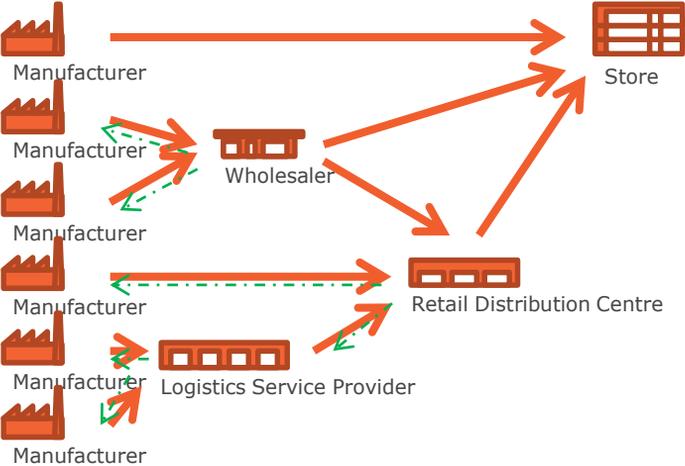


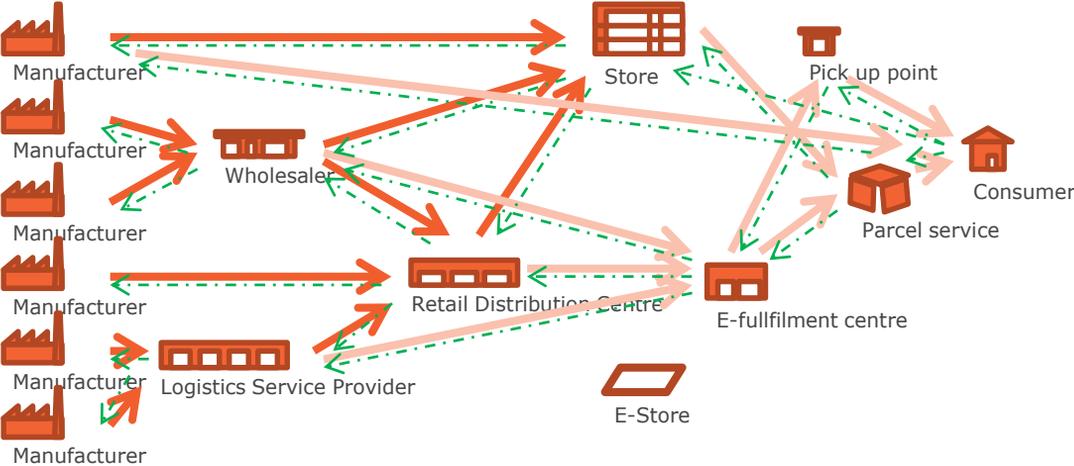


# Supply Chain Management traditional retail



2016

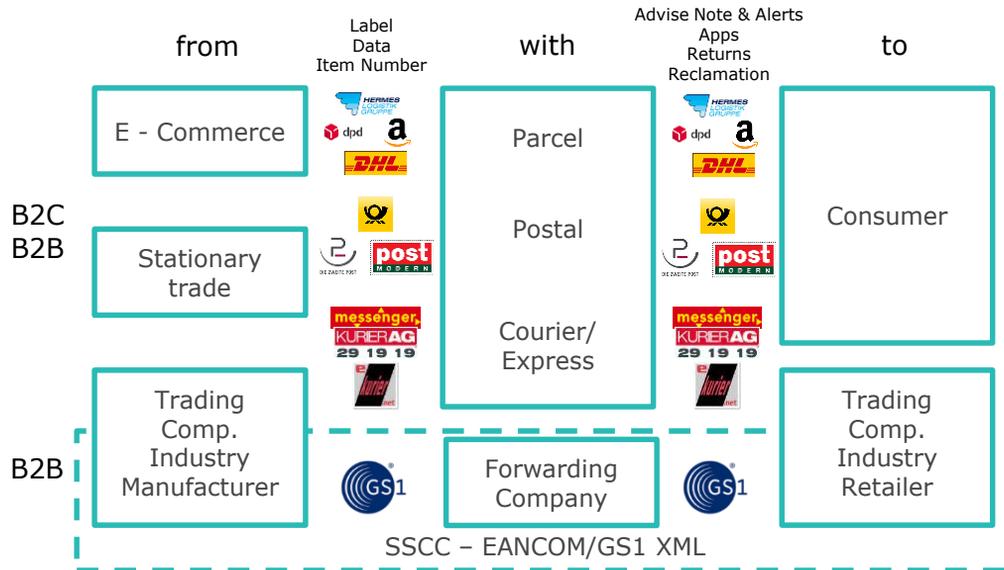
# Supply Chain Management omni channel retail



