

CLEAR VIEW

SHAHROM KIANI, GENERAL MANAGER OF POSTAL SOLUTIONS AT ATOS,
EXPLAINS HOW POSTAL OPERATORS CAN CAPTURE AND USE DATA MORE
EFFICIENTLY TO IMPROVE OPERATIONS IN THE LONG TERM

What services does Atos provide to the postal/parcel sector?

As a global leader in secure and decarbonized digital technology and services, Atos delivers innovative solutions focused on improving operational performance and efficiency for the ever-expanding and fast-changing postal and parcel space.

For example, we are helping a major European postal organization to capture data from parcel shipments so that it can more efficiently and effectively meet regulatory requirements, collect customs fees and improve security. One of the top three global couriers has asked Atos to deploy video analytics for yard and fleet management. We are also engaged by another large carrier for cross-border shipment handling and pricing. With the urgency to address climate change, Atos is particularly proud that our pioneering decarbonization solutions are empowering a large European postal organization on its journey to net-zero carbon emissions.

What trends are you seeing in the sector?

As companies responsible for parcel shipment emerge from pandemic-induced slowdowns, workforce shortages and capacity constraints, they find their business landscape forever changed. E-commerce has exploded. Customer demand for fast, low-cost shipping with transparency and control has intensified. Last-mile gig economy logistics operations have developed to pick up the



ABOVE: Atos helps operators capture and utilize data from across their operations

slack. Postal services and carriers are under pressure not only to achieve greater flexibility but also to optimize their assets and minimize their costs without compromising the customer experience. As a result, new data-driven technologies are emerging that will transform the entire logistics value chain.

What challenges are operators facing and how do you help them address these?

Operators find themselves in a transformed environment. They know there are weaknesses and money sinks in their operations, they are dealing with external factors along the supply chain and there are new pressures around sustainability and decarbonization. The answers lie in identifying the issues and root causes, discovering and proving the right solutions, and finding trusted partners to ensure success.

Atos provides a range of digital solutions and products alongside

consultancy services, digital security and decarbonization that direct an operator toward best-fit solutions to their current challenges. We can look across the operation and determine where best to make investments for the right returns.

However, the key to optimizing the operation lies in accurate and complete data. Capture, management, analysis and transmission of data drive every aspect of the parcel shipment scheme. If you want to get that package from the processing facility to the doorstep at the lowest possible cost, the associated data must be comprehensive and accurate to guarantee the most efficient route, the highest visibility to the customer and the quickest drop-off. An operator's most valuable partner is the one that knows how to unearth and use its data.

What solutions are you working on and how will they benefit the postal industry?

Atos is excited to be at the forefront of data capture for cross-border commerce, both import and export. Our innovative image processing techniques that use machine learning and deep learning are helping our clients to collect fees and screen for dangerous goods, as well as meet regulatory requirements. For domestic shipping, this same automated data capture is reducing manual processing for parcels that are not manifested or barcoded.

Investing in the Internet of Things, Atos is injecting intelligence into the operation. Connected vehicles, smart carts and containers, data-driven delivery trucks: all help the parcel industry stay ahead of the trends.

Atos is also pressing for accelerated progress on energy efficiency and carbon reduction. By introducing practical solutions for our client base, together with R&D investment in digital technologies to reduce emissions in new ways, Atos drives the concept that digital is not only an enabler of decarbonization but also a critical accelerator for the journey to net zero. ■

“THE KEY TO OPTIMIZING THE OPERATION LIES IN ACCURATE AND COMPLETE DATA”

