

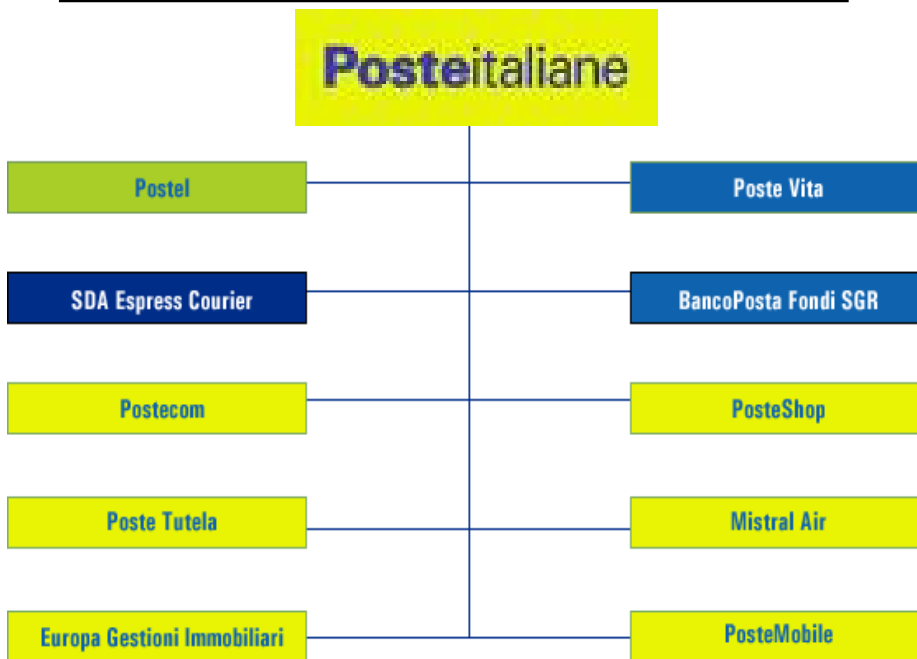
# **Living in a Digital World**

***From the company perspective to the users  
involvement***

**GLOBAL FORUM  
Shaping the Future  
2008**

➔ Poste Italiane Group is a leading company on services market in Italy. It offers integrated communication, logistic and financial products, and services throughout the country.