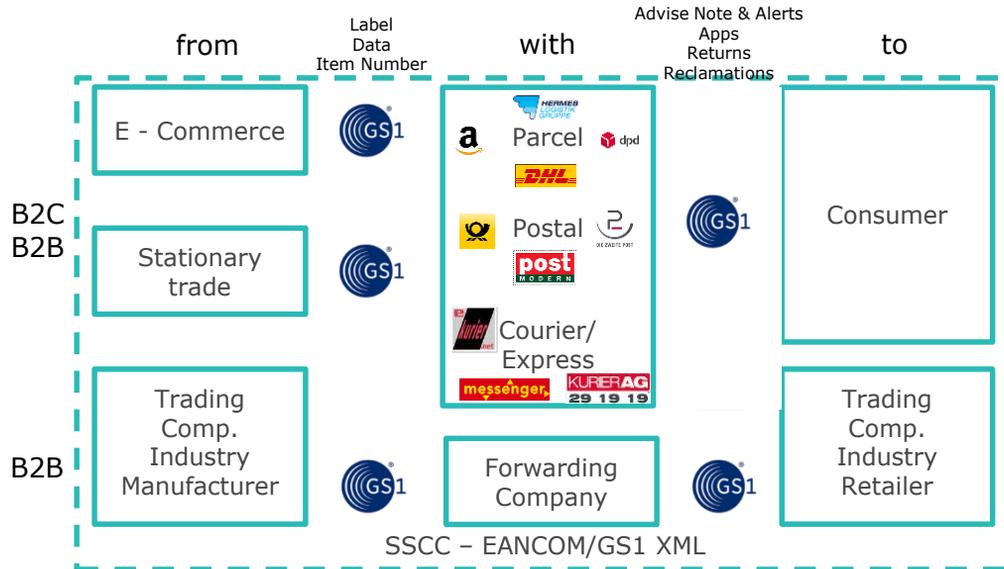
Products → Parcels

2016

# B2C – NO Standards in CEP



# B2C – Standards = GS1 !



# The delivery landscape is changing



shopping  
tomorrow

GROWTH

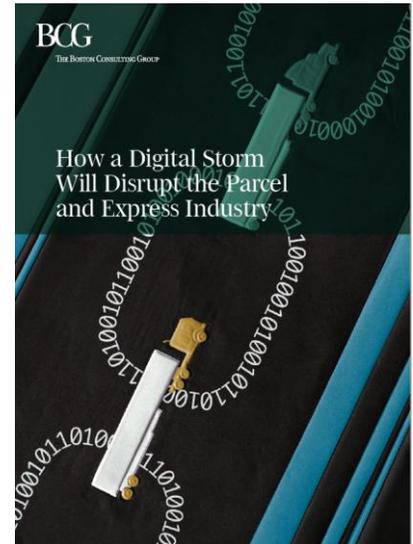
CONSUMER  
IS IN CONTROL

BIG DATA

SELF DRIVING CARS  
/ DRONES

ROBOTICS

DISRUPTION



# Opportunities and threats of interoperability



shopping tomorrow

Opportunities								
Better Cross-border Collaboration								
Full Supply chain visibility								
Easy Returns								
Improved Service level								
More efficiency in delivery process								
Integration of independent parties/ drivers								
Less technical obstruction to work with multiple carriers								
More reliable services								
Interoperability (no re-labelling)								
Consumer in control of his delivery								
One app shows the status of all your parcels								
More competition								

Threats								
Data might be shared with more parties								
Costs of implementing the standard label								
Different person delivering your parcel								
More competition for former state postal companies								
More complexity working with extra partners								
'Les IT lock in', More competition								

Consumer	Manufacturer	Online retailer	e-fulfilment company
Parcel integrator	Carrier	Drop off / Pick up point	Government

# European Standardization



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## Driver:

**EU Digital Single Market (DSM) Plan led by JC Juncker (May 2015)**

## Execution:

**the European Committee for Standardization (CEN)**

standardization work commissioned (TC 331) to ease international e-retailing:

*"European postal standards should be based on, and compatible with, the open retail standards for end-to-end supply chain management systems already used by B2C e-commerce retailers for the global trade in goods and services".*

# Connecting delivery information with physical parcels in a standardized way



# Marketing



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## Transforming parcel deliveries

GS1 Parcel Label enables GS1 SSCC as end-to-end identification for all parcel deliveries. Loads of benefits for consumers, online retailers and carriers:

- Online retailers and logistics service providers will work more smoothly together and with more partners
- Online retailers will offer more delivery options to consumers
- Consumers will more often be able to choose the delivery option they really want
- Consumers and online retailers will be able to track all their orders from the same tag, based on SSCC
- Wasteful and unproductive activities (e.g. relabelling) will be avoided
- Delivery services will become more reliable
- Delivery service costs will be reduced substantially

[View Logistics Label Guidelines](#) [View the press release](#) [Download the Blueprint](#)

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**Parcel Label Implementation**

**F&P CARRIERS**

**Events covering Parcel delivery:**

**Legistics DIO Forum EU, Amsterdam**  
 24-27 March 2017  
**Home Delivery World Europe 2017, London**  
 28-29 March 2017  
**Internet of Goods, Ghent, Amsterdam**  
 17-18 May 2017  
**Physical Internet Conference, Graz**  
 6-7 July 2017

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## https://www.gs1.org/transport-and-logistics/parcel

## JOINT BLUEPAPER

### The Business Case for the Harmonised Parcel Label

June 2017

**GS1 in Europe** **ecommerce EUROPE** **thuiswinkel warburg**

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## SSCC/Harmonised Parcel Label value proposition for carriers

Carriers who provide home delivery services e.g. postal organisations, parcel carriers

<b>Target</b> Who is the target audience?	<ul style="list-style-type: none"> <li>Home online retailers experiencing an increasing delivery flexibility (timing, location) however they do not always offer the variety, the speed and quality of delivery services</li> <li>It collaborates with other carriers/partners to cope with the demand of online retailers</li> </ul>
<b>Need</b> What problem does this solve?	<ul style="list-style-type: none"> <li>Home online retailers experience an increasing delivery flexibility (timing, location) however they do not always offer the variety, the speed and quality of delivery services</li> <li>It collaborates with other carriers/partners to cope with the demand of online retailers</li> </ul>
<b>Today's Solutions</b> How do they solve the problem today?	<ul style="list-style-type: none"> <li>Carriers often take a proprietary delivery solution to manage internal delivery processes including inventory flows with operational information. These carriers cannot (easily) work with external. The carrier or partner needs to re-label parcels when they exchange parcel adding costs and risk (e.g. misrouting), as a result their ability to meet the business need is reduced. From customer onboarding to often a lengthy and costly process.</li> </ul>
<b>Offer</b> How do you solve customer's need?	<ul style="list-style-type: none"> <li>The SSCC and the Harmonised Parcel Label created by the shipper enables all (potential) partners in the delivery network to use the same unambiguous parcel ID system and this data relevant enable data in the physical parcel, as a result they can all also use the same system.</li> <li>Carriers can offer their online retailers much more flexibility with high reliability at affordable costs</li> <li>Using the same parcel ID and label makes working with (many) more delivery carriers/partners (much) easier</li> </ul>
<b>Benefits</b> What are the benefits for the carrier?	<ul style="list-style-type: none"> <li>Carriers can offer their online retailers much more flexibility with high reliability at affordable costs</li> <li>Using the same parcel ID and label makes working with (many) more delivery carriers/partners (much) easier</li> </ul>
<b>Business Why</b> Why is this a win-win for both sides?	<ul style="list-style-type: none"> <li>The SSCC/SSCC assigned to the online retailer can be used to all operators in the delivery sector industry, using same ID and label makes handling one between delivery partners (much) easier</li> </ul>
<b>Facts and Case Studies</b> Why comparing both and use another solution is not possible?	<ul style="list-style-type: none"> <li>Brooks Global Express Deloitte</li> <li>all 31 of Europe</li> <li>High level of automation</li> <li>Minimize your delivery effort</li> <li>Minimize your service charges</li> </ul>

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The Global Language of Business

**GS1 Logistics Label Guideline**

Provides an overview of the normative rules and best practice recommendations based on GS1 Logistics Label implementations around the world.

Home / T&L / Online Deliveries / 2017

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- **5 billion parcels per year**
- **25.000 online retailers**
- **Thousands of carriers and service providers**

**are waiting  
for our standards.....**



# Next steps



## Product

## Price

## Place

## Promotion

### Parcel ID and Harmonized Parcel Label

- Harmonized Parcel label is now a European standard
- and part of the GS1 Logistics label guideline
- <100 euro for Technical Specifications OR
- GS1 Membership for SSCC and Logistics Label Guideline
- now available from national standard bodies and GS1 MO's
- Local websites
- Press releases
- Conferences

### Information exchange standards

- CEN TC 331 is working on data sharing standard
- GS1 is involved in the EC TAXUD Project Group for Low Value Consignments
- Pilots

### Information exchange Mechanisms

### Service agreements

