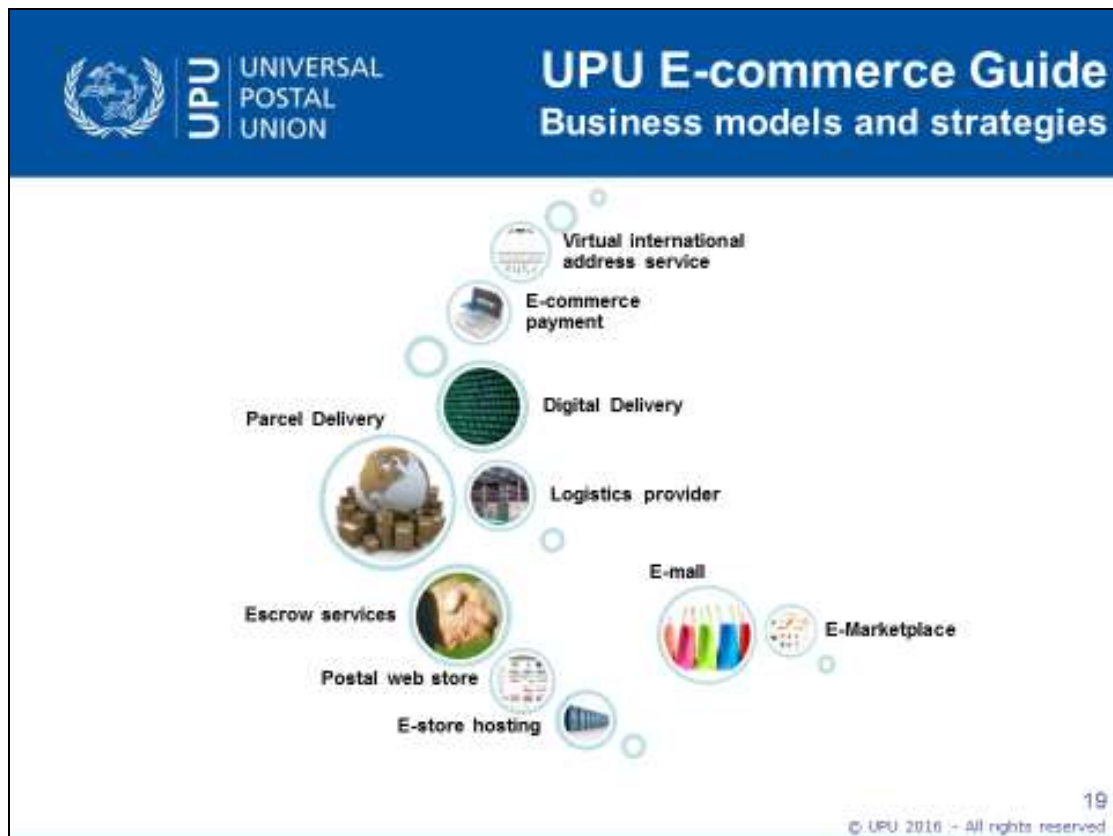
³ IT tools by UPU IB (planned)

⁴ National tool



 UPU UNIVERSAL POSTAL UNION							
UPU E-commerce Guide Business models and strategies							
Relation	Demand	Parcel profile	Delivery	Sellers	Consumers	Distribution	Negotiation
B2B	Regular – scheduled and predicted demand	Grouped items	Non express	One	Known	Concentrated	Flexible pricing. Case by case negotiations are common
B2C	Irregular	Small packages	Express and non-express	One	Unknown	Diffuse	Non-flexible pricing
B2E	Irregular	Small packages	Express	One	Known	Concentrated	Non-flexible pricing
C2C	Irregular	Small packages	Express and non-express	Many	Unknown	Diffuse	Flexible pricing. Online auctions and face-to-face negotiations are optional
B2G	Regular	Small packages	Express and non-express	Many	Known	Concentrated	Non-flexible pricing, usually decided by e-procurement
G2B	Regular	Small packages	Express	One	Known	Diffuse	Non-flexible pricing
G2C	Irregular	Small packages	Express	One	Known	Diffuse	Non-flexible pricing
G2G	Regular	Grouped	Non express	One	Known	Concentrated	Flexible pricing

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- ## UPU E-commerce Guide Tools
- IPS
 - IFS
 - UPU Global Track and Trace
 - CDS
 - PEG
 - COMPAS
 - And others
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UPU E-commerce Website

www.ecommerce.post

- 2014 UPU E-commerce Forum
- UPU E-commerce Guide
- Meeting documents
- Publications

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Thank you very much

Alex do Nascimento
Vantuyl Barbosa

POC-C4-E-Commerce-Group@upu.int

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Integrating electronically all elements of the Postal Supply Chain

Overview of IT infrastructure and solutions of the UPU's Postal Technology Centre (PTC)