## Main Group Companies



## Group Profile

**Total staff Poste Italiane Group (2007) 153.732**

### Country

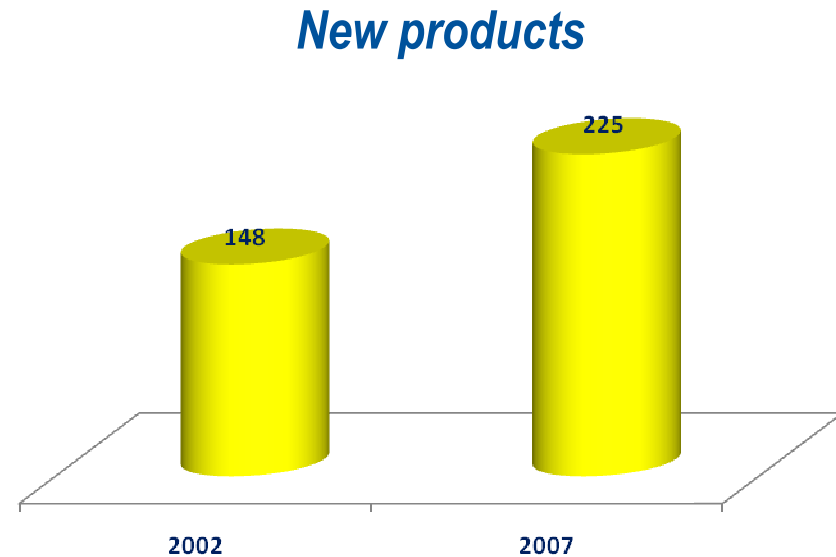
Post Offices 14.000

### Main Financial Figures (2007)- € Mln

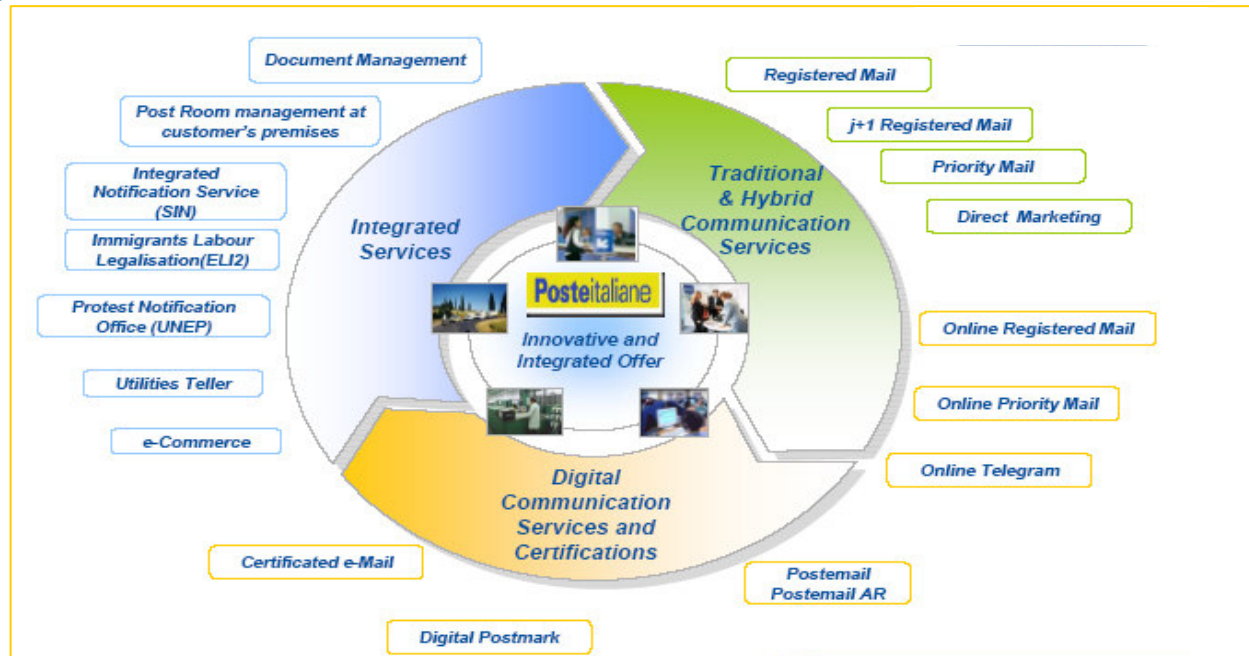
<input type="checkbox"/> <b>Total Revenue</b>	<b>17,182</b>
<input type="checkbox"/> Sales and service revenues	15,821
of which:	
• from postal services	5,537
• from financial services	4,500
• from insurance services	5,541
• from other services	0,242
<input type="checkbox"/> Other operating income	1,361
<input type="checkbox"/> <b>Profit</b>	<b>0,844</b>

- ➔ In recent years, Poste Italiane has changed its business model, from a traditional one, based on postal and financial services, to a new one based on the integration of new value added services

*From 2002 to 2007 Poste Italiane's product portfolio reported a 52% growth*



- ➔ Communication Technologies have been one of the main driver of business development, boosting service innovation and creating a new customer relationship.



- ➔ Communication Technologies have allowed the simplification and expansion of services which can be accessed via Internet, telephone, self-service machines.
- ➔ Every day 1.500.000 people visit post offices, over 23 million items are handled and 20 million real-time financial transactions carried out.

### 1 Electronic Communications

- Hybrid & Digital communications
- Integrated Services (SIN / UNEP)
- Authentication & certification of online communications
- Electronic document management

### 2 Logistics & e-Commerce

- Integration of logistic assets with partners for new services
- Agreement with UPS

### 3 Electronic Payment Systems

- Leadership in payment transactions
- Immediate credit and consumer credit
- Card issuer in Italy & Europe

### 6 International Initiatives

- Organization of logistic & retail networks in the emergent Countries
- Development of products and back-office IT infrastructures for pre-paid cards and money transfers

