

Business Information Services BIS

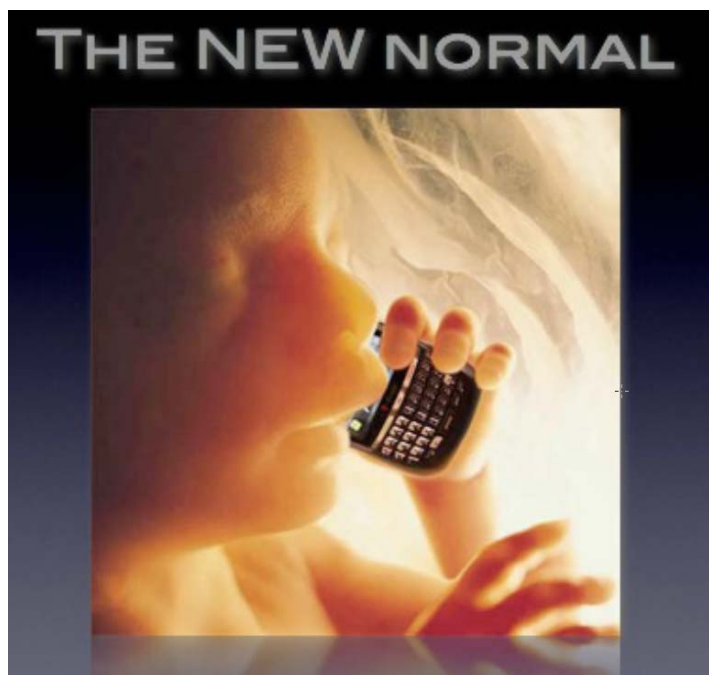


Posten Norden

**Merger and other fundamental Changes
In the market**



Digitalisation – The key Driver for Change in the Industry



E-böcker förbi pocket

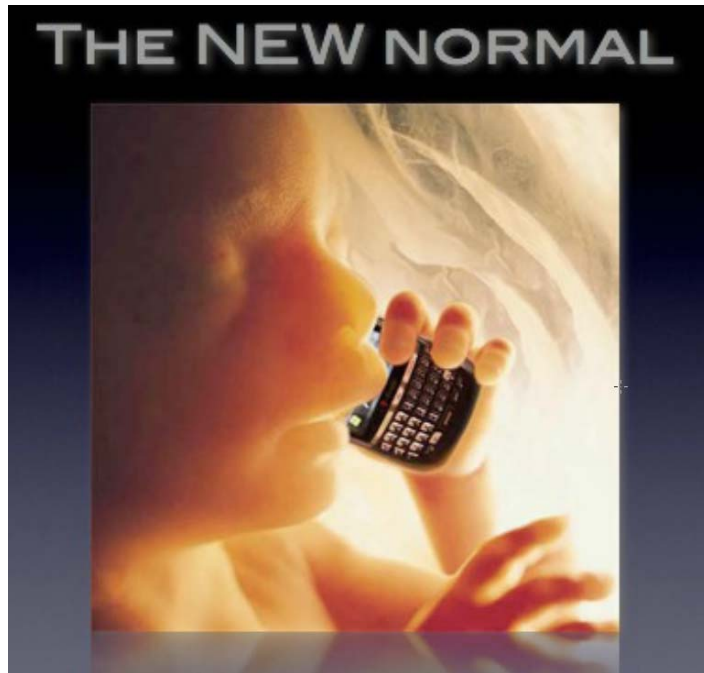
Enligt Amazons vd Jeff Bezos har e-böcker-
nas framfart gått snabbare än förväntat.
Under 2010 sålde Amazon 15 procent fler
e-böcker än pocketböcker. En förklaring
är att företaget sålt "miljontals" exem-
plar av sin e-boksläsare Kindle (bilden).



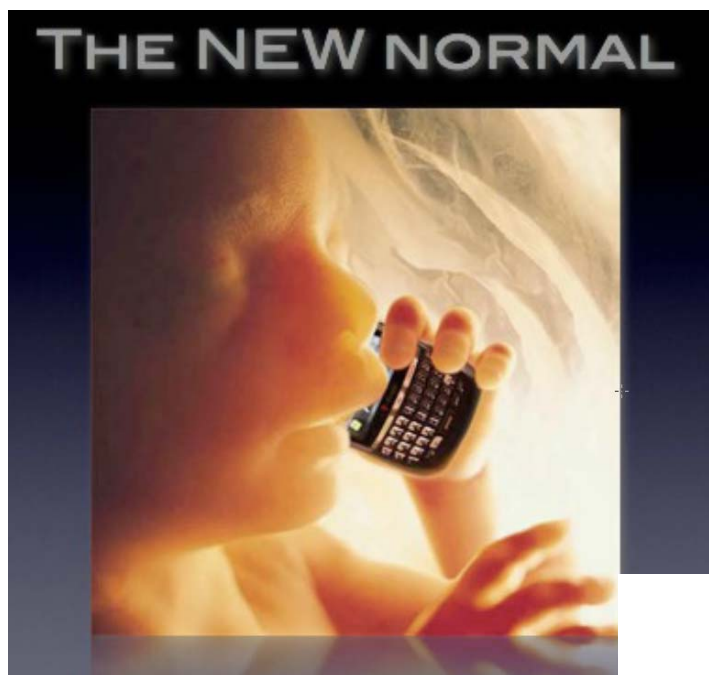
A Kindle e-reader device.



