PostNL

Using MicroStrategy to get insight on day-to-day parcel operations
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“Playing football is very simple, but playing simple football is the hardest thing there is.”

Johan Cruyff
We’re proactively responding to the growth in online shopping with our parcel and e-commerce services, and we’re constantly coming up with new smart solutions.

- **46,456 employees**
- **3,413 million euros in revenue**
- **3,407 vehicles**
- **2,213 million mail items in NL**
- **177 million parcels in Benelux**
- **258 million online contacts in NL**
Parcels

Market leader in parcel distribution in the Benelux

Collection, sorting and delivery of parcels and pallets

Approx. 98% of domestic parcels delivered within 24 hours

Parcel volumes increasing rapidly thanks to online shopping

Focus on e-commerce and retail services
Inergy

Sinds 1999

100% CAREFREE
TIME TO MARKET
OPEX
LOW OPEX
RICH
FLEXIBLE
HIGH PERFORMANCE

2007: BI SERVICES
2008: CLOUD BICC

24/7 NON STOP FULL SERVICE SUPPORT

Gecertificeerd sinds 2014

ADVANCED ANALYTICS COMPETENCY

8+ customer satisfaction

80+ COLLEAGUES
PostNL

Parcels
The journey of the parcel

It all starts with J-W who makes the order for his new sneakers
Collecting

2,800
The number of points where parcels can be dropped is growing steadily.

Sorting

600,000
On average, we sort 600,000 parcels per day.
Collecting

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On average, we sort 600,000 parcels per dag
Preparing

19

Each day in 19 NLI depots, vans are loaded and prepared for 3,000 delivery routes.
Preparing

Each day in 19 NLI depots, vans are loaded and prepared for 3,000 delivery routes.
Preparing

Transport

19

Each day in 19 NLI depots, vans are loaded and prepared for 3,000 delivery routes.
Delivering

3,000
Our 3,000 drivers deliver 7 days a week, with evening delivery Monday to Friday and on the same day

PO boxes
105,000

Parcel points & post offices
2,800

Parcel deliverers
2,600

Customer receiver

Special delivery customers
9,500
Delivering

**Parcel deliverers**
2,600

**Parcel points & post offices**
2,800

**PO boxes**
105,000

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3,000
Our 3,000 drivers deliver 7 days a week, with evening delivery Monday to Friday and on the same day.

**Customer receiver**

**Special delivery customers**
9,500
Delivering

Our 3,000 drivers deliver 7 days a week, with evening delivery Monday to Friday and on the same day.

- **Parcel deliverers**: 2,600
- **Parcel points & post offices**: 2,800
- **PO boxes**: 105,000

**3,000**

**Customer receiver**

**Special delivery customers**: 9,500
How do they do it?
What brings the future?
# Accelerating transformation

## Parcels & Logistic solutions towards 2020

### Volumes

<table>
<thead>
<tr>
<th></th>
<th>2012-2014</th>
<th>2015-2016</th>
<th>2017-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Volumes</strong></td>
<td></td>
<td></td>
<td><strong>Continued strong growth</strong></td>
</tr>
<tr>
<td></td>
<td>120m</td>
<td>142m</td>
<td>156m</td>
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<tr>
<td></td>
<td>(CAGR 8.8%)</td>
<td>177m (+13%)</td>
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</tbody>
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### Services & product propositions

- **2012-2014**
  - Sunday
  - Evening
  - PostNL App
  - Food
  - Extra@Home

- **2015-2016**
  - Same day
  - New 2B services
  - Return on demand
  - Flowers
  - Installation services

- **2017-2020**
  - Rerouting before delivery
  - Narrowing delivery window
  - Rollout options internationally
  - Additional services at home

### Parcel points Benelux

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2016</th>
<th>2017-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parcel points</strong></td>
<td>~2,100</td>
<td>~3,400</td>
<td>~4,000</td>
</tr>
<tr>
<td><strong>Benelux</strong></td>
<td></td>
<td></td>
<td>Longer opening hours</td>
</tr>
<tr>
<td><strong>~2,100</strong></td>
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<td>2016</td>
<td></td>
</tr>
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From push to pull
Actionable insights for management using IBCS
Self-service BI with VI
“Playing BI is very simple, but playing simple BI is the hardest thing there is.”