PostAR – SaaS service of the Post of Slovenia

Damijan Poš, Pošta Slovenije d.o.o.

Boštjan Kežmah, Cepris

Post of Slovenia business needs

- 100 % state own company with 6.000 employees

- Substitution for loss of physical letters

- IT (cloud) services are one of the strategic pillars

- HPE Cloud Agile partner

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Enterprise

PostAR business needs

- Startup with innovative, patented solution targeted at the EU market

- **Expected customers: large businesses, government, courts**

- **Hosting partner / cloud services – geographic location!**
    - § Strict compliance requirements (privacy!)

- **At 0% market share but expecting quick growth?**

Vision on the beginnig of the project

- Existing solution moja.posta.si
- Secure mail box
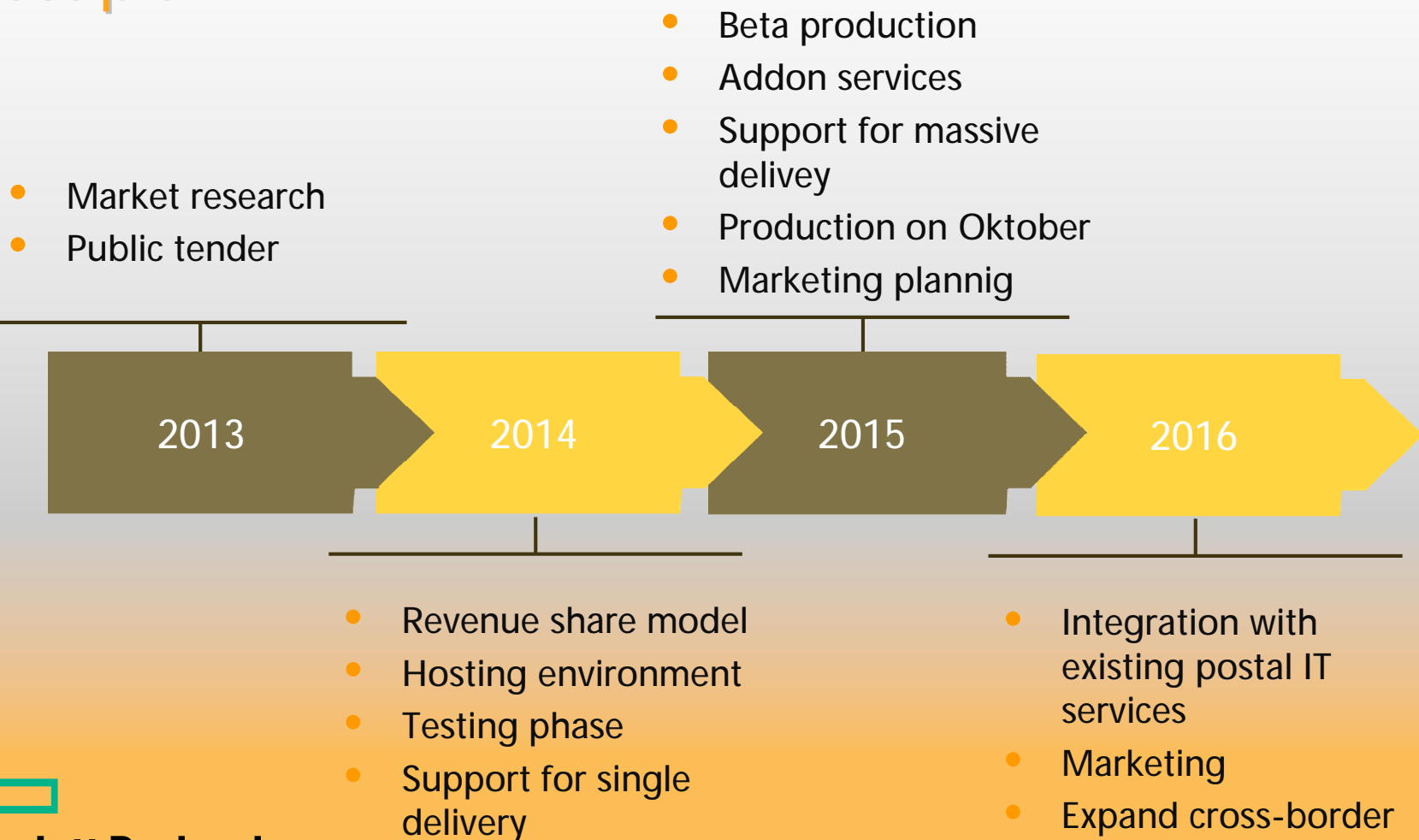- Closed system
- Mostly G2B delivery