### 5 Multi-Channel Access Including Mobile Phone

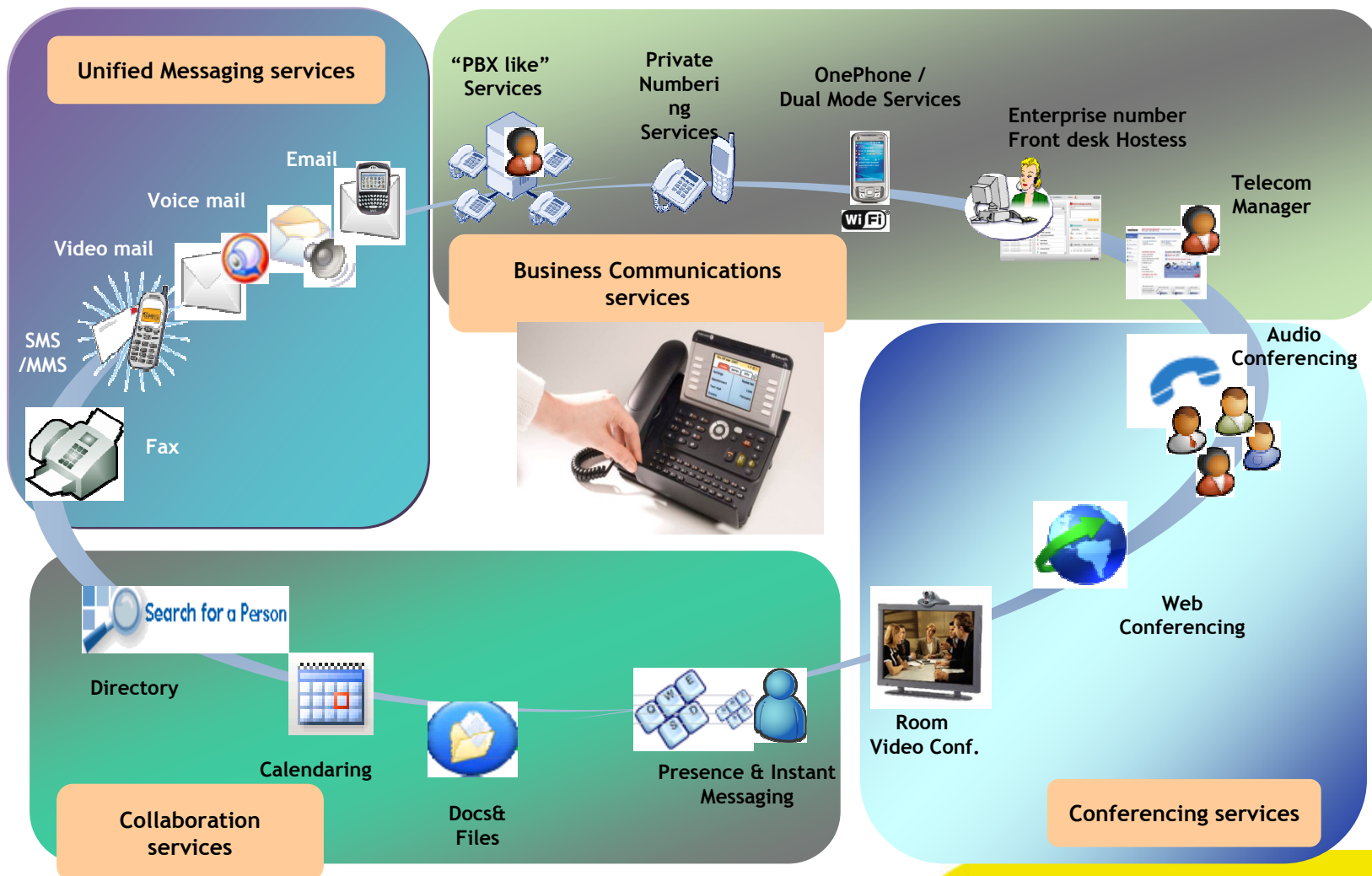
- Mobile Phone Virtual Operator
- Mobile phone access to communication & payment services
- Hi-tech Postman

### 4 e-Government

- New and complete product and service portfolio for the PA
- Memorandum of Understanding with the Ministry of Innovation

