

eComOne and e-Boks

By the close of 2010, an estimated 2.8 million Danes—more than half of Denmark’s population—had made the choice to receive their mail through e-Boks, a secure electronic mailbox for receiving and archiving important personal documents.

Digital mail is a big success in Denmark

The rapid growth and high satisfaction rates of an innovative digital delivery solution speak volumes about the future of mail in Denmark and, quite possibly, the world over. Consumers are embracing the opportunity to choose the delivery options that suit them best.

e-Boks is rapidly expanding its role in mail delivery, and it presents a working model for offering businesses and consumers a new way to correspond and transact with one another through digital means.

The challenge drives the need for change

In 2001, Post Danmark, the country’s national postal company, faced the threefold challenge of potential privatization of mail delivery, shrinking mail volumes, and competitive pressures from a growing range of paperless alternatives to traditional mail. The company recognized the need to diversify into the realm of e-communication, and PDI (Post Danmark IT) was tasked with developing a digital solution.

The goal was to deliver a service that would offer customers a choice in how they send and receive documents—potentially reducing printing and postage costs through e-delivery and improving customer service.

Pitney Bowes delivers the solution

At the mail-production end, Post Danmark quickly determined that it required a system that could handle all customer requirements based on information in its customer-profile database, and deliver information either as electronic documents or as printed statements in the regular mail.

Post Danmark chose the Pitney Bowes Production Intelligence Suite to fulfill the need. This solution offered the capability to deliver electronic and print-ready documents from any data stream to any output device. With it, Post Danmark is able to incorporate print stream enhancements and document modifications so mailers can add color, marketing messages, virtual inserts and deletions, and increase integrity along the way. This solution also enables long-term archiving of information in order to support customers’ requirements. Post Danmark is also able to utilize capabilities like indexing, data stream merging, address cleansing and mail sorting to improve delivery.

“As a new business venture in e-communications, we needed to offer our customers service flexibility, and we found the ‘any-to-any’ transform capabilities of Pitney Bowes Production Intelligence software to be extremely compelling,”

CASE STUDY



Challenge

Compete in an environment with lower mail volumes and a rise in paperless alternatives to traditional mail.

Solution

Create and launch a successful digital delivery system for mail.

reports Post Danmark A/S Head of eCommunications Giovanni Belli. "The control and enhancement capabilities are invaluable in delivering a communication service tailorable to our customers' needs."

One of the selected customer interfaces for Post Danmark's new digital delivery system eComOne was e-Boks. e-Boks provides a lifelong storage solution for digital documents. Tied to a unique customer identifier, it provides a life-long solution for storing important documents as well as receiving digital mail. Its users can register documents for e-Boks delivery according to their own preferences and can view mail over a standard Web browser.

The Outstanding Result

Post Danmark's digital mail solution eKommunikationsløsning (now eComOne) launched in 2002. User acceptance has been outstanding. Senders—banks, government agencies, utilities, and others—and consumers have embraced the eComOne alternative, and new capabilities, such as online invoicing and more, continue to enhance the eComOne experience. Mailers find that providing communications through eComOne has enabled them to reduce expenses and offer customers what they want. Customers appreciate the option of choosing digital delivery and the opportunity to gain a free, clear overview of their documents so it's easy to find documents again.

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Giovanni Belli – Post Danmark A/S Head of eCommunications

A good part of the success of eComOne and e-Boks can be attributed to the behind-the-scenes functionality and reliability of the Production Intelligence Suite solutions from Pitney Bowes. Comments Belli: "At Post Danmark we selected the Production Intelligence solutions based not only on their functionality and satisfying operational requirements, but also as a direct result of the ability of Pitney Bowes to deliver a complete solution that reflects the eCommunication solution we are offering our customers."

Nine years ago, Post Danmark came to Pitney Bowes for help in creating an integrated physical-digital mail-delivery solution. Today that solution is thriving, with more than half the country's population using the service. After all, Pitney Bowes technology provides a multichannel physical and digital mail solution, integrating digital delivery and electronic payments into existing production mail workflows. Pitney Bowes has been operating at the intersection of physical and digital communications for years, and has a long-standing track record of success across payments, data management, print stream engineering, data security, address management, geocoding and digital document delivery. The company has deep, long-standing relationships with major mailers, and has fully supported the rapid growth of e-Boks in Denmark.

Post Danmark's digital delivery system relies on products from the Pitney Bowes Production Intelligence Suite

- P/I Output Manager to address the any-to-any requirement.
- P/I Output Enhancement to address the enhancement capabilities for integrity, long-term archiving requirements, indexing, data stream merging, address cleansing and mail-sorting.



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e-Boks A/S is an independent company that was established in 2001.

e-Boks is owned by the Nets (formerly PBS) and Post Danmark.

Post Danmark eCommunications is part of the business area Information Logistics in Posten Norden.

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