- Open system
- Substitution for physical registered mail
- Expand the usage to B and C segments
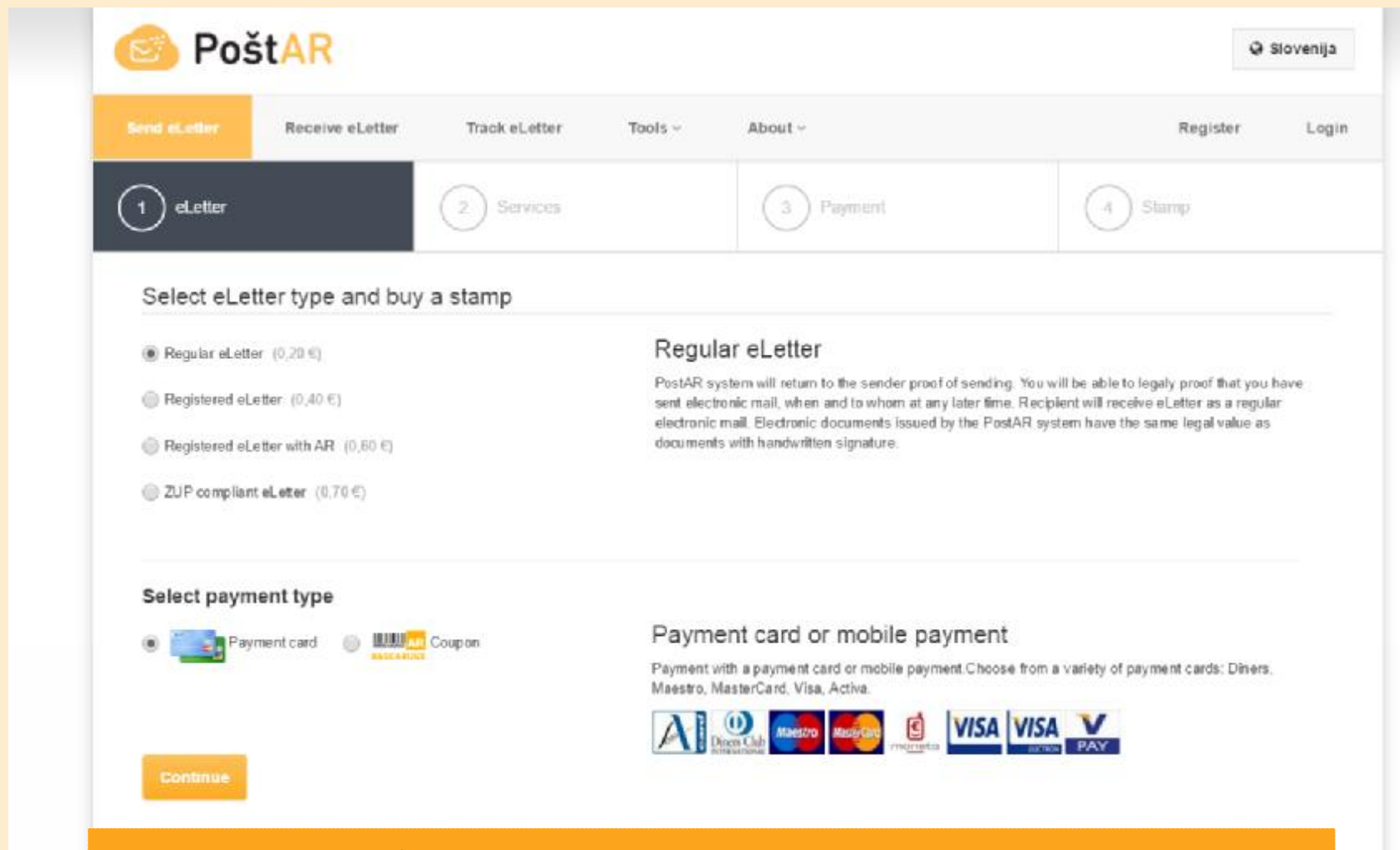- Use of existing IT infrastructure

PostAR.eu to the rescue

- Closed registered mail systems don't work!

- Open, interoperable system, compatible with existing information systems
  - § Research question: how to transform un-secure, un-reliable open system (email) into a secure, reliable system without changing underlying infrastructure?

- Remaining issues: how to simplify electronic signature
  - § Are certificates the only way (how about phone, SMS)?

- Vision: Become open, interoperable, cross-border provider of registered mail service

Project plan

- Beta production
- Addon services
- Support for massive delivey
- Production on Oktober
- Marketing plannig

- Market research
- Public tender

| 2013 | 2014 | 2015 | 2016 |

- Revenue share model
- Hosting environment
- Testing phase
- Support for single delivery

- Integration with existing postal IT services
- Marketing
- Expand cross-border

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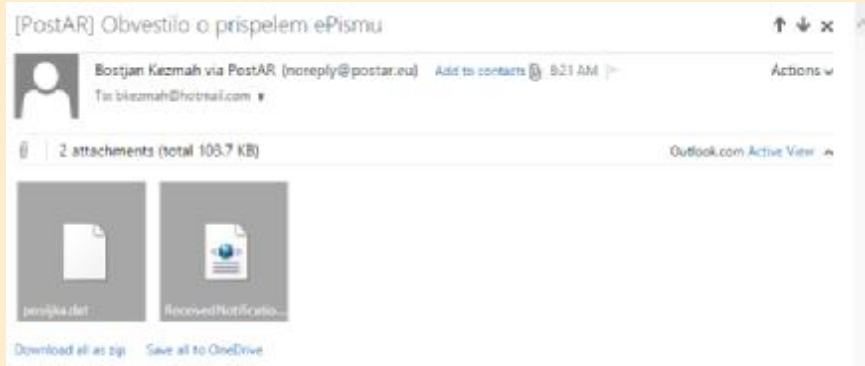Enterprise