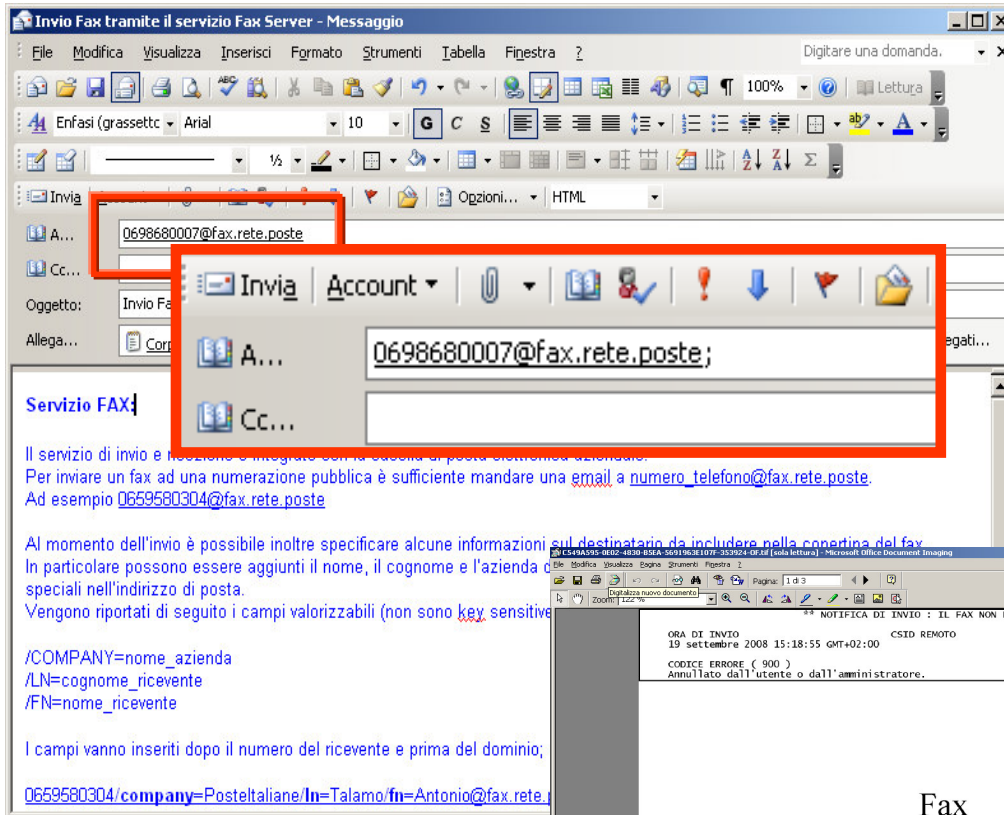
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➔ New Technologies have changed customer relationship as well as communications inside the company