Digitalisation – The key Driver for Change in the Industry



Digitalisation – The key Driver for Change in the Industry



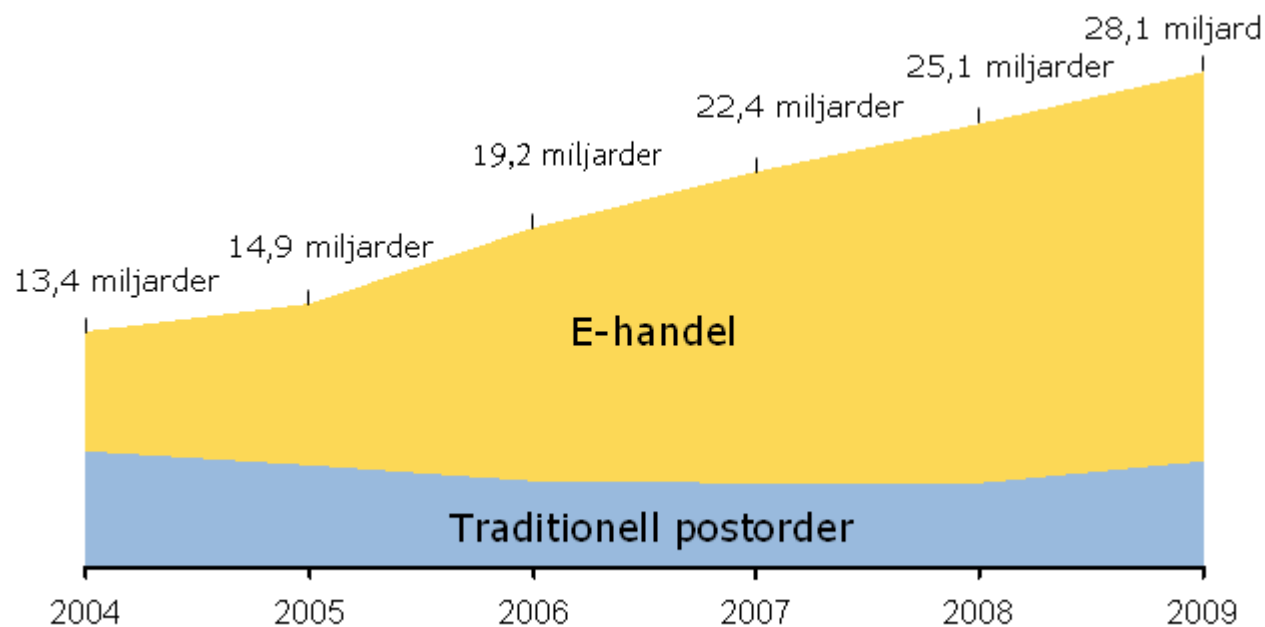
BAKGRUND

90 procent ska ha 100 Mbit/s år 2020

- I november 2009 presenterade dåvarande IT-ministern Åsa Torstensson regeringens bredbandstrategi för Sverige. Hon har sedan dess efterträts av Anna-Karin Hatt.
- Målet är att 90 procent av hushåll och företag senast år 2020 bör ha tillgång till bredband om minst 100 Mbit/s.
- Redan år 2015 bör 40 procent av hushållen ha tillgång till sådant bredband.

DN **Anna-Karin Hatt**

FOTO: FREDRIK PENSSON



Källa: HUI och Svensk Distanshandelsförening

Historic Merger

Posten Norden is the mother company of the enterprise created by the historic merger between Post Danmark A/S och Posten AB.



Key Facts

- Sales over 40 BSEK
- Employees over 40 000 employees in 15 countries
- 30 miljon letters/parcels every working day

For the Nordic Market with 25 miljon Citizens and 1,8 miljon companies.
Visiting over 7,5 miljon households every working day.



En gemensam koncern för stärkt konkurrenskraft

En meddelandeverksamhet i Danmark

Ledande nationella distributionslösningar för mottagare i hushåll och företag

En meddelandeverksamhet i Sverige

Ledande nationella distributionslösningar för mottagare i hushåll och företag

En logistikverksamhet i Norden

Ledande på effektiva flöden till, från och inom Norden

En informationslogistikverksamhet för Europa

Ledande på informationslösningar för effektiv kundkommunikation

We are close to you
in many places !

We are known
in many ways !



TOLLPOST GLOBE HIT

PEX®

BUDSTIKKEN >
LEVERER VAREN

HIT

TRANSPORTGRUPPEN



DPD

POST



DIRECT LINK
A Sweden Post Group Company

AddressPoint

TAB

tidningstorget.

ADRESSÄNDRA

Strålfors

Vad kan vi göra för dig?



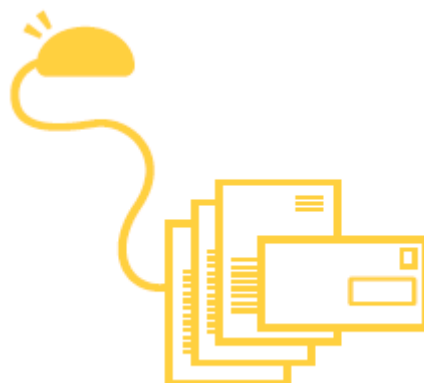
E-handelspartner

Varje vardag besöker vi samtliga hushåll och företag i Sverige och Danmark

Rikstäckande utlämningsnät i Sverige, Norge och Danmark



Oadresserad direktreklam



Omvandlar elektroniska filer till fysiska brev



Reklamfixaren – ett samarbete mellan Posten och Google

Posten Norden AB (publ)



Consequences for IT of a merger



**You are on the
critical path of
business benefit
delivery whatever
you do**

Consequences for IT of a merger



You are in IT heaven

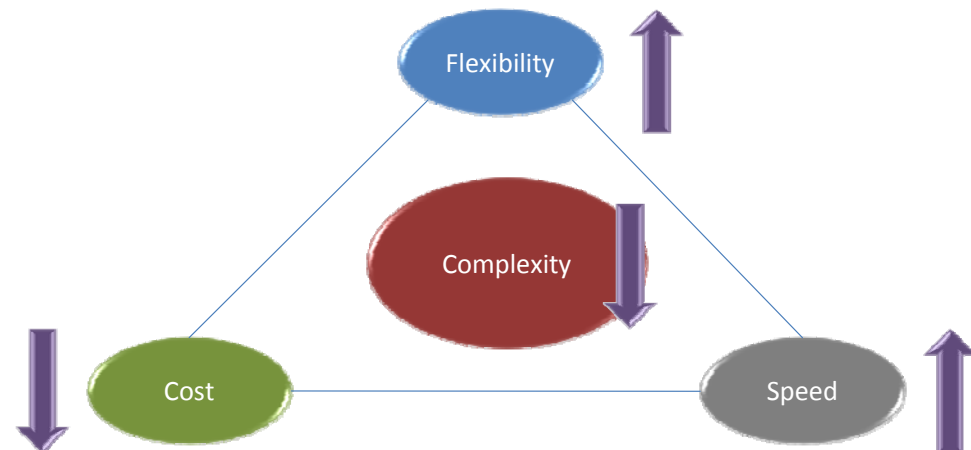
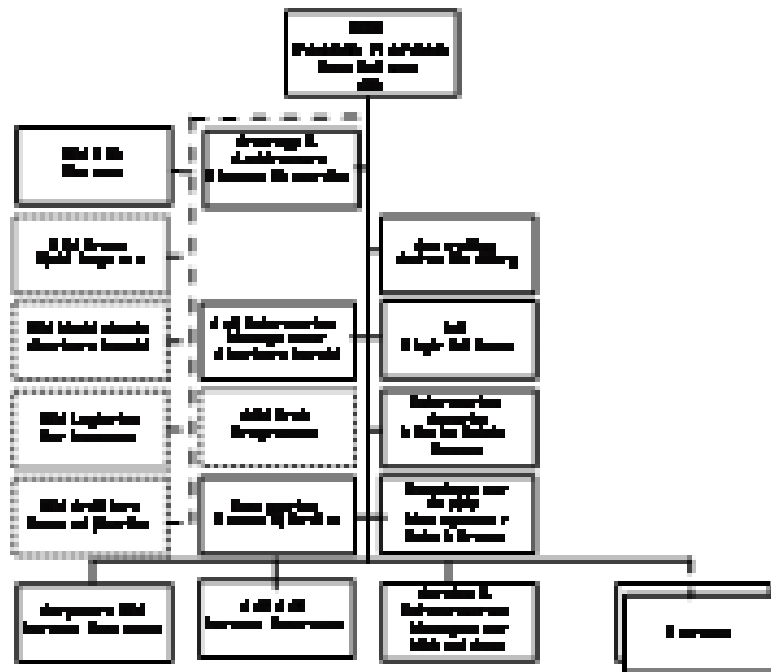
**Every change has a
business case.**

