

PostalVision2020 8.0 Innovations from Overseas Posti, Finland

Juha Tolvanen

Head of Network Design

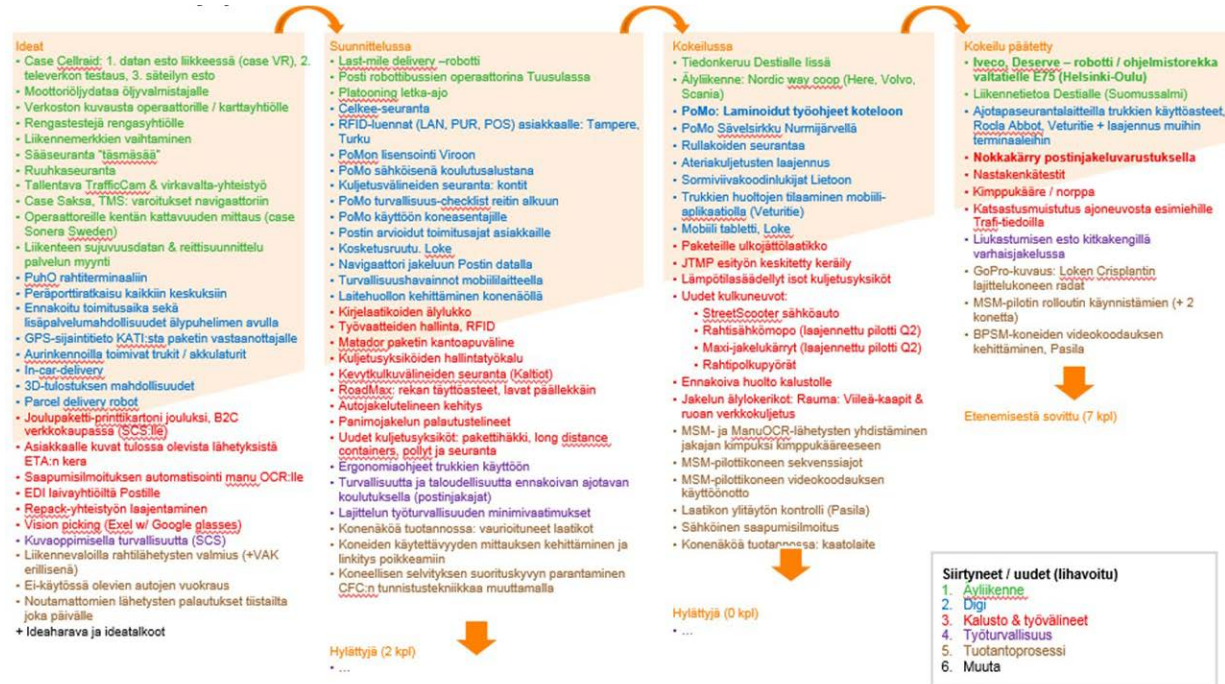
Public

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Innovation strategy in Posti

Culture of “fast development”

1. Succeeding and failing fast
2. Minimal effort to create solutions into practice
3. Not too much bureaucracy
4. Cohesive ecosystem for each initiative
5. Management’s support and communication
6. Rewarding people

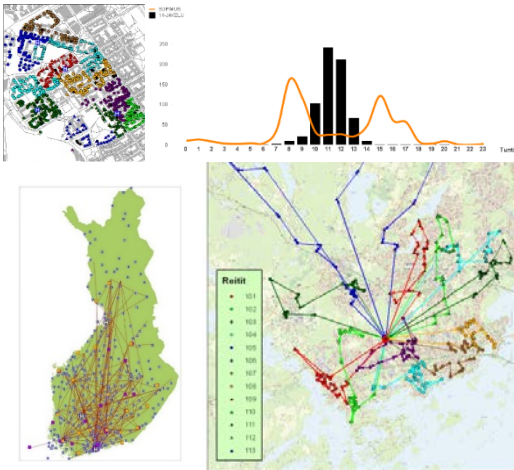


Examples of innovation

Postal is 100 % location based – location analytics

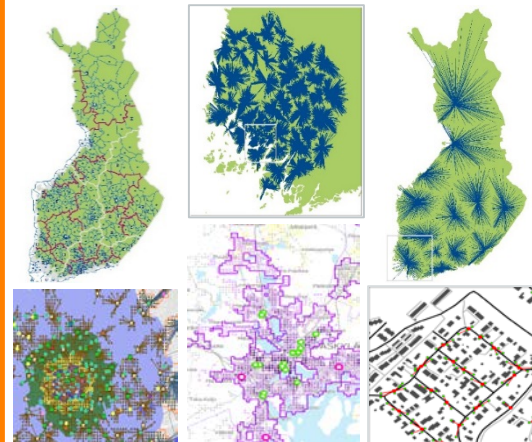
Route optimization at all scales

Right routing tools for each planning problem: mail, newspaper, parcel, freight and line haul. Operational and business decision making needs routing in all planning levels.



