

Location intelligence in your business apps: **Making intelligent enterprise tangible**

Ruth Eberhart, Director Postal Industry, SAP

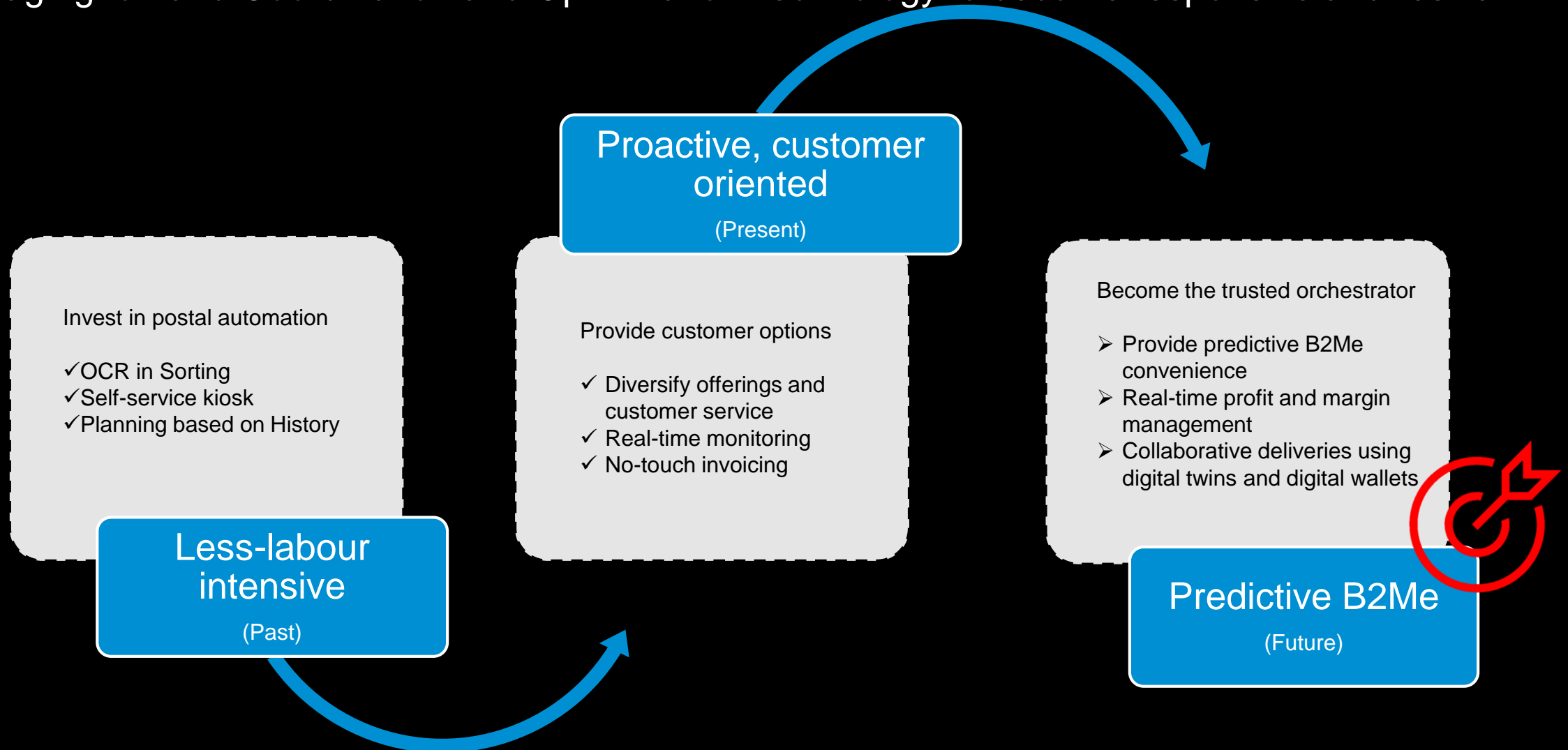
ESRI Postal and Parcel Location Intelligence Summit Oct.10th 2018

INTERNAL



Vision of Intelligent Postal Services - what, how, why

Leveraging IoT and Coordination and Optimization Technology to become responsive and resilient