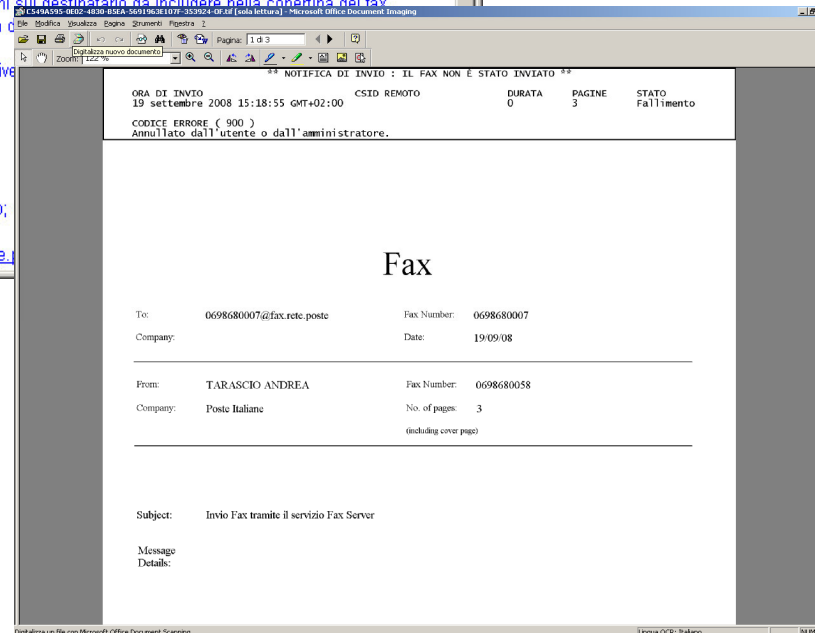


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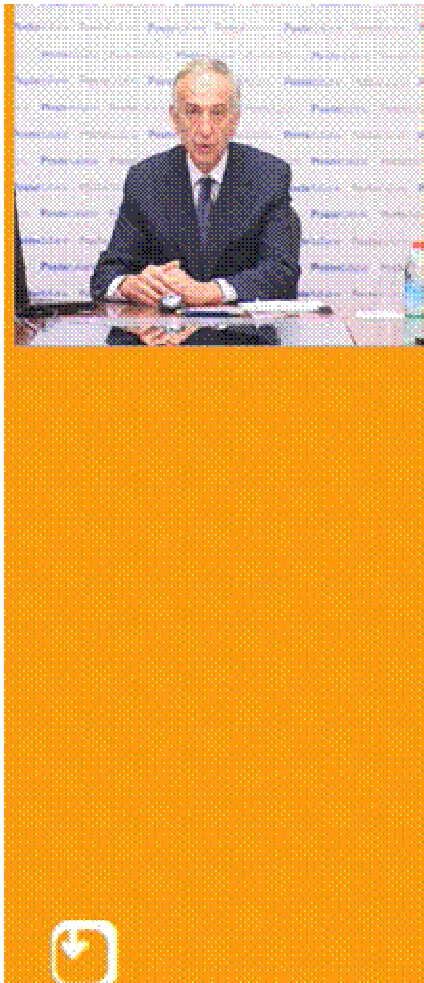
ATHENS, Tuesday October 21, 2008



- ➔ About 430 users on the system
- ➔ More than 6.000 outbound fax, in the last month
- ➔ More 12.000 inbound fax



- The videocomunication is currently used to comunicate inside the company



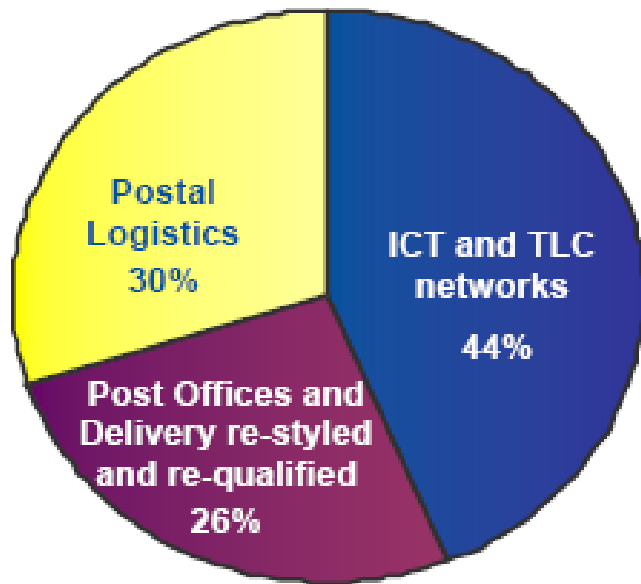
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# Approfondimento Indirizzi Strategici 2009-2011





- Service Innovation is governed by a technological infrastructure that is among the most advanced in the world
- Communication Infrastructure is one of the main investment areas, representing the innovation service enabler