POSTAL TECHNOLOGY CENTRE

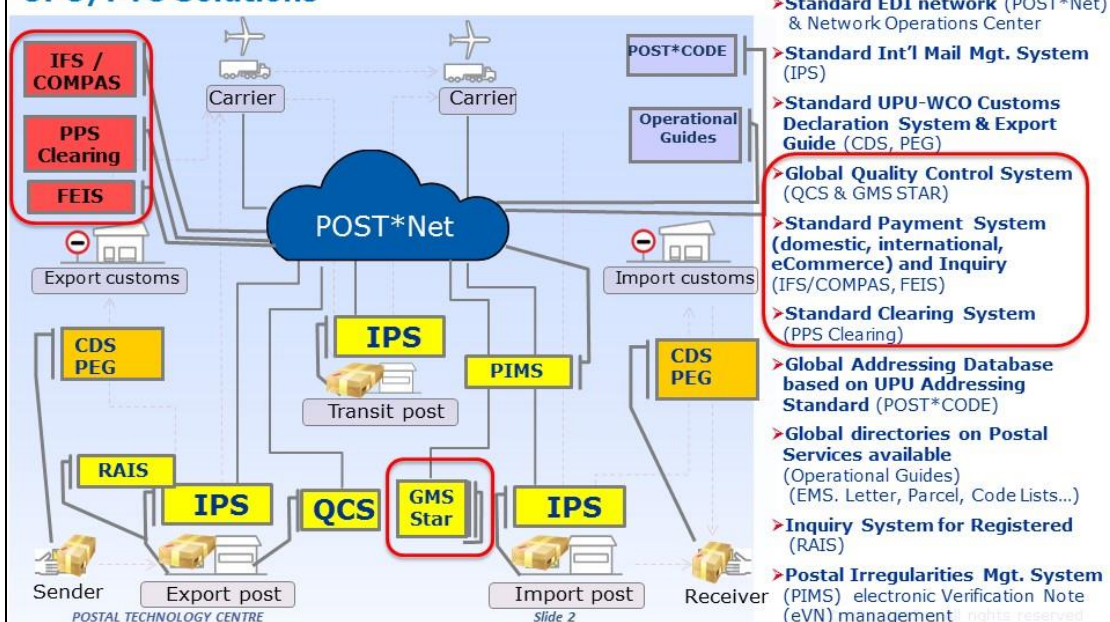
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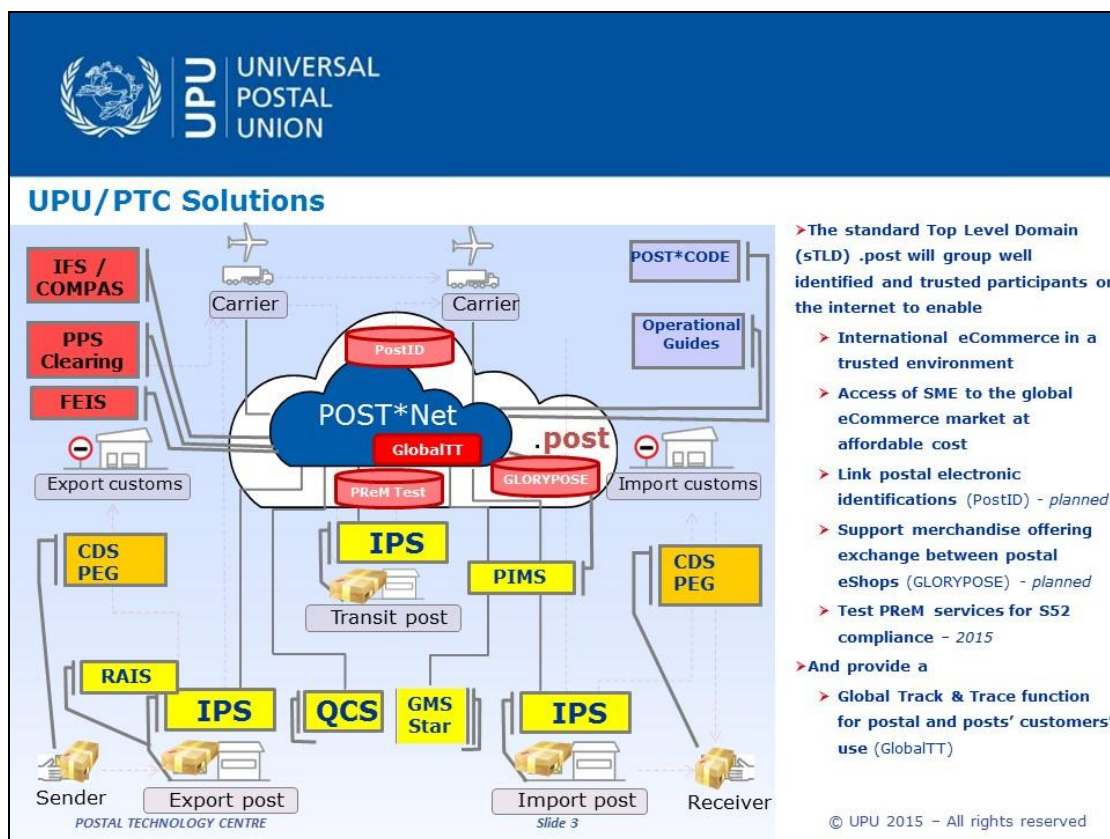