Intelligent Postal Services – what

CUSTOMER EXPERIENCE

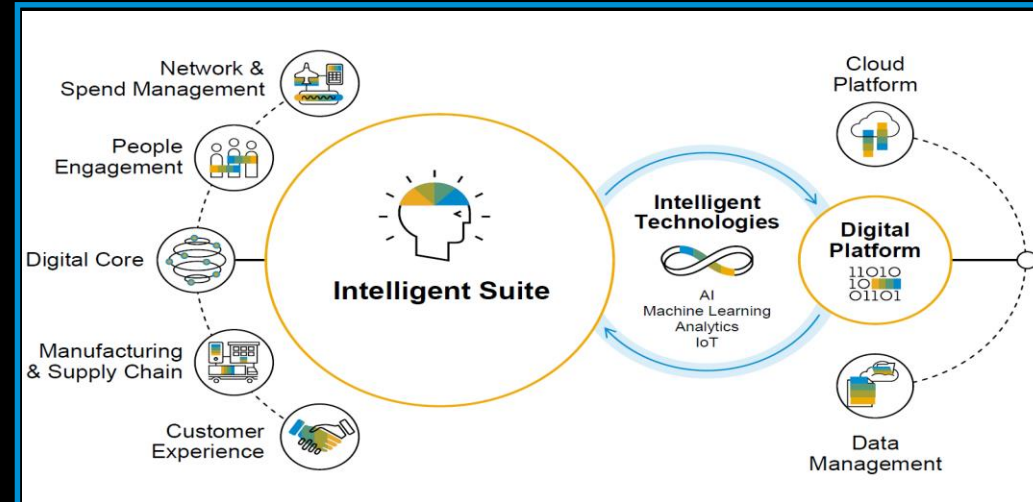
- Connect devices and customer touch points and communicate bi-directional
- Provide 360-degree customer insight
- Give real-time access to delivery history, service agreements with customers

STORE AND DELIVERY EXPERIENCE

- Omnichannel PoS, Commerce, Smart Lockers, Dashbuttons, Bots, PAs...,
- Smart tracking, sensors
- Transmit product designs and create products with 3D printing

VALUE-ADDED SERVICES

- Identify customers with smart devices
- Gamify through AR/VR
- Integrate price changes and time of day offers



SUPPLY CHAIN

- Use of IoT, robots and AR/VR in warehouses and delivery
- Personalize shipment tracking
- Integrate postal stores into online networks to mobilize inventory

DIGITAL CORE

- Enable subscription-based business
- Involve customers and partners in multisided business models
- Re-imagine the finance function for business transformation and growth

PEOPLE ENGAGEMENT

- Offer mobile learning for easy consumption and guided support through smart devices
- Provide easy-to-use apps for schedule changes and bidding
- Fine-tune staffing levels with heat maps

DATA: THE DIGITAL CURRENCY

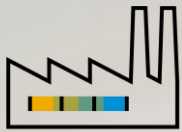


Transform Data into Insight

Act in the Moment

Innovate without Constraints

The Challenge: **Silos** create an incomplete picture



Enterprise Applications

- Business data: Customer, Subcontractor, PoS, TMS, T&T, Financial
- Master data
- Analytical data