**It is as close to a
greenfield you will
ever get**



Speed - People – Structure

- **Get involved (and committed) early**
- **Make clear choices as early as possible**
 - Demand Supply Model
 - More emphasis on the I of IT (Business Information Services)
 - Federated – with centres of excellence driving convergence
 - Nordic team from the start
 - Adjust and improve on a yearly basis
 - Clear split in ongoing IT-cost (factory efficiency approach) and Development Cost (business case driven)



Understand each other perspectives

- Where you come from is important

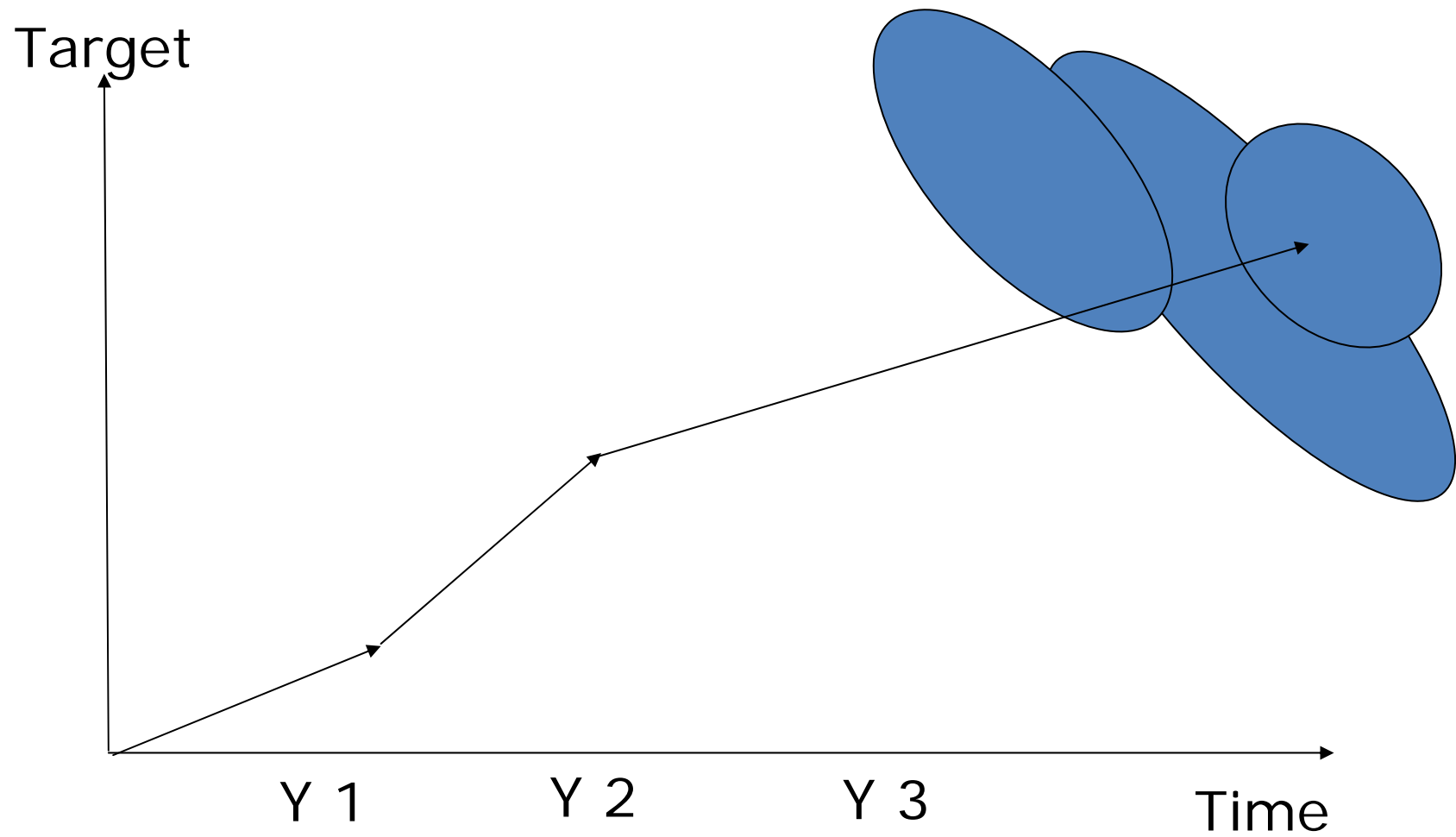


Understand each other perspectives

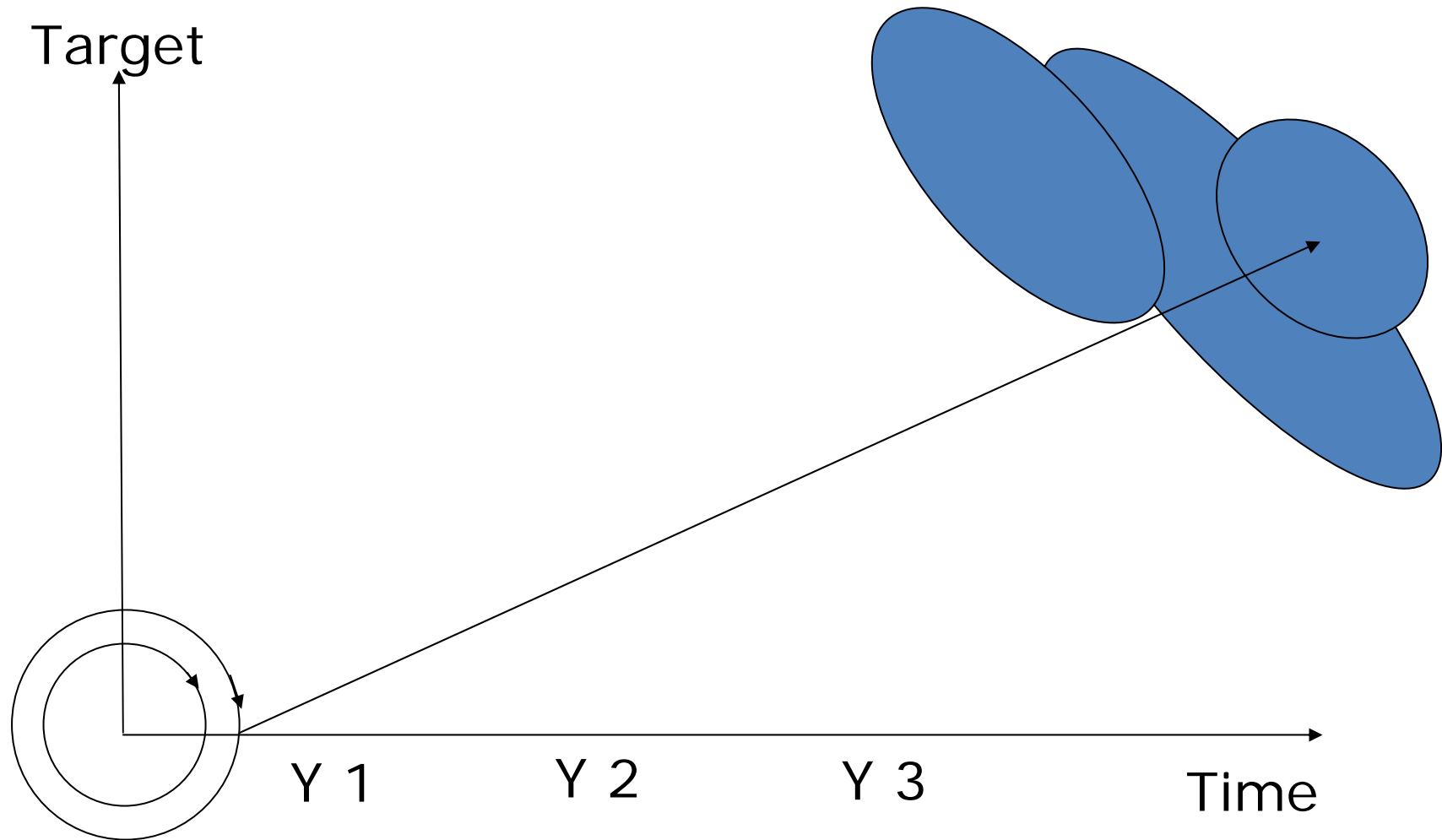
- Where you come from is important



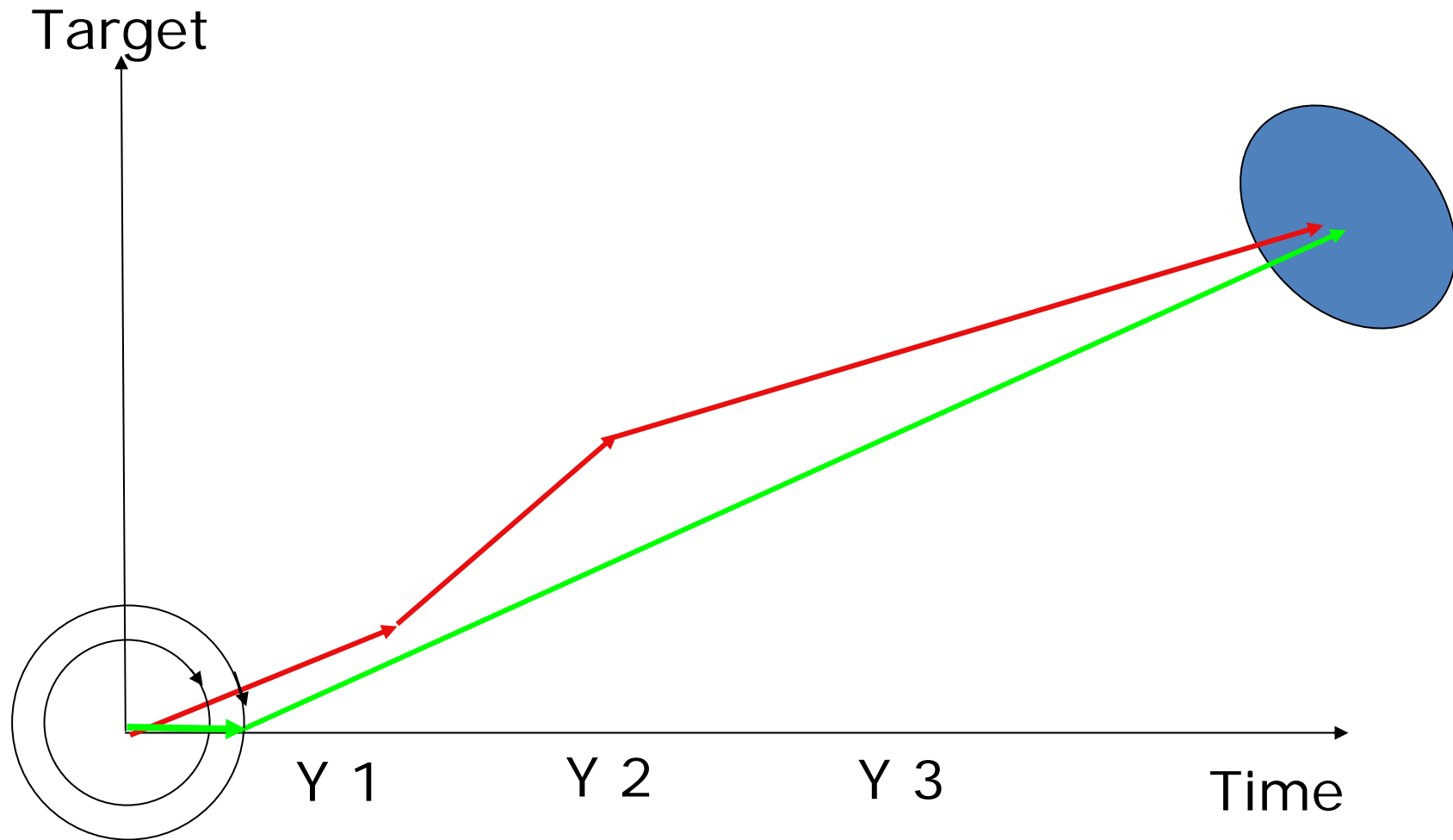
