



# FROM POLICY TO START-UPS: Guiding Innovation Dynamics

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WSIS Forum 2017  
Monday 12th June (14h15-18h15, ITU Tower Room A)

# WHAT IS ENVELO



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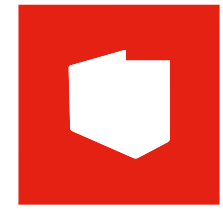
FIRST STEPS



EARLY STAGE CHALLENGES AND HOW WE OVERCAME THEM



WHERE WE ARE NOW, WHERE WE SEE US IN 3 YEARS



CHALLENGES FOR NATIONAL POSTAL OPERATORS IN THE DIGITAL ERA

## WHAT IS ENVELO

### Postage online



Post stamps sold online. Domestic, international, regular and registered



Single and mass mailing printed and sent by post. Operated online



Easiest way to send a postcard for an individual. Robust marketing tool for business



Cheap and easy parcel service managed fully online



Mobile access for Polish Post and Envelo services

### Custom business solutions for correspondence and document management

## FIRST STEPS



**BEFORE**  
**2012**

- different approaches to internet use in Polish Post



**2012**

- Polish Post e-Services concept introduction



**2013**

- Envelo.pl launch with products for individuals



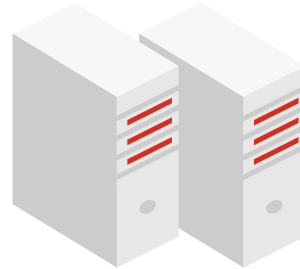
**2014**

- First services for large businesses

## EARLY STAGE CHALLENGES



Most of Envelo team were new to postal services



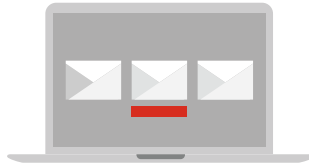
Technical issues with the first version of the platform



Tough cooperation with parent company

## WHERE WE ARE NOW, WHERE WE SEE US IN THREE YEARS

Now:



One of online channels for Polish Post

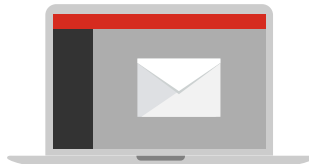


Few contracts with large businesses



Beginning partnership with public administration

In three years:



Single online point of contact for Polish Post

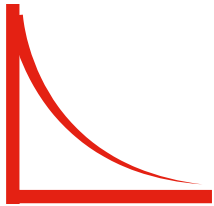


Document management partner for key Polish Post customers

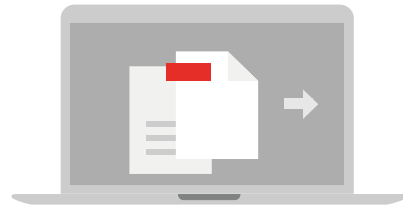


Envelo mailbox is the online communication tool for Polish citizens and companies

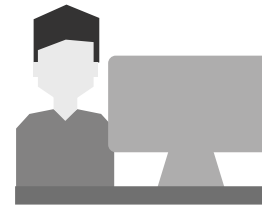
# CHALLENGES FOR NATIONAL POSTAL OPERATORS IN DIGITAL ERA



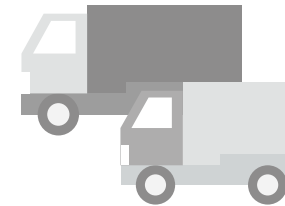
Decreasing letter volumes



New ways of communication and document transmission



New customer habits



Strong competition in parcel services due to rising ecommerce business



Public administration needs to overcome the digital divide