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Used by Correos España

UPU/PTC Solutions





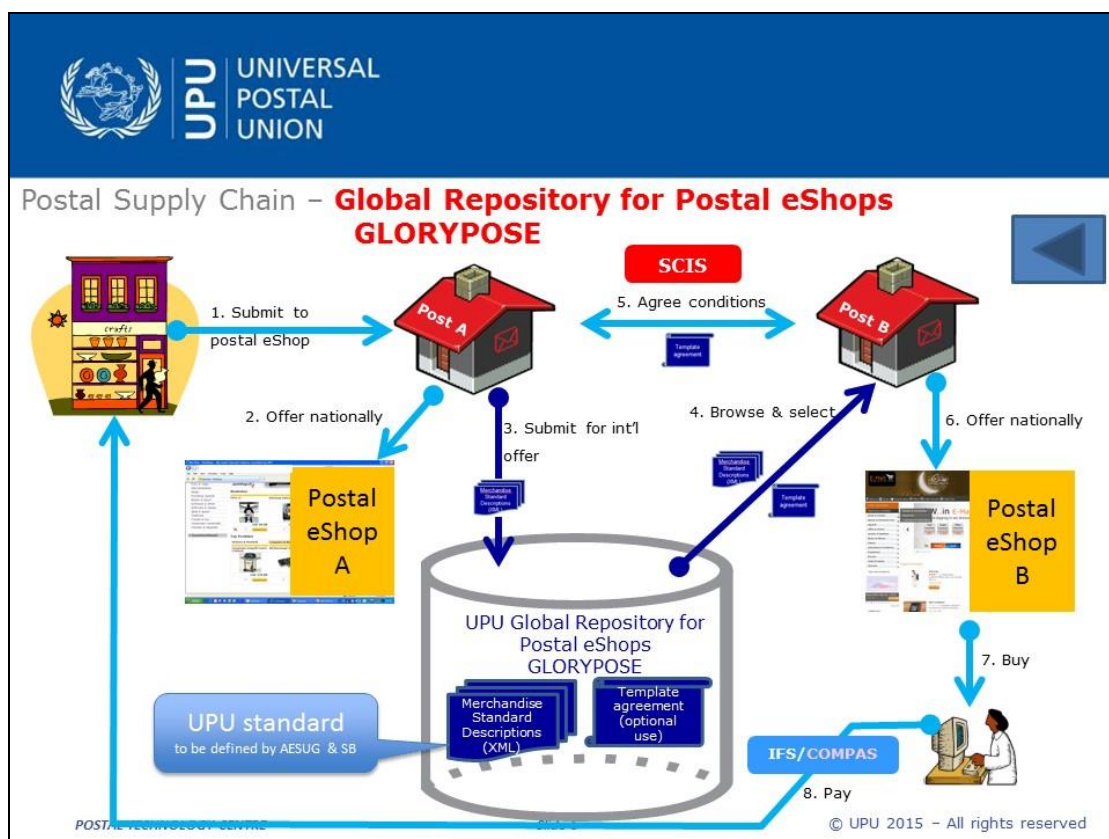
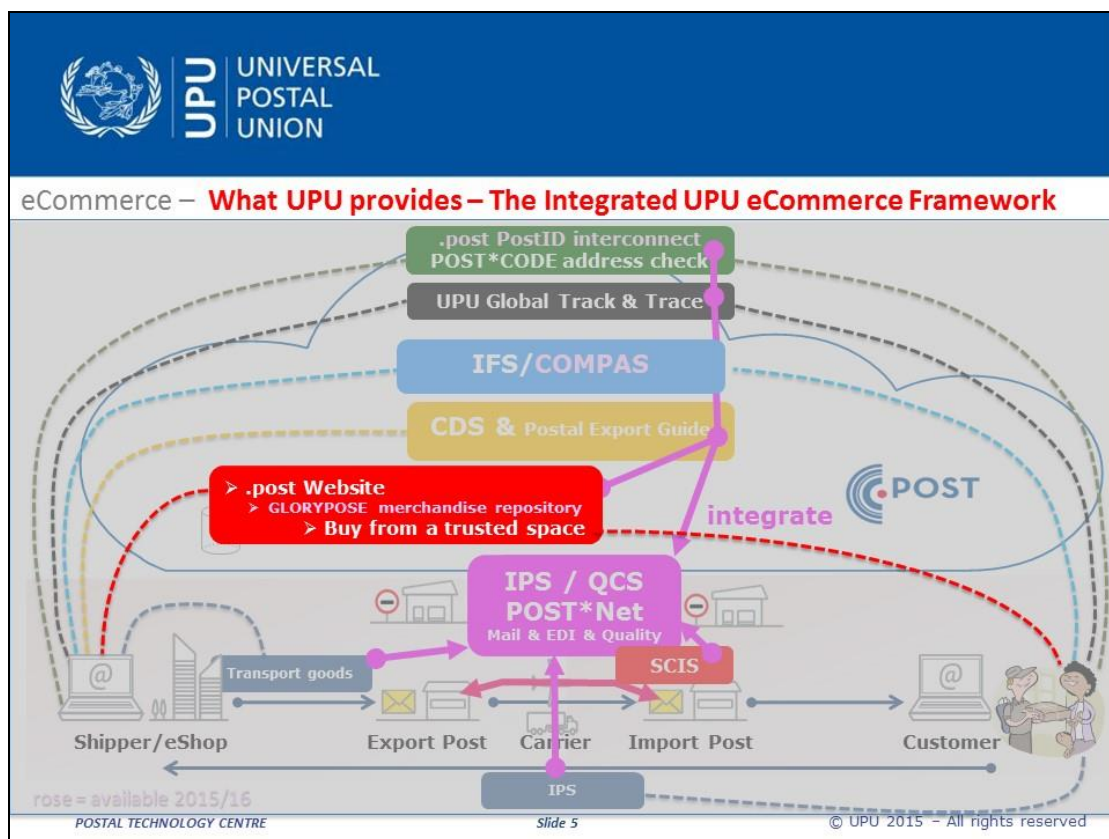
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Integrating electronically all elements of the Postal Supply Chain

The Global Repository for Postal E-Shops GLORYPOSE

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Postal Supply Chain – **GLORYPOSE functionality (prototype)**

- **Submit merchandise description**
 - Upload ebXML merchandise descriptions
 - Upload/define conditions and validity period
- **Browse**
 - Browse GLORYPOSE database for merchandise with different selection criteria
- **Select & agree**
 - Submit interest to offering post (requesting post)
 - Exchange information on conditions
 - Prepare agreement
 - Based on a GLORYPOSE template agreement (optional)
 - Finalize agreement
 - free merchandise for download (offering post)
 - Download merchandise ebXML for integration in own Postal eShop (requesting post)
- **Report**
 - On merchandise categories, on cross-border usage etc.