How PostAR works

Buy eStamp/send using web portal

How PostAR works – GMail sender
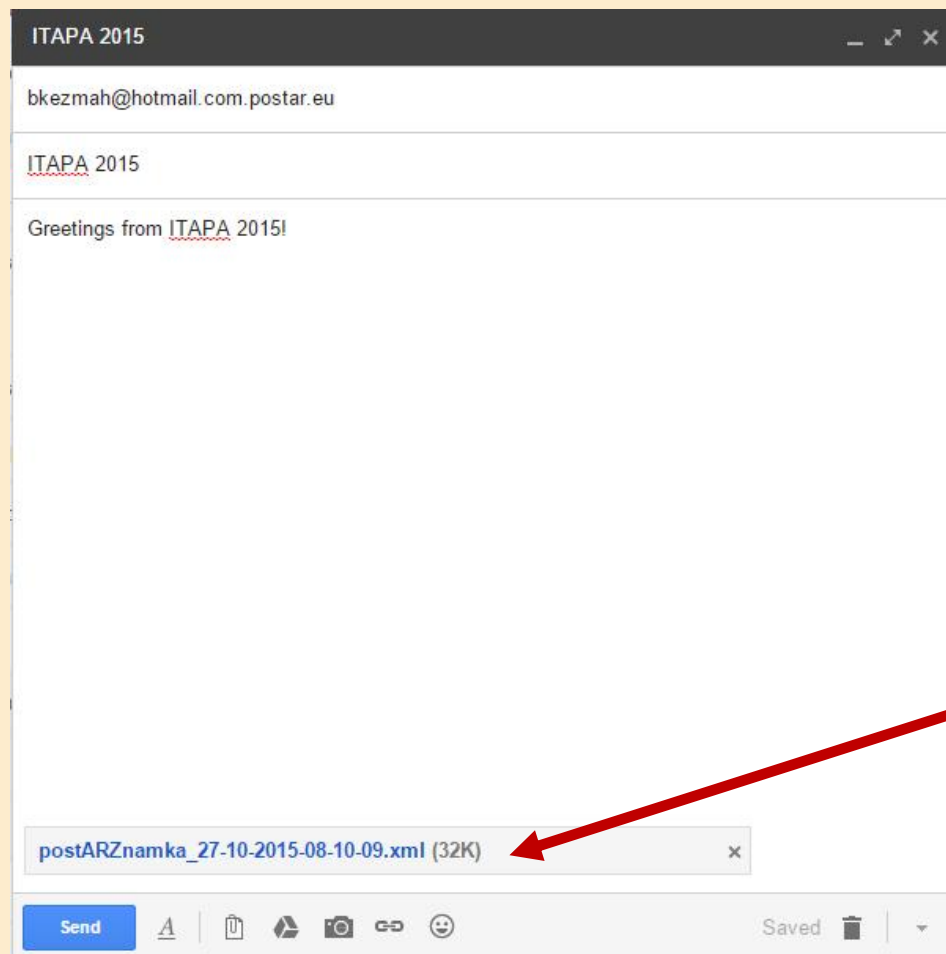
Use eStamp as attachment to send registered mail

How PostAR works – Outlook.com recipient

After „unlocking":
§ Save in different formats
§ Receive using POP3

Sign AR using certificate, SMS password, OTP, …

How PostAR works – GMail sender

Sender's receipts with attached signed XML documents

PostAR services for the government, business

- Without up-front investment
    - § Works with existing infrastructure

- Instant
    - § cost reduction
    - § legal proof of eLetter sent/received
    - § public tender compliance for quotes
    - § electronic archive support

- 24/7, paperless, web reporting, API, mass mailing

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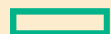
PostAR services for the citizen, consumer

- Without up-front registration/payment
    - § Instant availability to government/businesses

- Free software utilities (e.g. Outlook plugin)

- Works with existing mailboxes
    - § Gmail, Outlook.com

- Instant cost reduction, legal proof

- 24/7 (think Sunday 2am **J**)

- Paperless

Start-up involvement – why?

- Post of Slovenia is a big company

- Start-up focused on innovations, development

- Revenue share model
  - § distribute startup risk, limit income commission
  - § zero investment

- Keep full control over the service

Best practice – Opportunities for Slovakia and other countries

- Use the revenue share model with start-up
- Focus on zero investment
- Take responsibility for marketing
- Use start-up for innovation, development
- Provide SaaS solution with easy integration

- Partner model with Slovakia and other countries
  - § Local legislation, language, culture, needs, established marketing position…
  - § Opportunity for integration of partner's services

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THANK YOU
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PLEASE SEND YOUR INQUIRIES TO ONE OF THE ADDRESSES BELOW

Damijan Poš, damijan.pos@posta.si
Boštjan Kežmah, bostjan.kezmah@cepris.si