

## EUROPE: STRATEGY - CASE STUDY



Setting up an ICT Mobile policy is not an easy task. Our «Strategy» section is featuring several useful articles regarding the do's & don'ts in implementing an international process.



Post Denmark's Chief Consultant, Mr. Poul Fischer, describes the benefits of Softwired's iBus Mobile solution for the Danish Post Office.



### ICT dossier: The Danish Post Office Mobile Solution

With 14,000 postmen and 1,000 parcels distributors, logistics is clearly a major issue for the Danish Post Office. In order to streamline their operations, they recently took the decision to install a completely new mobile solution, and selected Softwired to supply it. Chief Consultant Poul Fischer explains:

"An operation with a public service function such as a Post Office has to be absolutely sure that it is operating as efficiently as possible. Especially as a Post Office is one of those rare public service institutions that actually has the entire population of a country as its clients."

#### Q: First of all, what made you select Softwired for your system?

**Poul Fischer:** At the time we started the evaluation, around three years ago, we considered it to be the best product for messaging between Smartphones and [the backend] Server. All other solutions had some problems at that time.

#### Q: Can you describe what the major aspects of the system are?

**Poul Fischer:** I think these can basically be divided into three areas. Firstly, the advantages to the postman in the street. All of our 14,000 postmen have smartphones. Data is uploaded from head office to this phone, telling the postman, for example, where the next point to visit is. When he has accomplished the task in question, the mobile confirms this back to head office. Secondly, it provides RFID rather than parcel scanning both at customer sites and in postal centres, and thirdly, it enables street letterbox pick-ups to happen on time. All of this means a more efficient service for all of our customers.

#### Q: Are there any future applications?

**Poul Fischer:** These are limited only by our own imagination! For example, we could use the smartphones to give product information to postmen, rather than printing new manuals every time. Or we could ask them to use the smartphones to take photos of situations which make delivery impossible – the traditional 'snarling dog' comes to mind, or snowed-in properties.

#### Q: What benefits have there been to your organisation?

**Poul Fischer:** They have come in a number of areas. We have improved the quality of our service, along with both product and process innovation. These latter two areas have led to improved revenues and reduced costs. The cost element is as a result of cheaper mobile units, less maintenance and decreased support costs. I would also add that installation was extremely easy, and we have not needed to invest in any extra staff to run the system.

#### Q: Have there been operational benefits too?

**Poul Fischer:** Yes, most certainly. On top of what I have already pointed out, we can now give a guaranteed delivery time of before 10 o'clock, and we can scan parcels and other items at the point of delivery. We can advise a postman if a receipt signature is required from the customer, and of temporary changes of address. As far as working hours are concerned, the smartphone takes care of signing on and signing off. This helps us with our product-economy calculations. And the whole thing interfaces with our SAP-HR systems.

#### Who is Poul Fischer?

Poul Fischer started his career in 1965 in the Danish Post Office. After numerous different tasks within IT, he moved up to his present position of chief Consultant in 2002 and is now responsible for the entire Mobile development. He lives close to Copenhagen and is married with 2 children.

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