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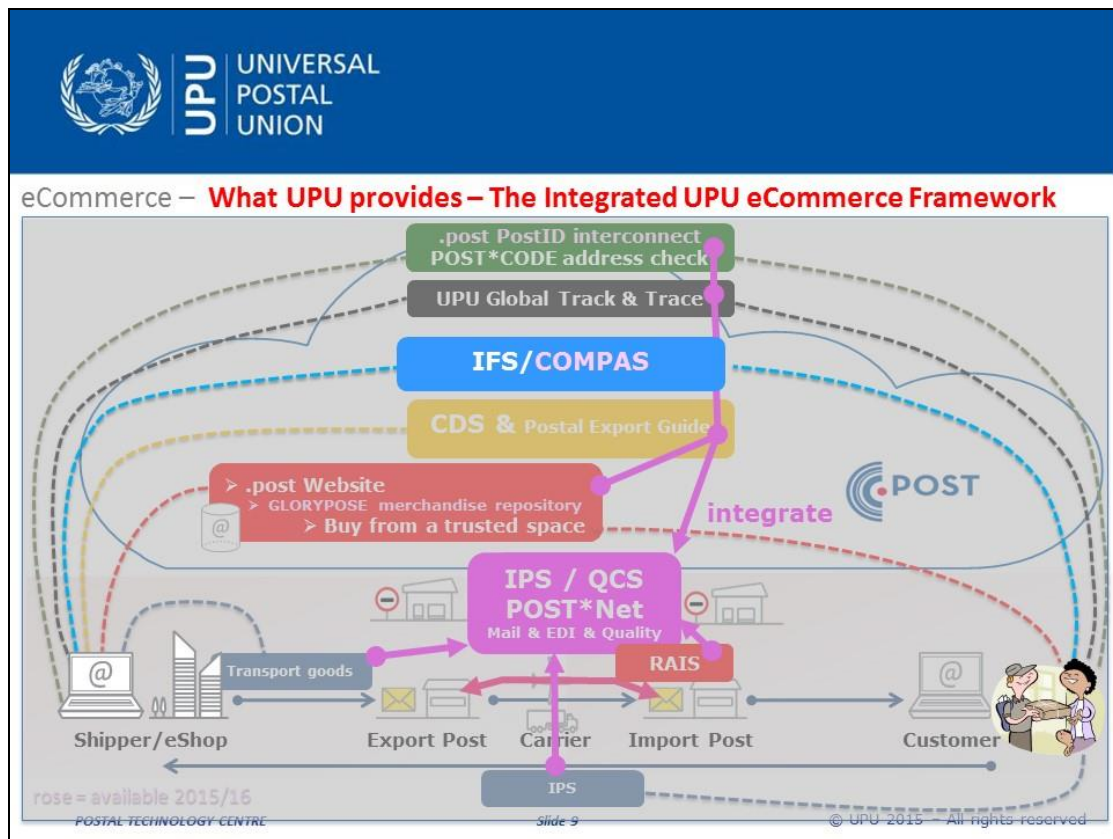


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Integrated Postal eCommerce Services for Customer Satisfaction

UPU's e-commerce Payment solution

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eCommerce – **Payment**

- **Payment is indispensable** 😊
- **Posts have an own payment network based on a UPU Treaty (Postal Payment Service Agreement) – currently 116 signatories**
- **Posts have a standard IT infrastructure & solution**
- **Ecommerce Forum (2014) and Strategy Conference (2015) confirmed**
 - E-retailers would welcome the possibility of an integrated payment service of the posts
"anything that helps us simplify the process is welcome..."
 - Affordable payment solutions in e-commerce will help growth
 - Remittances & e-commerce are linked (building micro enterprises)
- **Posts have the ability and the infrastructure to**
 - offer postal payments linked to shipments
 - Paying for merchandise + shipment + Customs duties/taxes incl. refund
 - Combined delivery+payment Track&Trace

➔ **As a one-stop-service for e-retailers and e-buyers**

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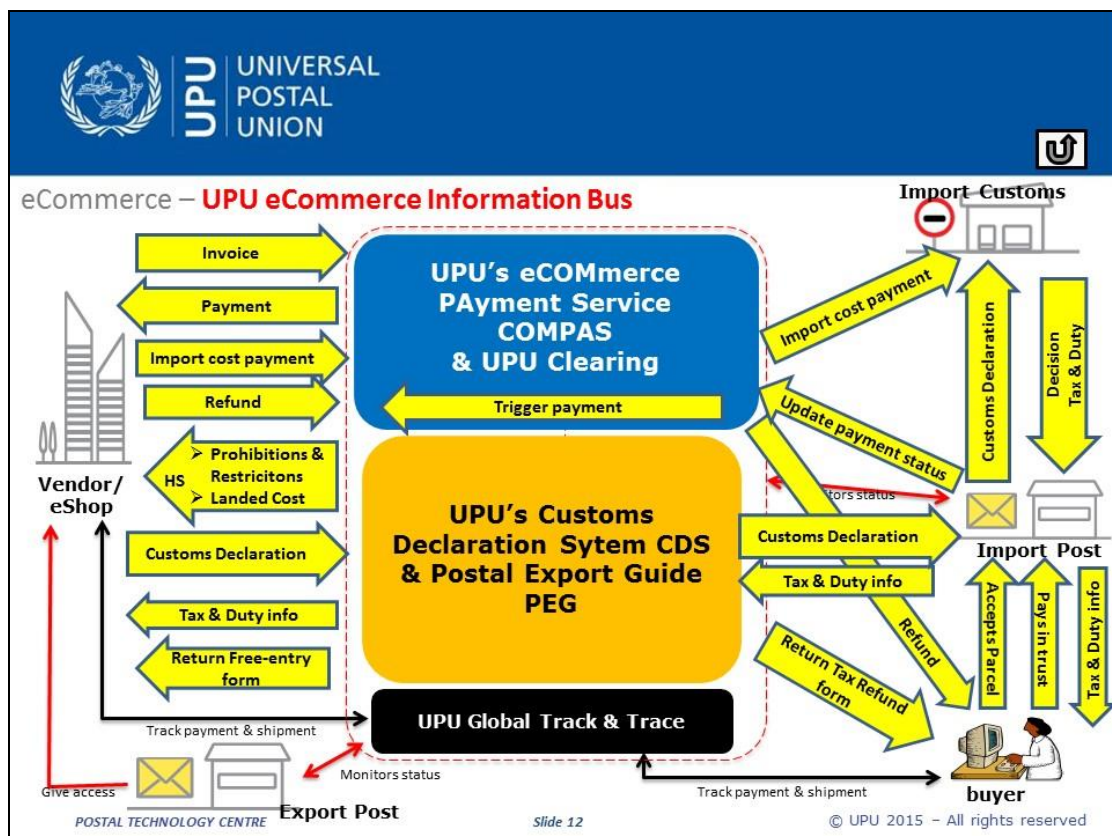
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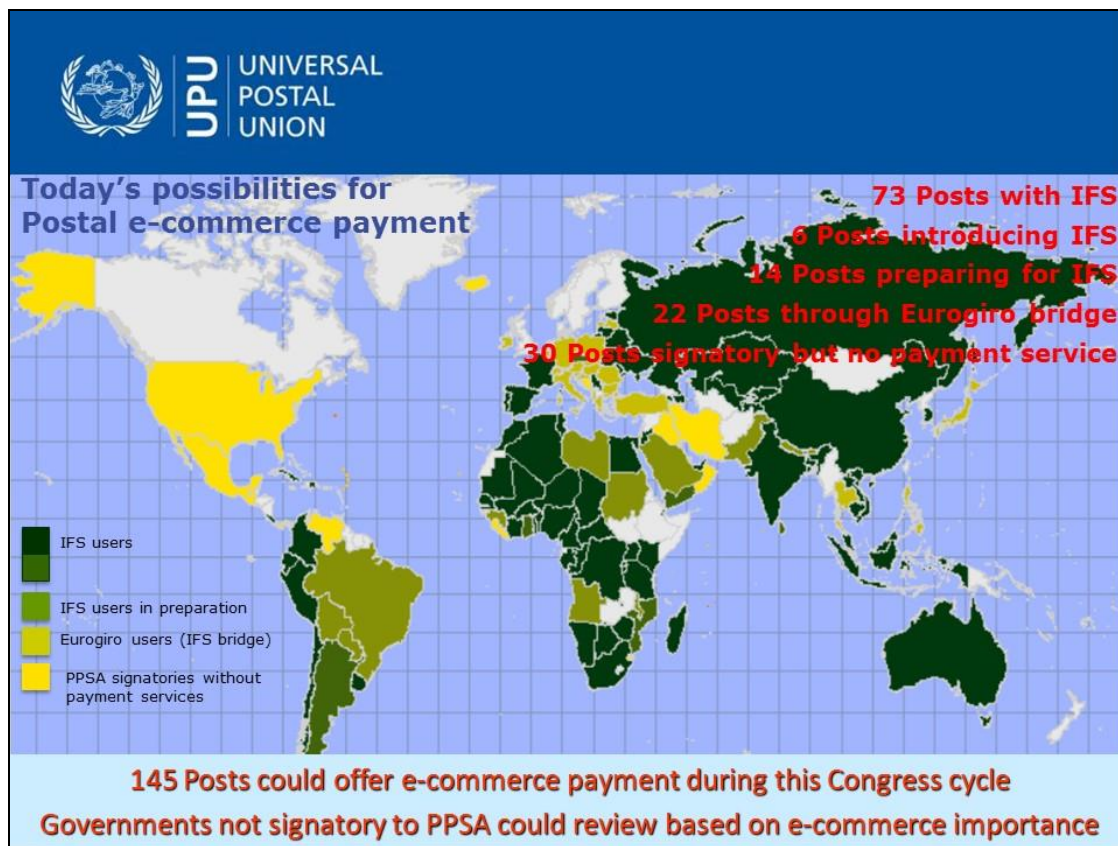
eCommerce – **Payment** 

