Last mile delivery

Standardization is on its way

Frits van den Bos, co-chair GS1 MO omni channel interest group

9-10 October 2017, GS1 I&S event, Brussels
Supply Chain Management traditional retail

- Manufacturer
- Wholesaler
- Retail Distribution Centre
- Logistics Service Provider
- Store
Supply Chain Management omni channel retail

Products → Parcels
B2C – NO Standards in CEP

- **E - Commerce**
  - Label Data Item Number
  - SSCC – EANCOM/GS1 XML

- **Stationary trade**

- **Trading Comp. Industry Manufacturer**

- **Forwarding Company**

- **Parcel**
  - Advise Note & Alerts
  - Apps
  - Returns
  - Reclamation

- **Postal**

- **Courier/Express**

- **Consumer**

- **Trading Comp. Industry Retailer**

B2C

B2B

B2B
B2C – Standards = GS1!

- **From**: E-Commerce, Stationary trade
- **To**: Consumer
- **With**: Parcel, Postal, Courier/Express, Trading Comp. Industry Retailer
- **SSCC – EANCOM/GS1 XML**

Label Data Item Number
Advise Note & Alerts Apps
Returns Reclamations

The Global Language of Business
The delivery landscape is changing

<table>
<thead>
<tr>
<th>GROWTH</th>
<th>CONSUMER IS IN CONTROL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIG DATA</td>
<td>SELF DRIVING CARS / DRONES</td>
</tr>
<tr>
<td>ROBOTICS</td>
<td>DISRUPTION</td>
</tr>
</tbody>
</table>
# Opportunities and threats of interoperability

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>(\text{Consumer})</th>
<th>(\text{Manufacturers})</th>
<th>(\text{Online retailer})</th>
<th>(\text{e-fulfilment company})</th>
<th>(\text{Carrier})</th>
<th>(\text{Parcel integrator})</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better Cross-border Collaboration</td>
<td>Green</td>
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<tr>
<td>Full Supply chain visibility</td>
<td>Green</td>
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<tr>
<td>Easy Returns</td>
<td>Green</td>
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<tr>
<td>Improved Service level</td>
<td>Green</td>
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<tr>
<td>More efficiency in delivery process</td>
<td>Green</td>
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<tr>
<td>Integration of independent parties/drivers</td>
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<tr>
<td>Less technical obstruction to work with multiple carriers</td>
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<tr>
<td>More reliable services</td>
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<tr>
<td>Interoperability (no re-labelling)</td>
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<tr>
<td>Consumer in control of his delivery</td>
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<tr>
<td>One app shows the status of all your parcels</td>
<td>Green</td>
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<tr>
<td>More competition</td>
<td>Green</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Threats</th>
<th>(\text{Consumer})</th>
<th>(\text{Manufacturers})</th>
<th>(\text{Online retailer})</th>
<th>(\text{e-fulfilment company})</th>
<th>(\text{Carrier})</th>
<th>(\text{Parcel integrator})</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data might be shared with more parties</td>
<td>Orange</td>
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<tr>
<td>Costs of implementing the standard label</td>
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<tr>
<td>Different person delivering your parcel</td>
<td>Orange</td>
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<tr>
<td>More competition for former state postal companies</td>
<td>Orange</td>
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<tr>
<td>More complexity working with extra partners</td>
<td>Orange</td>
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</tr>
<tr>
<td>'Lose IT lock-in', More competition</td>
<td>Orange</td>
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European Standardization

Driver:

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
Transforming parcel deliveries

GS1 (http://www.gs1.org/transport-and-logistics/parcel) and GS1 UK have joined forces to propose an industry-wide solution to the challenges of parcel delivery.

The GS1 Harmonised Parcel Label (HPL) is designed to simplify parcel delivery by ensuring consistent handling and delivery of parcels across multiple postal services.

The GS1 Harmonised Parcel Label provides a unique, universal identifier for parcels, enabling faster, more efficient and secure delivery. It is designed to be cost-effective and cost-neutral, ensuring that all stakeholders benefit from its implementation.

The GS1 Harmonised Parcel Label is backed by a wide range of industry partners, including Jardine Lloyd Thompson, DPD, Hermes, APC, UPS, DHL and Nippon Express, who are committed to driving the adoption of the label to improve the efficiency and customer experience of parcel delivery.

The GS1 Harmonised Parcel Label is available to all postal services, providing a standardized solution that can be easily integrated into existing systems and processes.

The GS1 Harmonised Parcel Label is an example of how collaboration and innovation can drive progress in the industry.

For more information, please visit: https://www.gs1.org/transport-and-logistics/parcel
Potential

• 5 billion parcels per year
• 25,000 online retailers
• Thousands of carriers and service providers

are waiting for our standards......
Next steps

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Place</th>
<th>Promotion</th>
</tr>
</thead>
</table>

**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

**Information exchange Mechanisms**

**Service agreements**