eLogistics

A need for integrated European solutions

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Change of strategy

From identifying challenges to active involvement in changing fundamentals

Ecommerce Europe is the only association directly active in CEN / ETSI / UPU – driving regulation on behalf of ecommerce
Key: align merchant service to customer experience

1. Lack of global playing field for service providers
2. Lack of standardized interface specification to exchange data and to harmonize labelling
3. Lack of information on differences in service and standards
4. [In some cases] Lack of track and trace services
5. Lengthy delivery times throughout Europe
6. Customs and VAT administration
7. Reverse logistics [for small volumes]
8. Lack of transparency in pricing
Align supply and demand means going from a B2B supply chain centered international network... to a B2B2C delivery chain network.

Going from a B2B supply chain centered international network...
What we need is a delivery chain management approach:

B2B2C leads to delivery chain management

Ecommerce SMEs  

Ecommerce providers and platforms

Customer demand-driven consolidation:  
- Transparency  
- Quality  
- Speed  
- Convenience

CEP operators  
Urban hub  
Customers

Source: www.communication-logistics.com
E-commerce associations, courier-, express- and postal services in Europe came together to bridge between proprietary specifications and non-for-profit solutions, already used by the wider European e-commerce community for supply chain management, to **standardize delivery chain management**, so that all (including the designated operators represented by the UPU) can use the same standard.
UPU: harmonised label

- No re-labelling
- Much higher efficiency
- **Uniform „look and feel“** for world-wide customers
- Unified, global applicable processes and delivery notifications for all postmen
- Harmonised label leads to harmonised symbols / icons as well
Harmonised “CEN” label

<table>
<thead>
<tr>
<th>Zone</th>
<th>Information content</th>
<th>Mandatory (M)/ Conditional (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A0</td>
<td>Origin operator</td>
<td>M</td>
</tr>
<tr>
<td>A1</td>
<td>Product identifier</td>
<td>C</td>
</tr>
<tr>
<td>A2</td>
<td>Network identifier</td>
<td>C</td>
</tr>
<tr>
<td>A3</td>
<td>Service level indicator</td>
<td>C</td>
</tr>
<tr>
<td>B0</td>
<td>Sender name</td>
<td>M</td>
</tr>
<tr>
<td>B1</td>
<td>Sender address</td>
<td>M</td>
</tr>
<tr>
<td>B2</td>
<td>Sender telephone number</td>
<td>C</td>
</tr>
<tr>
<td>B3</td>
<td>Sender customer account number</td>
<td>C</td>
</tr>
<tr>
<td>C0</td>
<td>Addressee name</td>
<td>M</td>
</tr>
<tr>
<td>C1</td>
<td>Addressee address</td>
<td>M</td>
</tr>
<tr>
<td>C2</td>
<td>Addressee telephone number</td>
<td>C</td>
</tr>
<tr>
<td>D</td>
<td>Instructions</td>
<td>C</td>
</tr>
<tr>
<td>E1</td>
<td>Item identifier (S10) or other unique identification of the item as defined by proprietary carrier coding, including the UPU implementation of ISO/IEC 15459–1 (the licence plate standard) and an associated label for the identification of parcels</td>
<td>C / M</td>
</tr>
<tr>
<td>E2</td>
<td>Item identifier (SSCC)</td>
<td>C^b / M</td>
</tr>
</tbody>
</table>

^a The UPU Item identifier is mandatory for postal items within the UPU network, as specified in the UPU treaties and conventions.

^b In case only UPU designated postal operators are involved in the cross-border delivery they may choose to use the UPU identifier only.

When the Item is intended to be transported in the UPU network (by those postal operators, designated by the member states to fulfil the obligations of the treaties of the UPU) there might be no need for another barcode but the UPU S10 compliant barcode. It is possible (due to the technical capabilities of the different postal administrations) to have challenges when UPU S10 compliant identifiers and SSCC identifiers are used on the same label.
Mandatory non-GS1 ID catered for

Unique identification of the item as defined in S10, or unique identification of the item as defined by proprietary carrier coding.

(00)340123451234567895
May be used with **Postal Operators** that accept the SSCC as Parcel ID. 
**e.g.** Post Nord for domestic Services.
May be used for Transport Service Providers (TSP) other than Postal operators

TSP, who run their operations using barcode reading and automation, ensure parcels are delivered to the right destination according to the information provided in the Transport Instruction from the shipper/consignor. Those operators need very little information on the Parcel Label.

Assumes the two now empty segments are “mandatory”.
Some people may read the current draft that way.
May be used for **Transport Service Providers (TSP)** other than Postal operators, who run their operations using barcode reading and automation.

Most TSP nowadays use system-driven processes. Those operators need very little information on the Parcel Label.

Assumes the empty segments are “optional”. Therefore they may be omitted if no information actually needs to be printed.
Interfaces for x-border parcels

- Urban consolidation centres
- Parcel Lockers / Parcel Shops
- Import Consolidation services
- Collaborative Routing Centres
- Mix-Move-Match
- Rethinking Utilisation
- Physical Internet
CEN TC331
New mandate by EC

to
CEN/TC331 Postal services

26th of August, 2016
New Mandate

Requirements to connect, access, participate and further develop open global networks and systems, for postal operators and the wider postal sector players.

Source: IPC / UPU – proprietary (closed) solution
New Mandate

Requirements for electronic advanced data (EAD) in postal operations, in particular compliant to security and customs requirements.

Source: IPC / UPU – proprietary (closed) solution
Harmonization leads to integrated delivery management

• Open and transparent item license plate (harmonised item ID):
  – Item and content are married
  – Authorities (Customs, Inland Revenue, Security) have access
  – Recipients can scan license plate, get the full information on the content (interaction sender & recipient), customer related rights can be initiated (warranty and liability)

• Packaging will be enhanced and becomes interactive
  – Based on Barcodes
  – Can be enhanced to RFIDs or NFC
Conclusion

• The **Consumer forces** Logistics to change the way they work
• eCommerce Europe and GS1 **will enable** Logistics to change the way they work
Everyone should sing from the same hymn sheet