→ Changing the paradigm

- **Many years ago**
 - Postal Financial Services and logistics were split
 - Or even Postal Financial Services were abandoned / sold
- **Now, e-commerce**
 - requests them to be together again

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eCommerce – Payments: Step 1 → use IFS as is

• Buyer puts identification of purchase in field "other declaration" when paying at the post/from his postal account

POSTAL TECHNOLOGY CENTRE

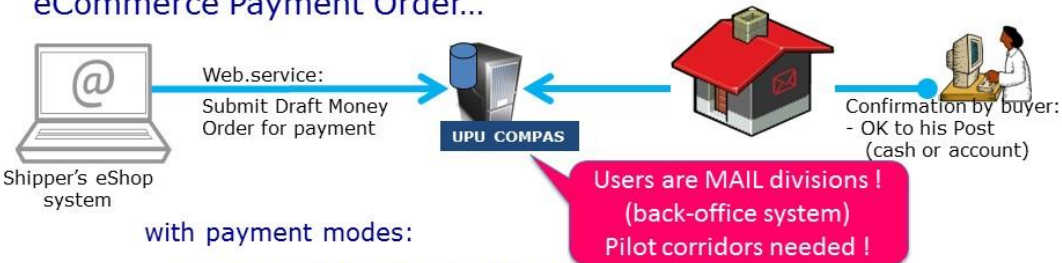
Slide 14

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eCommerce – **Payments: Step 2 → use COMPAS (planned 2015/16)** 

eCommerce Payment Order...



with payment modes:

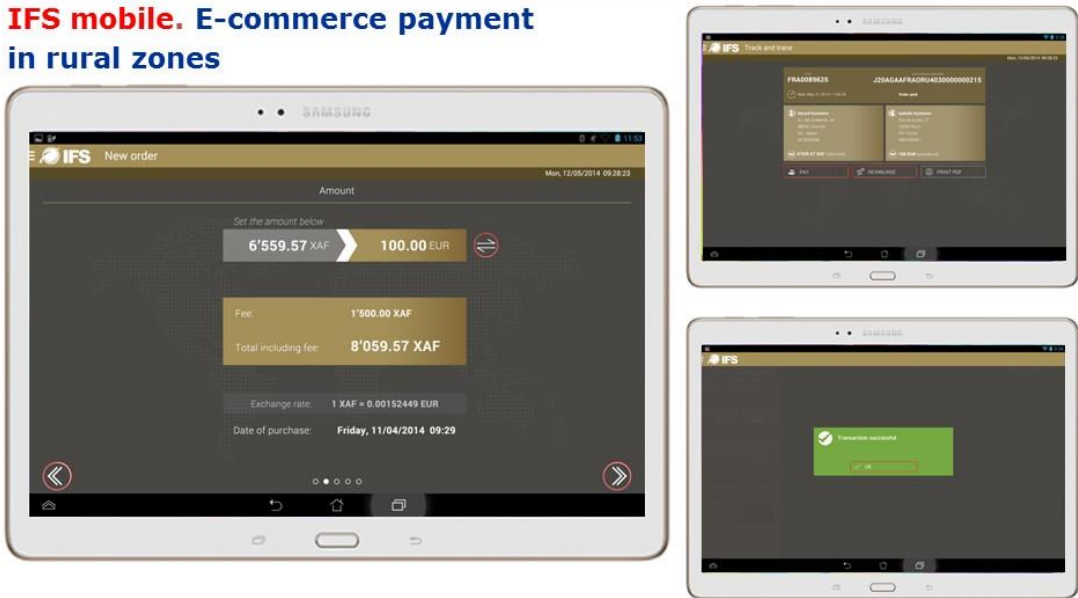
- prepayment (no shipment before payment)
- COD (Cash-on-delivery, customer signs payment order with acceptance of item)
- Trusted Postal Payment
(no shipment until destination post has collected the payment and no outpayment to shipper if customer rejects the item)