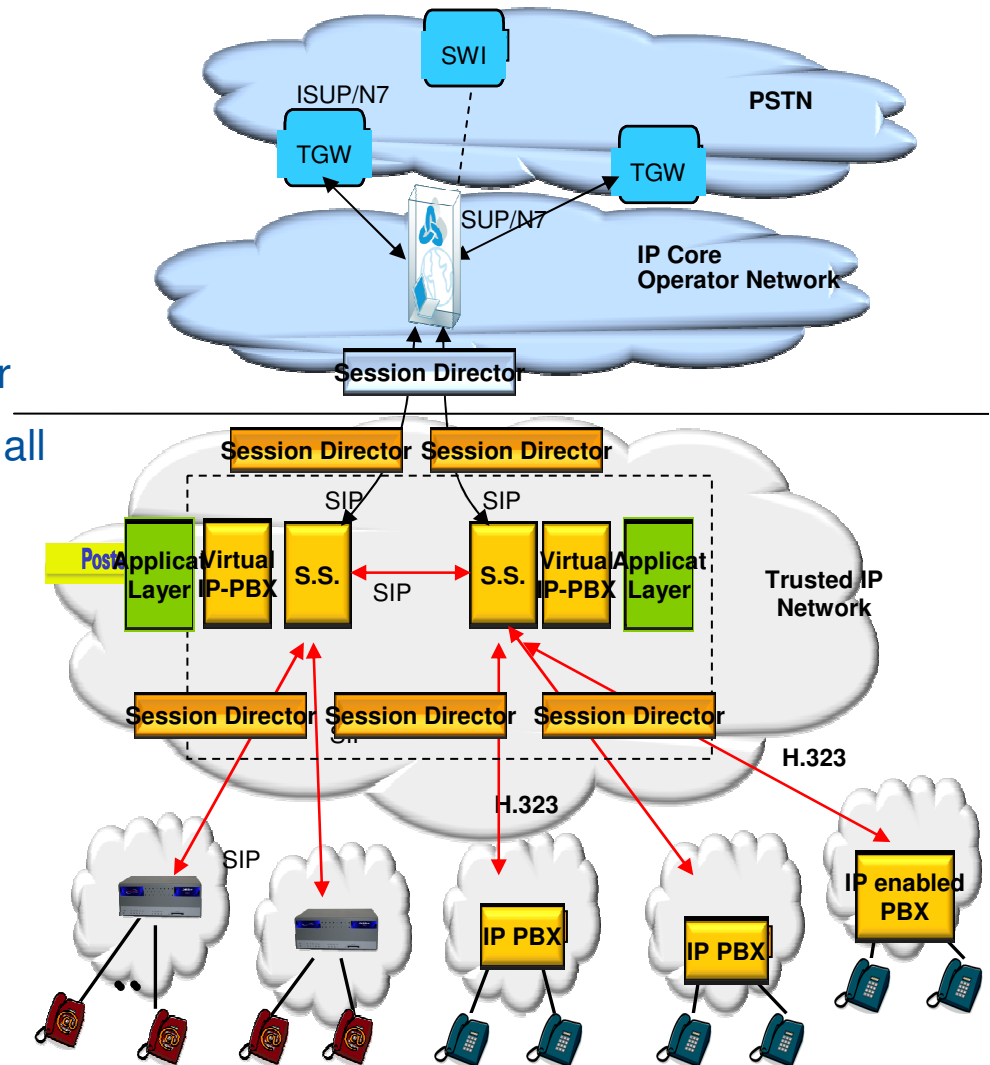


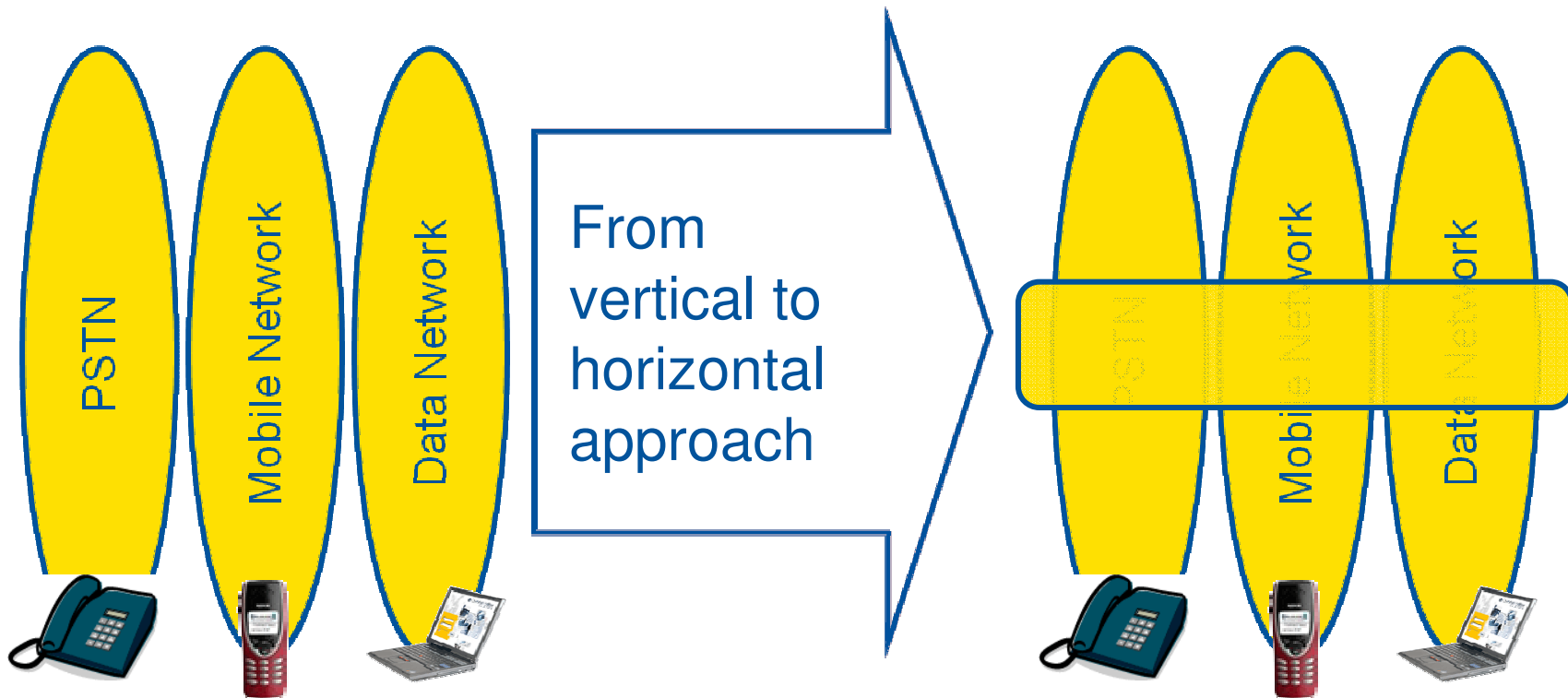
**ICT Investment accounts for 44% of industrial investments**

