The first postal disruption - Hybrid Mail

Jacob Johnsen
The first disruption: Hybrid Mail

Jacob Johnsen
Agenda

- Disruption and the posts
  - What disruption isn’t
  - When you miss emerging technologies
- What happened to the letter?
  - Disruption of letter mail creation – hybrid mail
  - Disruption of letter mail delivery – digital presentation
- What is next for the letter?
Why bother?

AirBnb, Uber, GoMore ...and the posts

- Much more than technology
- Competition and innovation
- A business model, not a society model
- Building on virtual labour and access to resources

What about the letter?

16 June 2016, Warsaw

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What disruption is – and isn’t

- Evolution is not disruption
  - It might look like disruption...
  - Local bakery closed down by competition
  - C. Christensen: “Disruption is the process when established businesses are so focused on their existing business that they choose not to bet on emerging technologies”
  - Emerging technologies may not (initially) satisfy the needs of incumbent customers and may even harm ongoing business
  - Tesla cars and Apple iPhones are not disruptive, just plain competition
Hybrid Mail disrupted letter production

- Hybrid mail integrated letters into postal logistics
  - Electronic handling of postal processes
  - Printing, sorting and delivery remain physical
  - Huge impact on letter print companies
  - Disruption of the letter production and delivery market
  - Evolution of the letter, enabling the erosion of letter volumes

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Disruption of document delivery

- The letter improved, so did electronic presentation
- The networked society
  - Document presentation took over letter delivery
  - Hybrid mail is an ideal tool
  - Posts’ new services in security
    - Certification, signatures, identification
  - Cannibalising the letter market
Hybrid mail is still a differentiator

- The physical letter is still evolving
  - Many new dynamic creation features
  - Full colour, high speed, low costs
  - Dynamically created envelopes
  - Links to electronic services
- Combining physical and electronic
  - Universal delivery and flexibility
Summary

Disruption may help your business, it is not only for small dynamic start-ups. Keep an eye on emerging technologies and ensure you have a dynamic organisation.

“If a firm looks inside itself, and at its market environment, sooner or later it will find a business opportunity.”
- Professor Richard P. Rumelt
True disruption means threatening your existing product line and your past investments. Breakthrough products disrupt current lines of businesses.

- Peter Diamandis
**Who is this guy?**

**Jacob Johnsen**

- Acknowledged expert in postal business matters
- 25+ years experience within mail and telecom
- Renowned writer, co-author of several books
- Heading European standardisation (CEN)
  - Responsible for hybrid mail and postal electronic services
  - Heading the activities for more than 15 years
- Previously
  - Vice-president for International Data Post, JV owned by 9 posts
  - Numerous leading positions (CEO, CTO, Program Director) in large corporations within post, telecom, broadcasting
Thank you for listening

More information:
www.iquestes.com
johnsen@iquestes.com