Decision Making – Decide and Adapt



Decision Making – Establishing Consensus



Decision Making



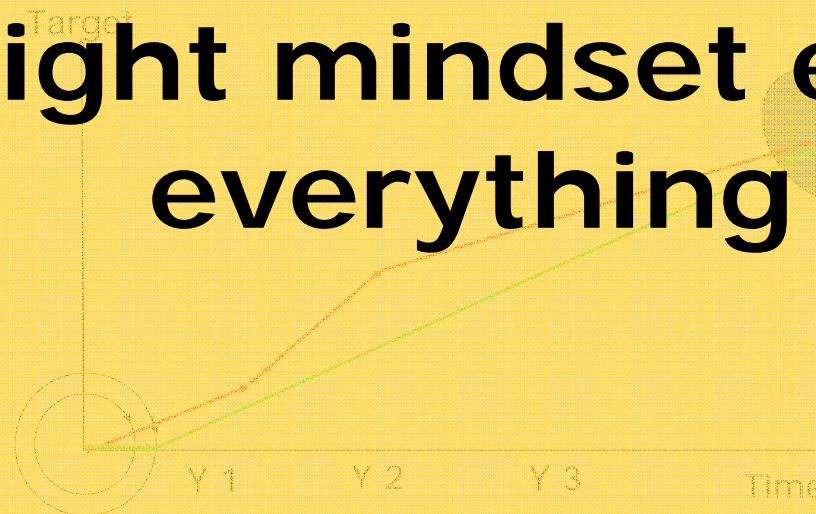
Understand each other perspectives

- Where you come from is important

Do not allow cultural differences to be used as an excuse

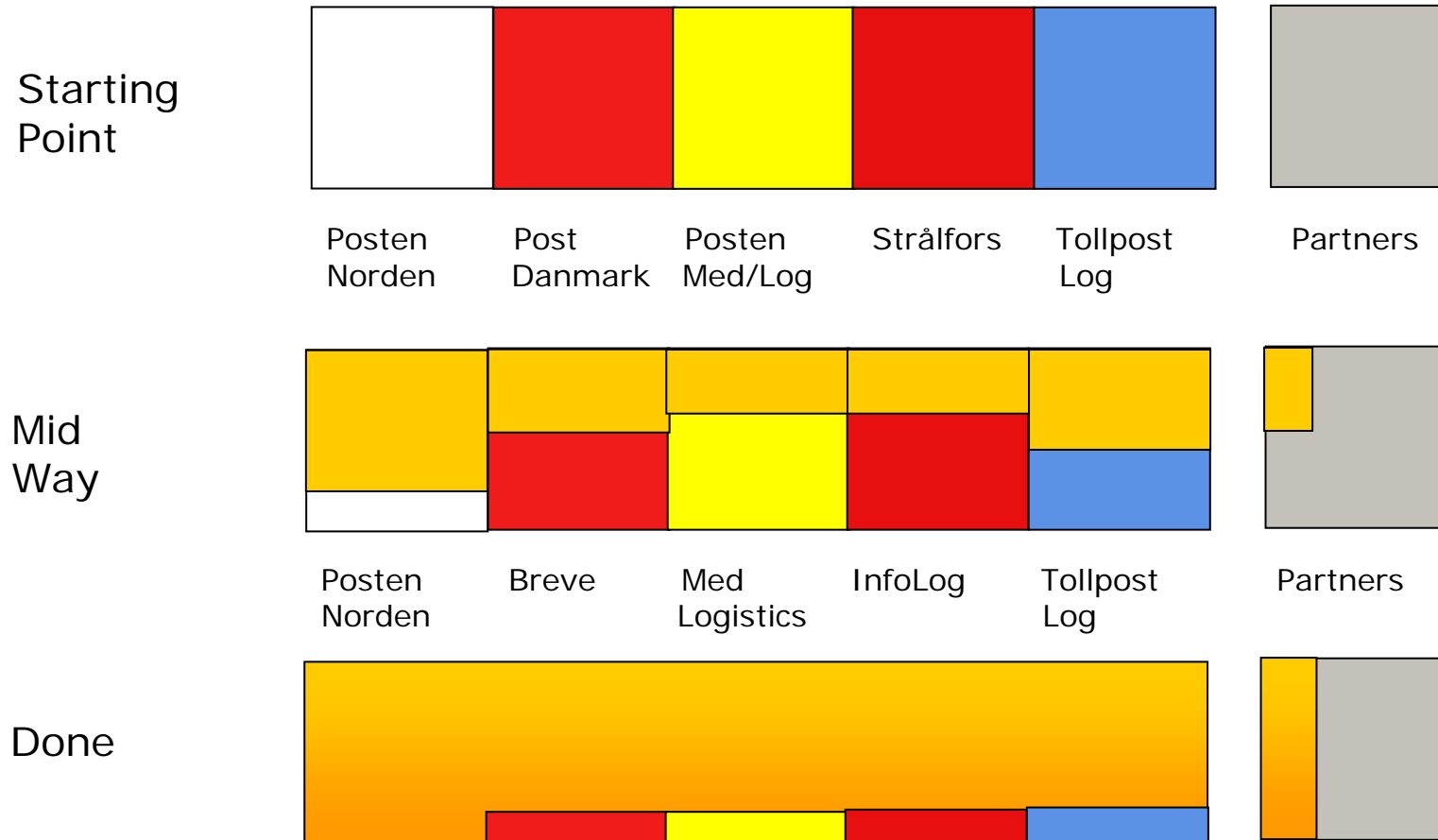
- Decision Process: Use the one best for the situation