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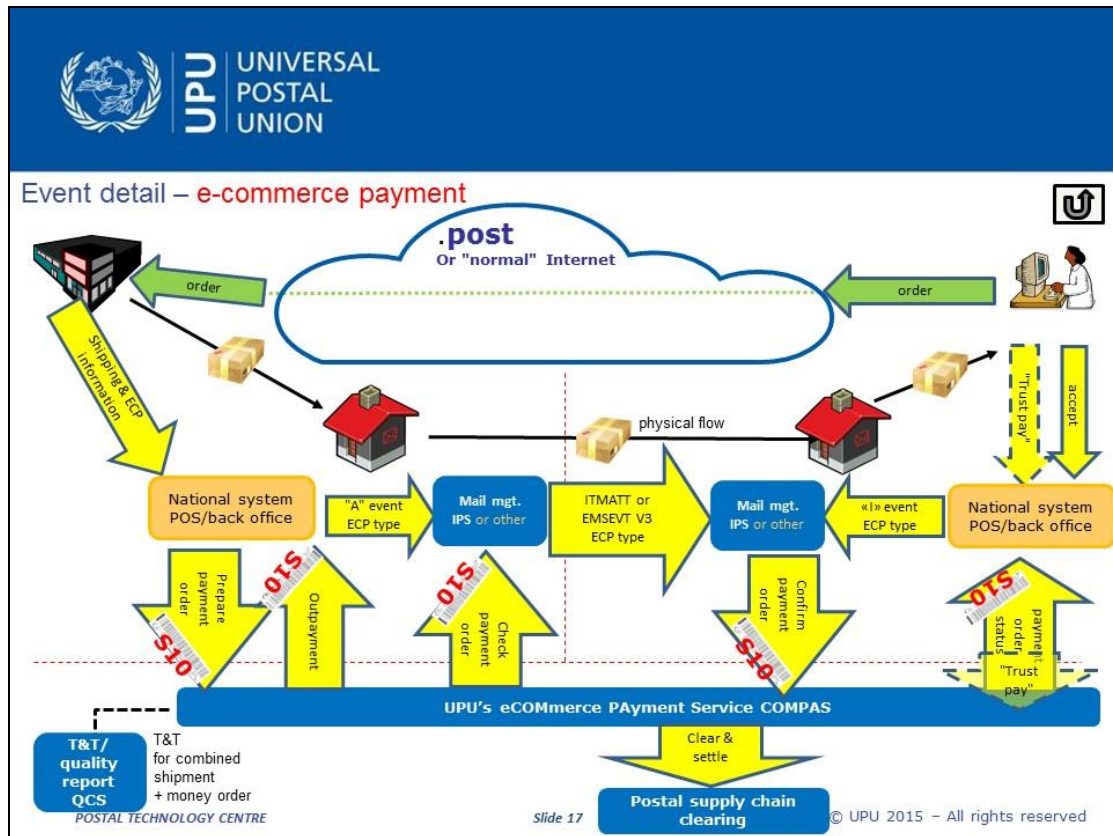

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Telematics Cooperative – Closing the Digital Gap

IFS mobile. E-commerce payment in rural zones



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UPU COMPAS

- Automated interface (API, Web service)
- Data according to screen shown below

The screenshot displays the UPU COMPAS web interface. It shows the 'Money order details' section with fields for origin, destination, and amount. The 'Recipient' section includes fields for title, name, address, and contact information. The 'Sender' section includes fields for title, name, address, and contact information.

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- Invoice overview

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Thank you !

Questions ?

please contact:

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Introduction to Universal Postal Union Postal Registered electronic Mail Standard (S52) compliance test suite

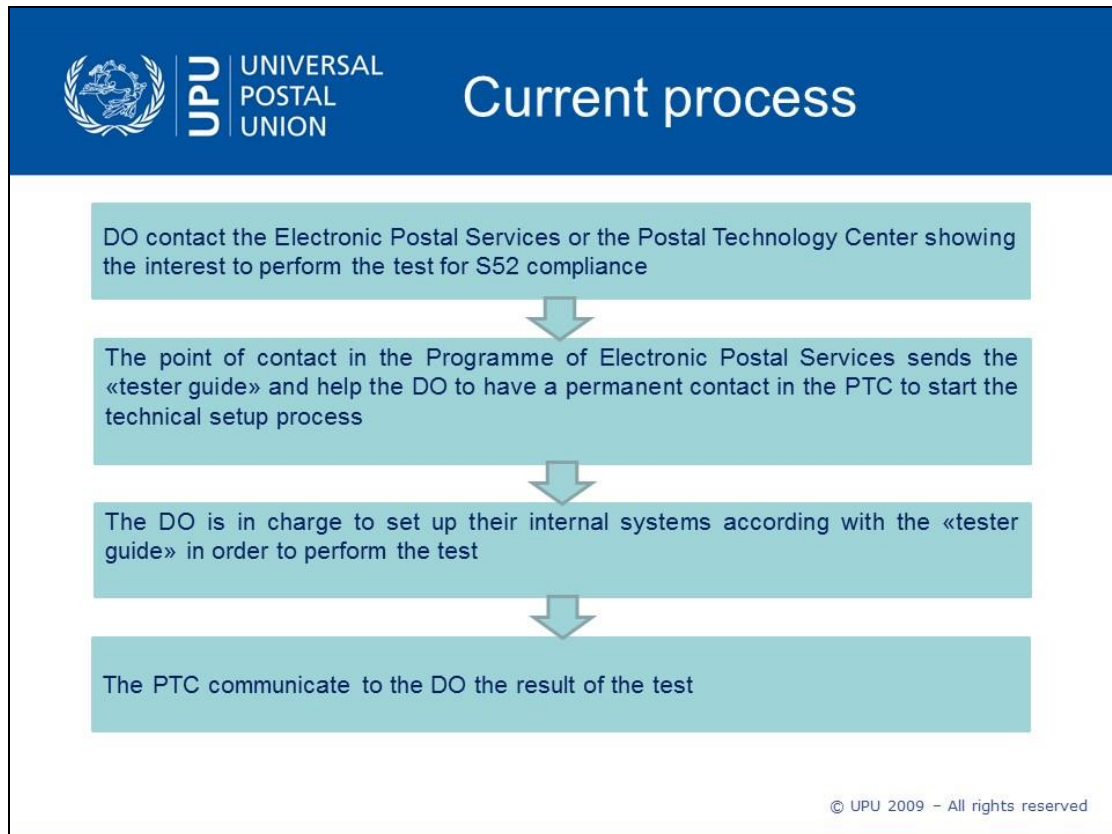
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Scope

