

SUCCESS STORY

LA POSTE

Digiposte :
an innovative service



Sopra Steria is proud to work on Digiposte, the online secure platform launched by La Poste, the French Postal Service. Digiposte is an all-purpose online service: receive and store payslips, bank statements, bills; submit an insurance claim along with supporting documentation; charge or pay in one single click, and much more.

La Poste is the second largest postal service operator in Europe for land mail items. In France, La Poste provides hosted services to 2 million customers each day, by way of an extensive range of 17,000 local post offices.

Context and background

In 2008, La Poste observed a continual structural drop in its historical business segment. And indeed, competition from the Internet, as well as privatization, both pointed to a significant decline in the quantity of mail that would be processed by La Poste between now and 2015.

Thus, it was essential to identify growth opportunities elsewhere. La Poste decided to focus on the digital economy.

Sopra Steria's advantages include expert consultancy skills in information technology, dematerialization of information exchanges, and knowledge of the emerging market of electronic safes. And indeed, these advantages played a major role during the initial study of the nascent Digiposte service, representing a strategic reorientation of the La Poste Courier to the digital economy.

Digiposte

Launched in March 2011, the platform consists in:

- a digital letterbox to receive documents from issuers;
- a secure electronic safe to classify and store documents;
- a common area, available for use at will, to communicate with a trusted third party (e.g., submit supporting documentation related to a transaction).

Sopra Steria's assignment

In 2008, La Poste entrusted Sopra Steria with the following consultancy assignment:

- review opportunities in the field of dematerialization;
- establish initial exchanges with postal services outside of France, in particular the Canadian Postal Service;
- define the positioning of the service and its functionalities;
- prepare initial ideas regarding the platform architecture;
- define the legal aspects;
- prepare a startup plan;
- provide IT expertise for the project.

The dematerialization platform gradually came into being, and Digiposte was officially launched in March 2011. In total, about 30 Sopra Steria people provided a wide range of skills on this project: consultancy, means of payment, CRM, collaborative solutions and architecture.

The Digiposte project is still developing, and the 2012/2013 targets are: create a network of issuers, optimize the number of subscribers, expand the functionalities available on the platform.

Customer benefits

With Digiposte:

- La Poste underscored its strategy to focus on the digital economy;
- La Poste established itself as a leader in providing dematerialized services to the general public;
- La Poste is able to deliver performance, innovation and modernity to its customers, whilst meeting the need to optimize the costs of CRM programs, and deliver reactivity and efficacy.

“ For La Poste, the objectives of the Digiposte platform are twofold:

- Create an online space for bilateral exchanges meeting the requirements of the typical citizen, involving his services providers, employer, and administration;
- Federate, in one single place, all documents of relevance to the typical citizen: payslips, bank statements, bills, receipts, and so on. We want to make Digiposte the assistant of the citizen's everyday life. We aim to collect 1 million subscribers by 2013.”

ERIC BAUDRILLARD,
Head of the Digiposte activity



About Sopra Steria

Sopra Steria, European leader in digital transformation, provides one of the most comprehensive portfolios of end to end service offerings in the market: Consulting, Systems Integration, Software Development, Infrastructure Management and Business Process Services.

Sopra Steria is trusted by leading private and public organisations to deliver successful transformation programmes that address their most complex and critical business challenges. Combining high quality and performance services, added-value and innovation, Sopra Steria enables its clients to make the best use of information technology.

With 37,000 employees in over 20 countries, Sopra Steria had pro forma revenue of €3.4 billion in 2014.

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