The right mindset enables everything



We want shared/common ways of working

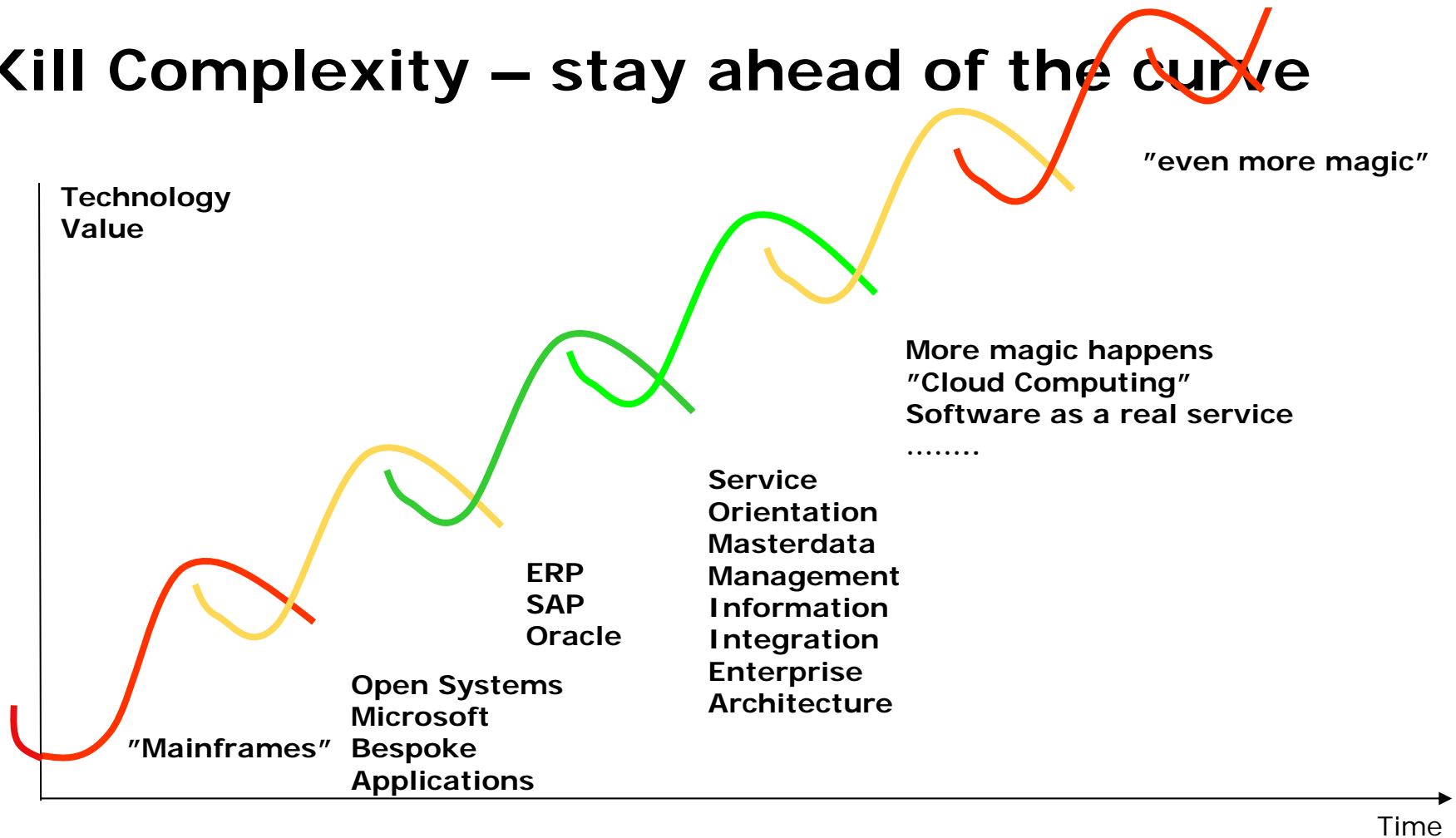
Understand the road ahead



Surfing the technology waves



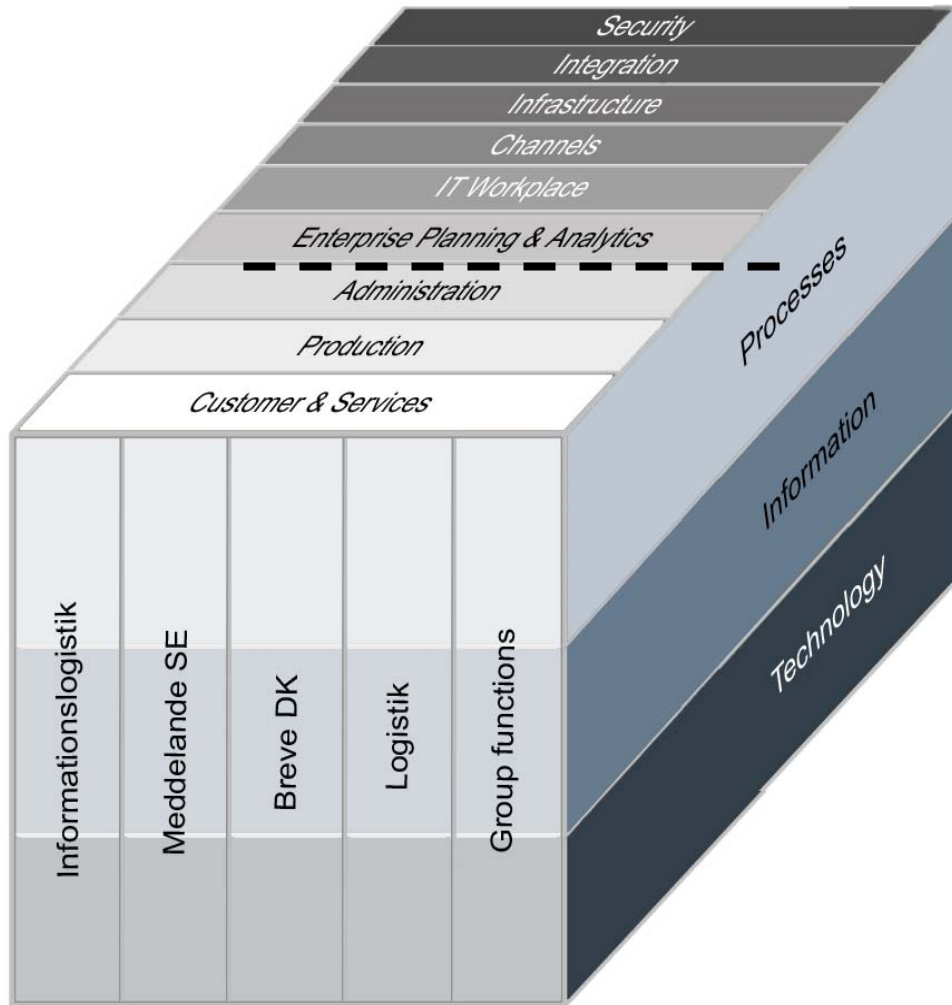
Kill Complexity – stay ahead of the curve