- PREM (Postal Registered electronic Mail) is the electronic version of registered mail, that introduces authentication and identity management for senders and receivers, ensuring privacy and email integrity. It also provides the possibility of using a reliable and certified service, such as proof of delivery and acceptance between the authenticated parties.
- In order to ensure that the solutions established are in accordance with the UPU PREM S52 standard, an interoperability test suite has been developed and donated by China to the IB.
- This test suite deployed by the IB so that any organization interested to prove their PREM system is compliant with UPU S52 standard can do so with a standard suite of tests. A number of test cases are required to be executed successfully and testing results could be published for verification purposes.
- A “tester guide” has been written to explain how DOs should setup their system to complete the test. – prepared by Macao Post

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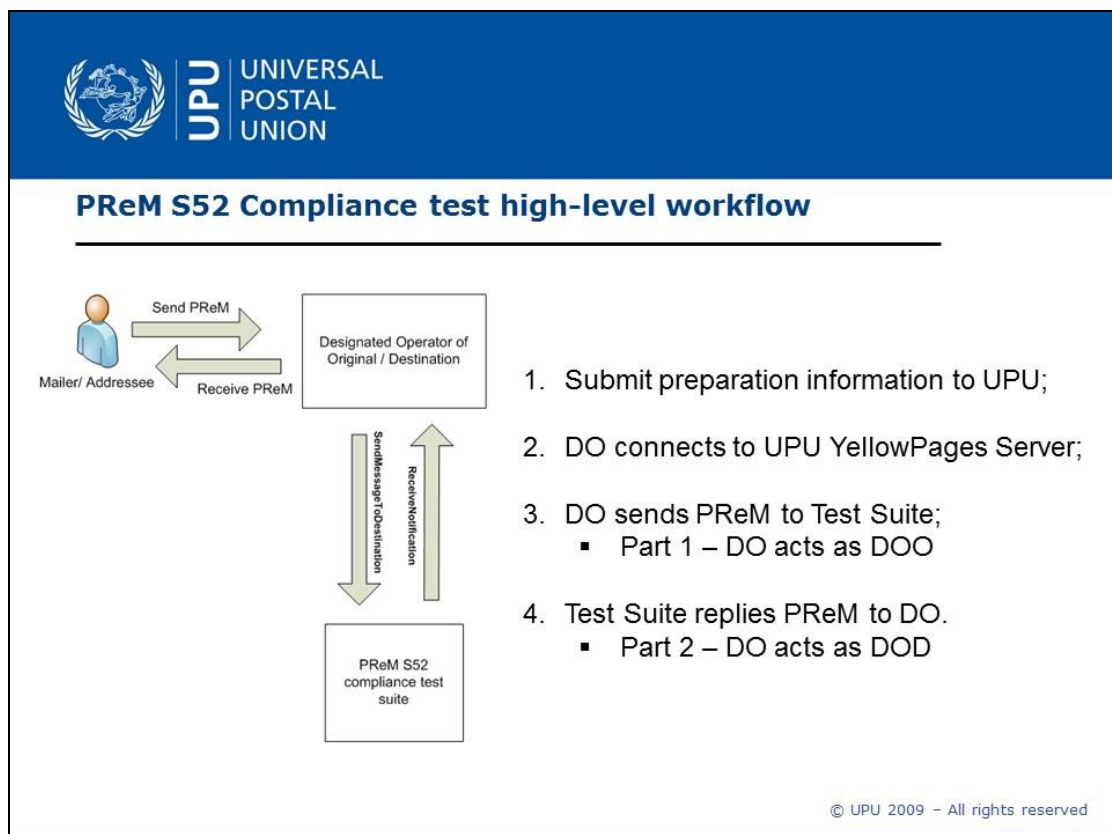
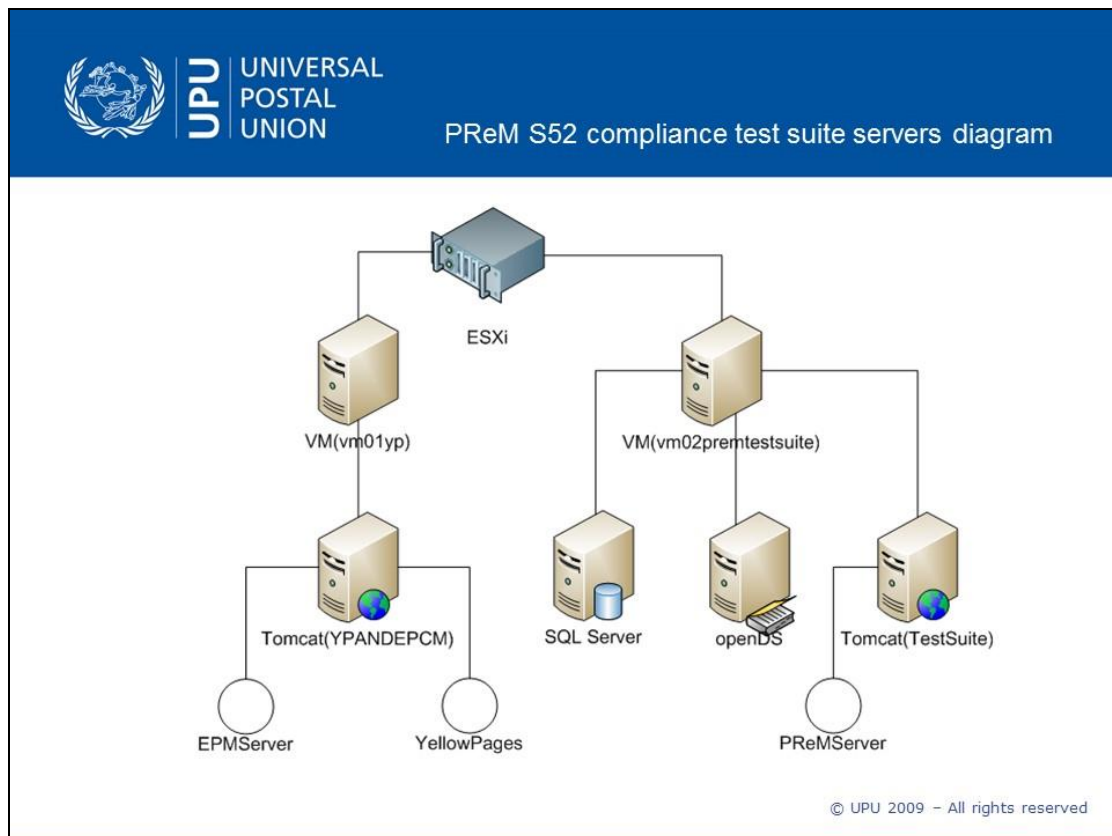