Unstructured

- Social networks
- Photos & Videos
- Bio-metrics



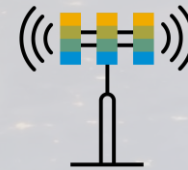
GIS Systems

- Geographical data and layers
- Networks
- Maps and topologies



Engineering Systems

- Diagrams
- 2D & 3D
- Animations



Sensors & Devices

- Streaming
- Telemetry
- Location, health and status

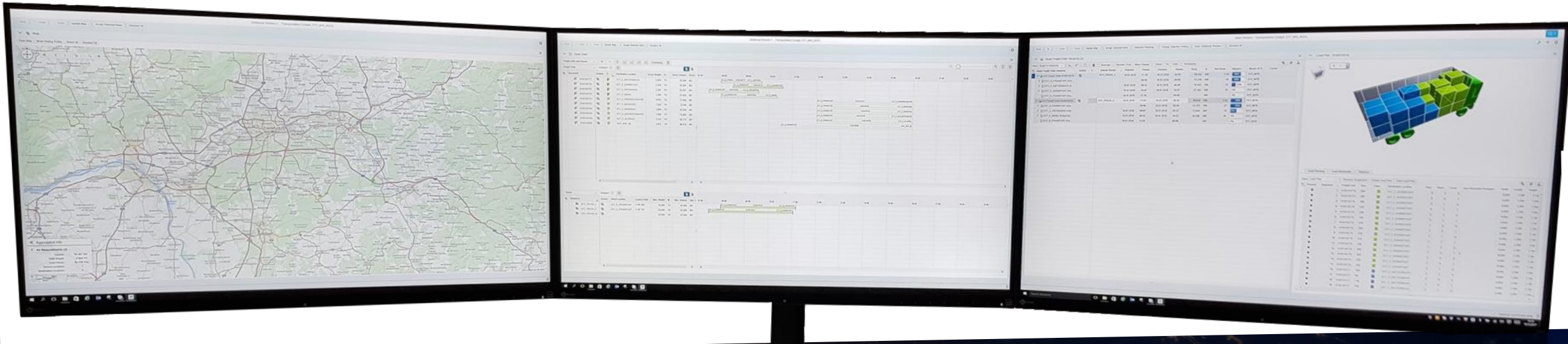


Earth Observations

- Land use
- Weather & climate data
- Surface condition data

The Solution: **Combine and process all data for real-time insights**

e.g. Transportation Management Optimization



**Enterprise
Applications**



Unstructured



GIS Systems



**Engineering
Systems**

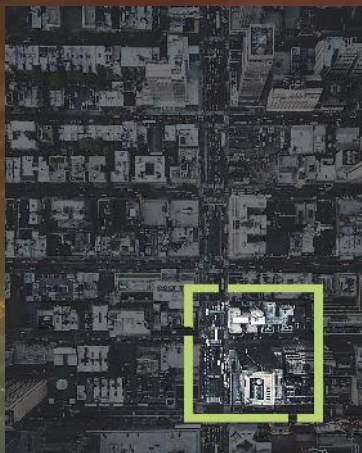


Sensors & Devices

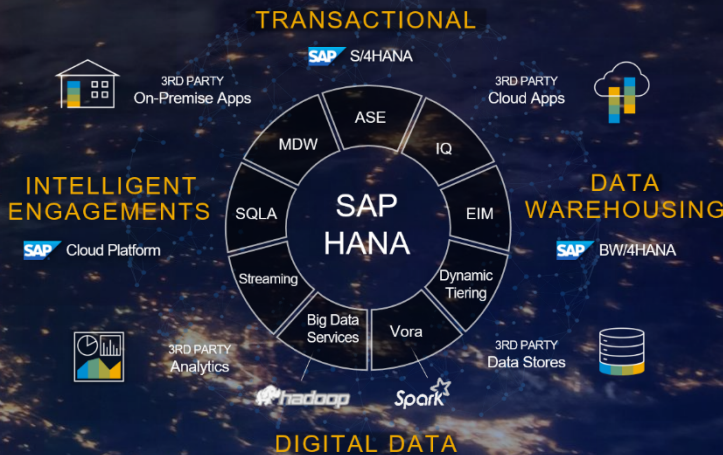


Earth Observations

Bridging the silos between GIS and Enterprise Systems



THE SCIENCE
OF WHERE



THE MODERN
DATA FOUNDATION

Transform Data into Insight

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Geo Driven Insights **are real and impactful**

NANJING
CITY OF EMPERORS

Real-time and interactive
digital map that runs **24/7** in
the City Intelligence
Operations Center in Nanjing



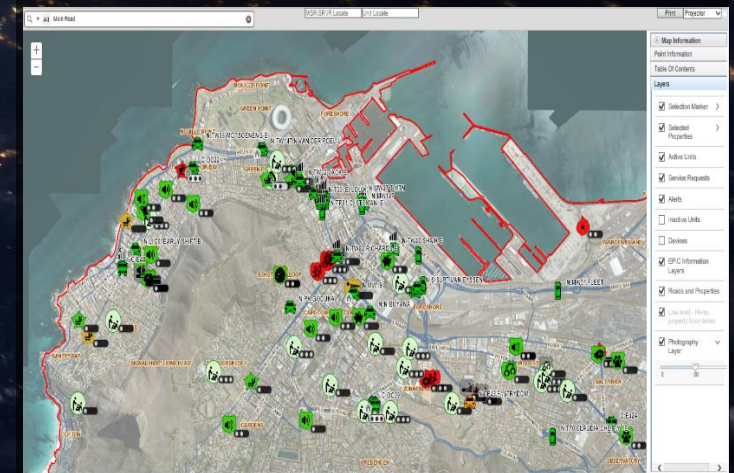
Chinese Electric Power
Corporation

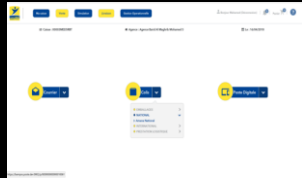
Monitoring the transportation
Ensure delivery on time
Manage volume increases with
**same or smaller number of
planners** – less manual



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Real-time Situational
Awareness





Customer Centricity



Service the Segment of One



Smart postal products



Intelligent supply chain and delivery



Digital services and new business models in business networks

Let's connect it to your business problems:

What do you want to have happened for your customers, employees, contractors, owner?

For it to be useful it needs to be like what?

Thank you.

Contact information:

Dr. Ruth Eberhart

Director Postal Services Industry

SAP SE

ruth.eberhart@sap.com

+43-664-6207310

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