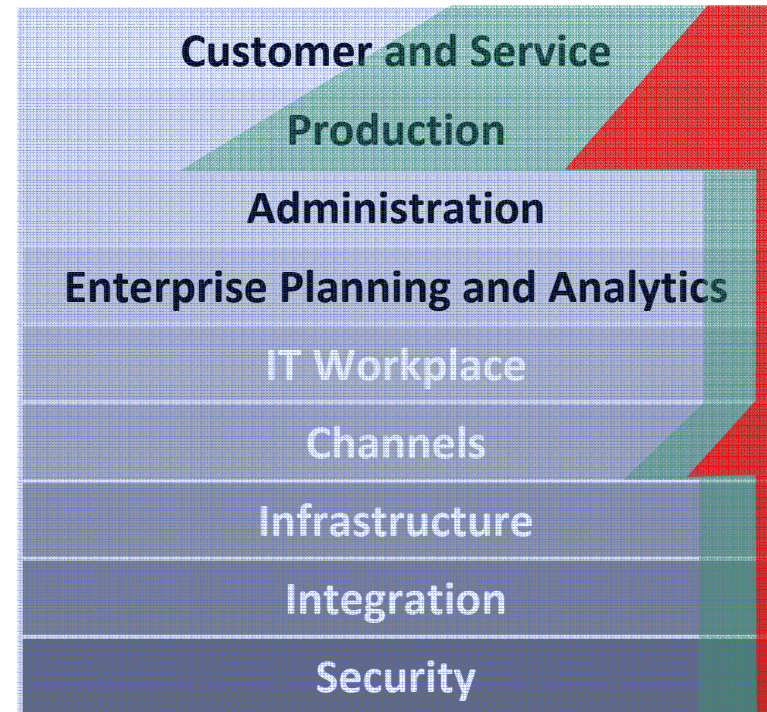
Work actively and early with introduction of new technologies
Do not forget to kill the old stuff (make sure it is really dead)