**Capital Expenditure: 549 Mil € in 2007**

→ The stage of development were:

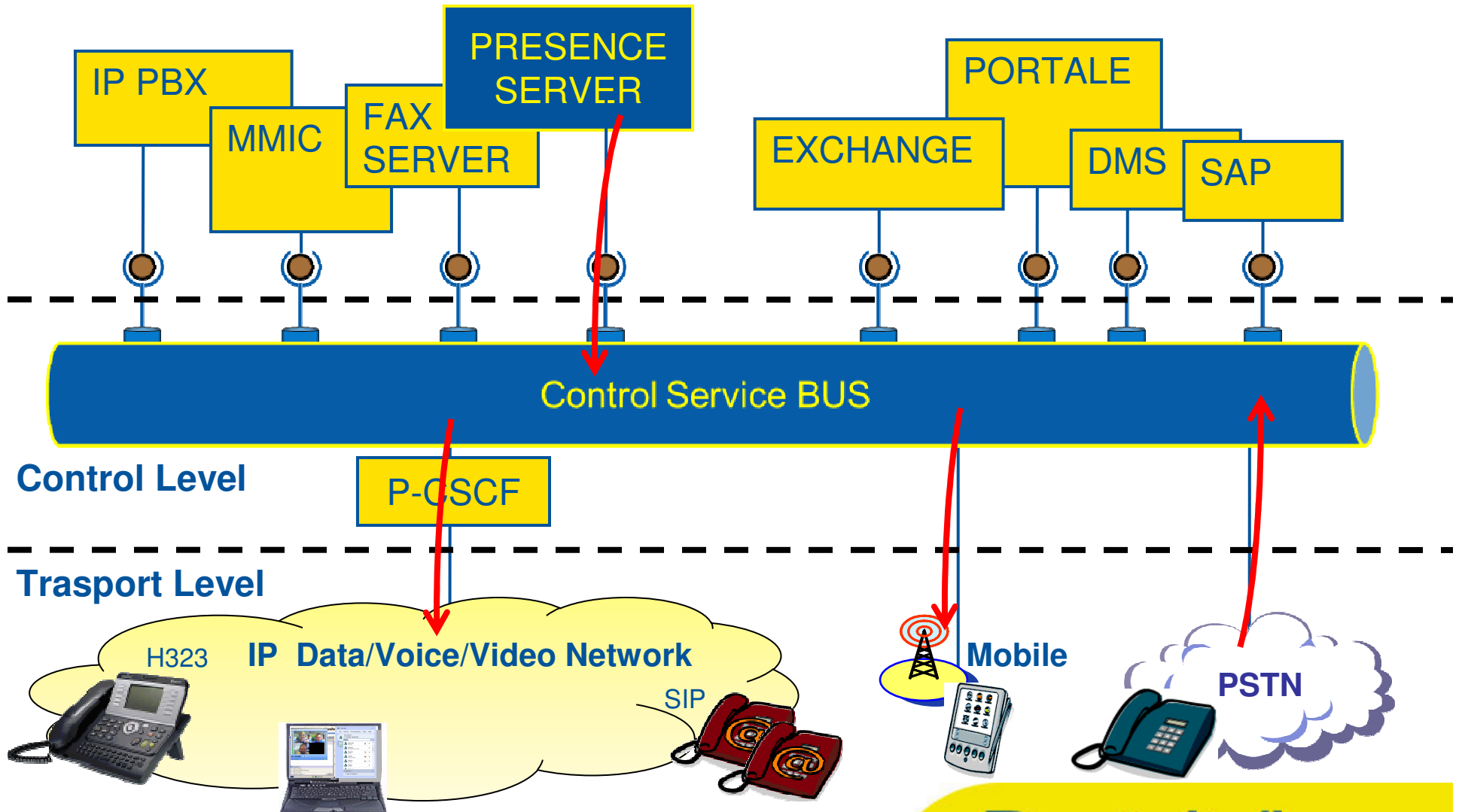
1. Platform TLC reengineering – started in 2006
  - ❑ Technology IP/MPLS
  - ❑ Integration TLC/DataCenter
  - ❑ Spread of broadband in all company locations
2. Migration from RTG to VoIp (in progress)
3. Integration multimedial services (in progress)