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Introduction of the PreM Test Suite

1. In order to ensure compatibility of a system against the UPU S52 Postal Registered electronic Mail (PReM) functional specifications, this test suite is developed and deployed, any organization interested to proof that their PReM system is compliance with UPU S52 standard, a compatibility test could be conducted with a single DO at a time.
2. A number of test cases are required to be executed successfully and testing results will be send to the testing email address registered with UPU by the testing organization in the YellowPage Server,
3. In addition, testing log generated will be the proof of S52 compatibility and could be published publicly for verification purpose. The test suite consists of ESXi virtual machine guest OS(s) which host a PReM test suite server, a YellowPage Server and an EPCM Server.

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Testing procedure

1. Submit the prepared information to UPU

UPU will create a DO record on UPU YellowPages server , and configure the report email receiver of the DO so that, DO could establish a SSL communication with Test Suite, and receive the testing report via email.

2. Connecting to UPU YellowPagesServer

Testing DO must connect to the central YellowPagesServer provided by UPU to get the Test Suite attributes using the Web Service (Retrieve Postal Attributes).

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Testing procedure (cont'd)

3. DO send PReM to Test Suite (verify send PReM capability)

After retrieving UPU Test Suite attributes, DO could send a PReM by calling WebService - *sendMessageTODOO()* provided by Test Suite. Test suite will analysis the PReM Dispatch if the function called successfully and then generate the analysis report (part 1 – DO acts as DOO) and email it to DO registered email address;

4. Test suite reply a new PReM to DO (verify receive PReM capability)

After the part 1 report sent, Test suite will reply a new PReM to DO. If DO accept, reject, or wait for the message expire, Test suite will generate the analysis report (part2 – DO acts as DOD) and send to DO via email.

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Test cases – case #1

DO send PReM to Test Suite, and accept Test Suite reply

Part 1 DO(DOO) sends PReM to Test Suite	
Description	DO sends a PReM message to Test suite user (testsuit@prem.upu.post); PReM message subject: (DO country code) testcase#1 yyyy/mm/dd
Expected evidence	At least the following LV1 evidence should be generated: - (1) EST-MLR-MSG-ACC-DOO - (1) E-DSP-TIC-SUC-DOD
Expected results	PReM dispatch is verified. Evidences are generated; Part 1 report sent;
Part 2 DO(DOD) user accepts Test suite's reply	
Description	Test suite reply a PReM message to DO user; And DO user accepts the reply;
Expected evidence	At least the following LV1 evidence should be generated: - (1) EST-MLR-MSG-ACC-DOO - (1) E-DSP-TIC-SUC-DOD - (1) E-MSG-ADR-DLV-DOD
Expected results	DO user accepts the reply. Evidences are generated; Part 2 report sent;

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Test cases – case #2

DO send PReM to Test Suite, and reject Test Suite reply

Part 1 DO(DOO) sends PReM to Test Suite	
Description	DO sends a PReM message to Test Suite user (testsuit@prem.upu.post); PReM message subject: (DO country code) testcase#2 yyyy/mm/dd
Expected evidence	At least the following LV1 evidence should be generated: - (1) EST-MLR-MSG-ACC-DOO - (1) E-DSP-TIC-SUC-DOD
Expected results	PReM dispatch is verified. Evidences are generated; Part 1 report sent;
Part 2 DO(DOD) user rejects Test Suite's reply	
Description	Test suite reply a PReM message to DO user And DO user rejects the reply;
Expected evidence	At least the following LV1 evidence should be generated: - (1) EST-MLR-MSG-ACC-DOO - (1) E-DSP-TIC-SUC-DOD - (1) E-MSG-ADR-REJ-DOD
Expected results	DO user reject the reply. Evidences are generated; Part 2 report sent;

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Test cases – case #3

DO send PReM to Test Suite, and wait Test Suite PReM message to expire

Part 1 DO(DOO) sends PReM to Test Suite	
Description	DO sends a PReM message to Test Suite user (testsuit@prem.upu.post); PReM message subject: (DO country code) testcase#3 yyyy/mm/dd
Expected evidence	At least the following LV1 evidence should be generated: - (1) EST-MLR-MSG-ACC-DOO - (1) E-DSP-TIC-SUC-DOD
Expected results	PReM dispatch is verified. Evidences are generated; Part 1 report sent;
Part 2 DO(DOD) user wait for Test Suite's reply expire	
Description	Test Suite reply a PReM message to DO user; DO user wait for the PReM message to expired (for testing purpose expiration is set to 24 hours after sent);
Expected evidence	At least the following LV1 evidence should be generated: - (1) EST-MLR-MSG-ACC-DOO - (1) E-DSP-TIC-SUC-DOD - (1) E-MSG-ADR-EXP-DOD
Expected results	DO user wait for the reply message to become expired. Evidences are generated; Part 2 report sent;

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Thank you very much



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