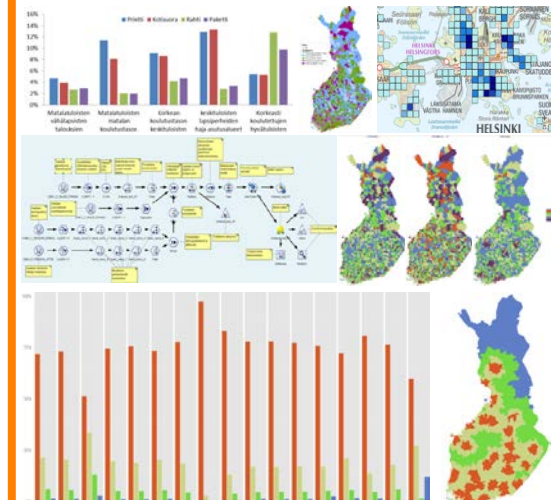
Network modeling

Modeling and optimizing networks as operative areas and locations in different scales ranging from grouping of mail boxes to sorting center network optimization. Enables strategic, tactical and operative decision making process.



Spatial segmentation

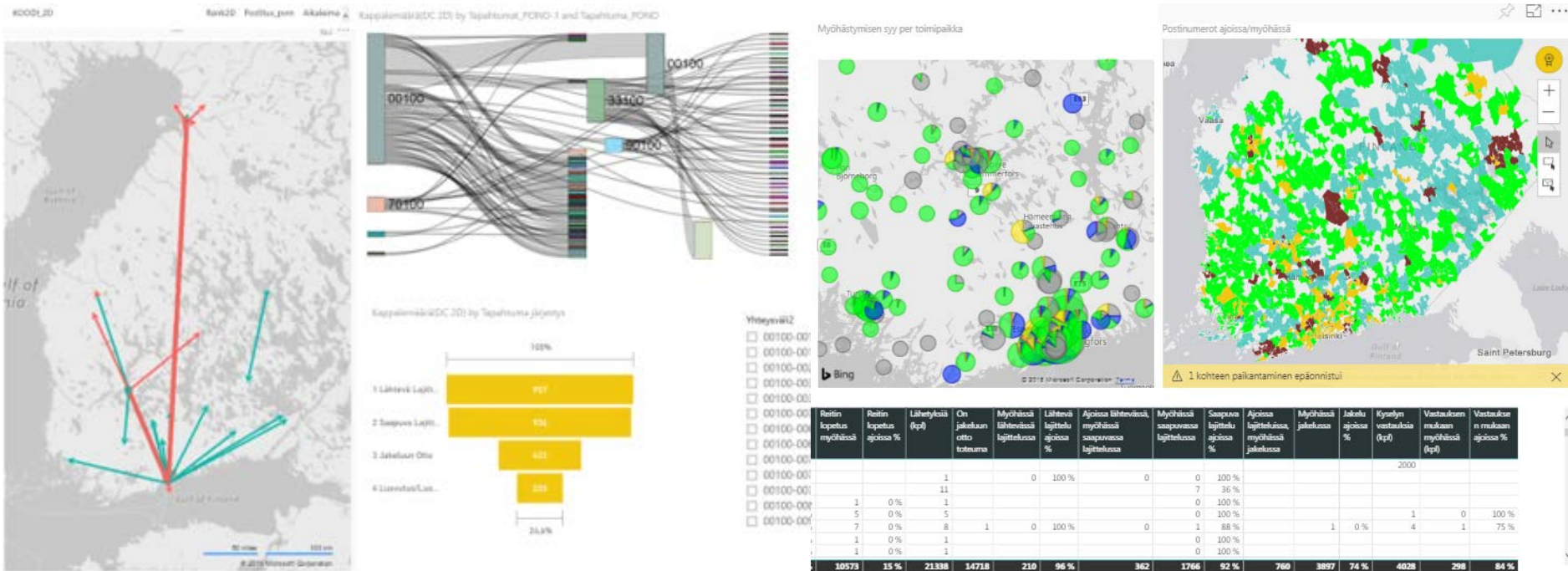
Modeling and recognizing different segments for targeted marketing and service offering decisions and understanding operational demand allocation and capacity optimization.



Examples of innovation

Reclaiming mail – print traceability

- Tracking all individual addressed mail items from receiving until delivery
- Ability to communicate service quality to clients and consumers
- Overall process visibility and improved performance by utilizing process data





Examples of innovation

Stretching concept of postal – new services

Parcel and Logistics



Transportation and delivery of medicine, pharmacy, laboratory samples, alcohol

Temperature controlled warehouses e.g. food storages and transportations, incl. shelving beverages



Warehouse services: ironing, sewing, printing and packing



Home Services



Selling service to communities, like elderly care services

Delivery of groceries and meals, check ups of elderly and cleaning services



Installation services, e.g. safety phones, WLAN's and other household appliances

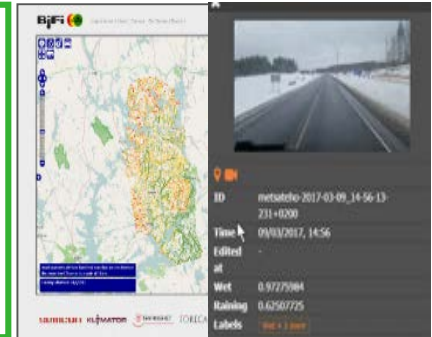


Data Services



Traffic and road signs inventory.
Capture of driving data.

Survey of road and weather conditions, e.g. spring thaw and frost damage



Collecting gasoline prices and meter reading



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