Always have multi-sourcing and lock-in avoidance in mind

Actively work with Enterprise Architecture

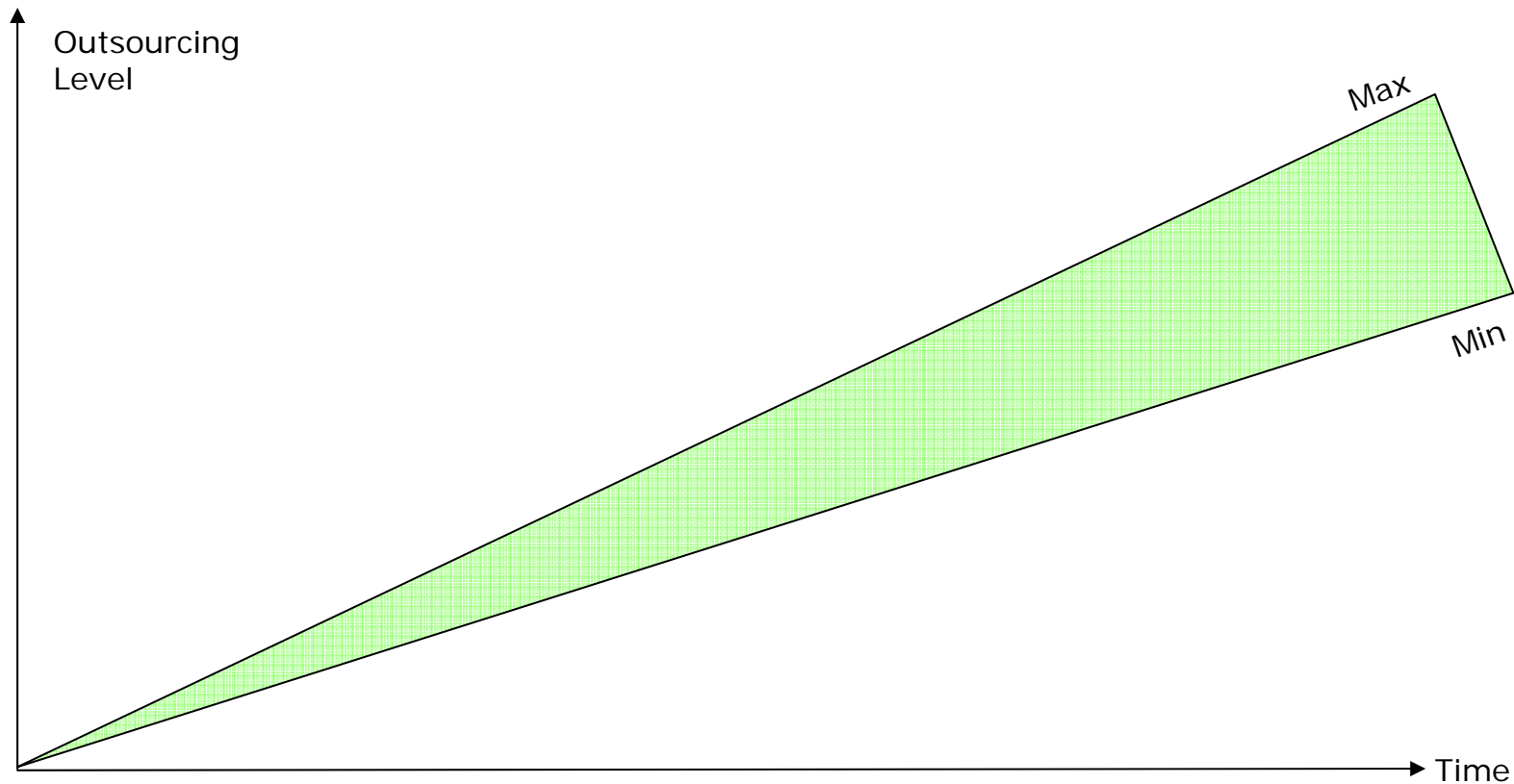


One Structure



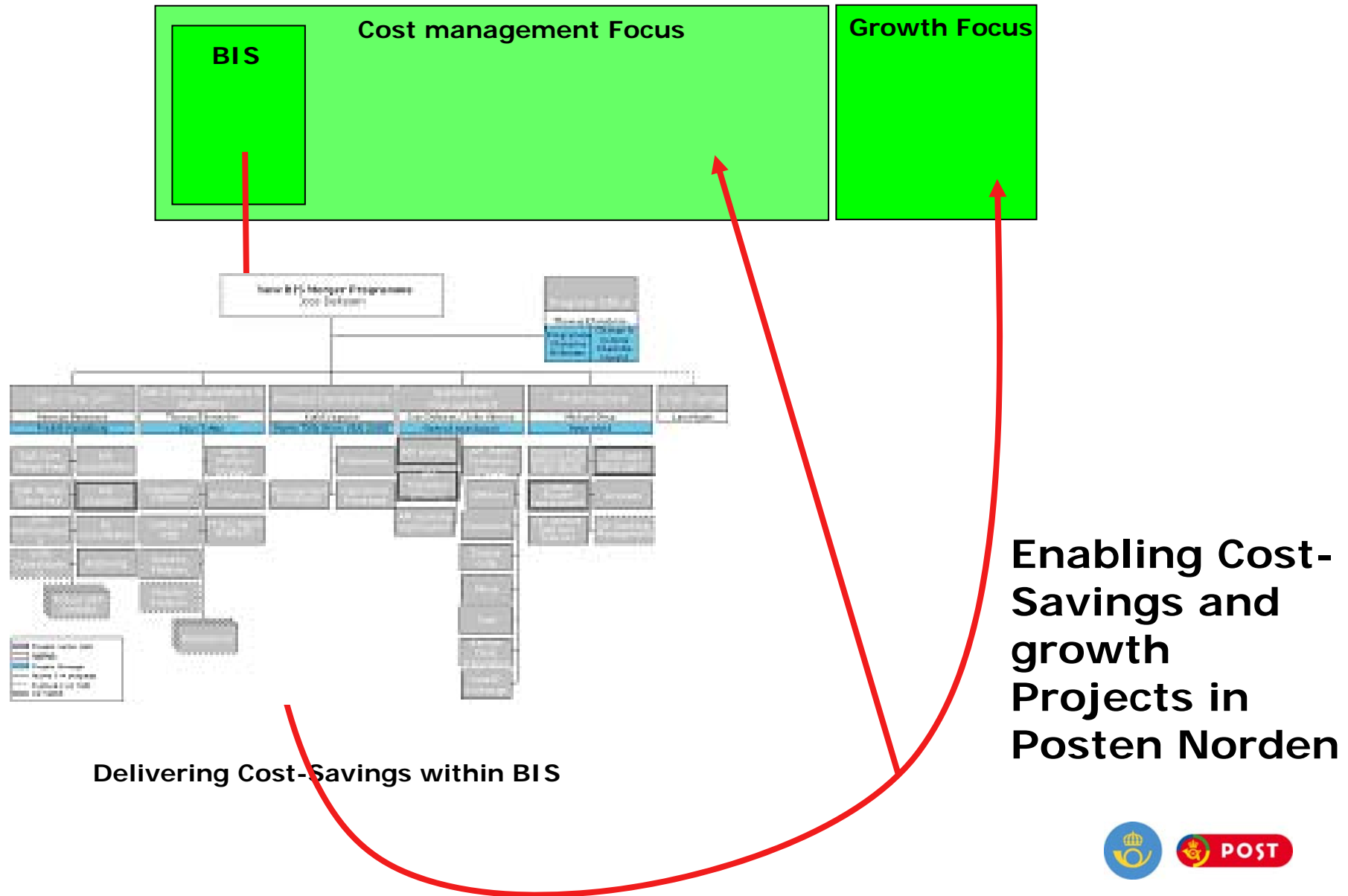
**Drive Standardization
And re-use**

Sourcing (will further increase – signal of a maturing industry)



- **More Variants (out-tasking, outsourcing, functional sourcing, BPO, cloud)**
- **More Combinations in the business – flexible value chain**
- **When at the same time fight complexity and lock-ins**
- **Increased focus on data, integration and security (whoever does the computing)**

Portfolio Management – 100s of projects



Delivering Cost-Savings within BIS



In Summary

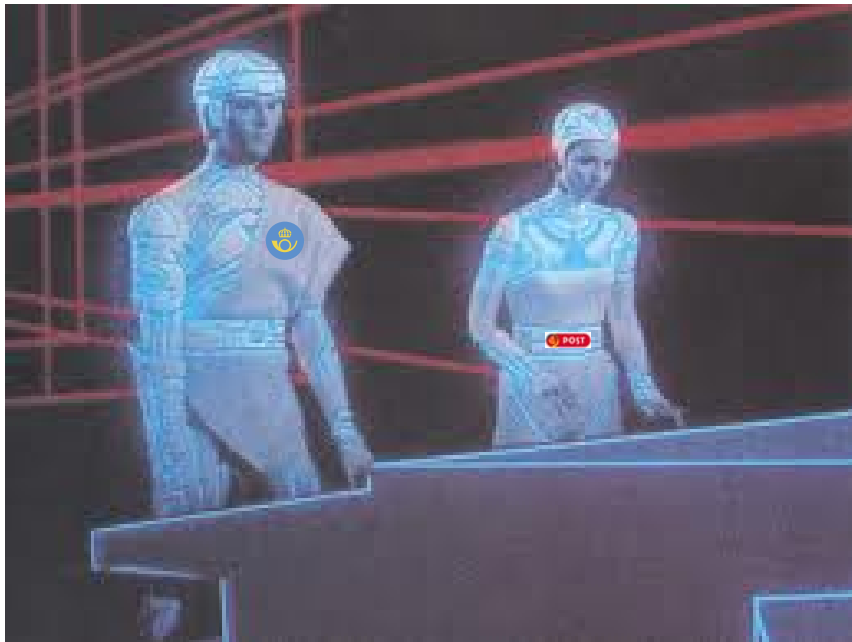


- The merger will help us to retain our position as a leader in the the Nordic Communication and Logistics Market
- It will enable us to deliver high quality services for our Nordic customers and consumers also in the future.
- IT is a critical enabler

–The journey continues, we will follow our customers into the digital world delivering critical services such as E-trade solutions , Multi-Channel Marketing solutions and reliable, high-quality delivery of (for now) non-digital goods.



Questions ?



If you want to join our challenge there is always room for drivers !