- ➔ Voice and data Convergence
- ➔ Evolution towards packet networks All-IP
- ➔ Ability to manage multi-device

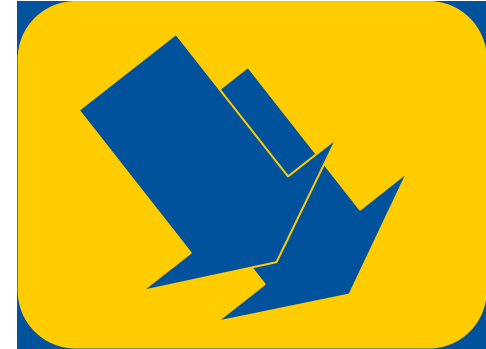
## Service Level



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- About **30% decrease** of **connectivity data cost** and increased access speed
- About **15% decrease** of **voice phone cost**
- **Increased efficiency and productivity** due to the integration between communication systems and business process, people (collaboration), application and communication platform.
- **Services Level Increase**: faster services at the front office

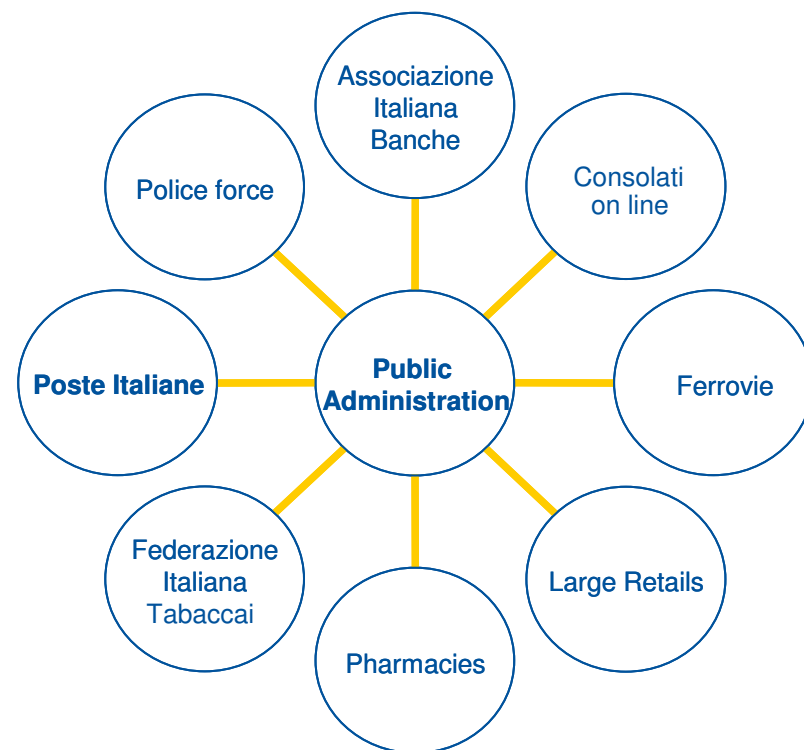


- Poste Italiane' s progress **toward the constant enrichment** of its product and service offer has yielded outstanding results.
- Poste Italiane is strengthening its role as an **ideal partner** of the **Public Administration, companies** and **citizens**.
- A special **relationship** has been established **with Public Administration** through initiatives that promote and increase citizens' access to public services, enabling an improvement of government's administrative efficiency.
- Poste Italiane offers its own infrastructure **integrated with the administration systems** to ease citizen access to services
- **A new agreement** has been signed with the **Ministry of Public Administration and Innovation** in order to support Government to achieve efficiency and improve quality of services to citizens.

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### *“Reti Amiche”*



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**Thank you**