



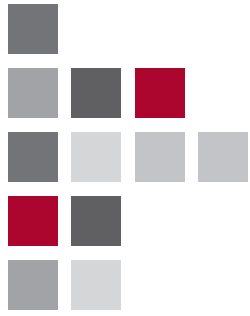
PostNord takes parcel logistics to the next level

The business of postal distribution is undergoing massive change driven by the use of e-mail and e-commerce.

Sweden's postal operator decided to react proactively by streamlining and modernizing its handling, delivery, and service. The criteria for success included:

- Automating parcel registration
- Boosting productivity and therefore throughput
- Reducing manual work

Case: PostNord



THE CHALLENGE/PROBLEM

The current climate of globalization and greater use of the Internet has fundamentally altered the prospects for physical letters as a communication channel. New technological solutions and behavior have led to a decline in demand for communicating via letter, and an increase in business volumes within e-commerce. With this trend a host of logistic problems arises across national borders and in Sweden, a thinly populated country, spanning nearly 1,000 miles from North to South.

PostNord's vision is to manage the transition of lower letter volumes and create a balanced logistics operation with a major focus on e-commerce in the Nordic domestic market.

THE SOLUTION

One of the measures introduced by PostNord was FARS (Foreign Address Registration Solution) at its international mail terminal at Arlanda Airport. FARS delivers optimized registration utilizing MICS (Manual Image Capturing Stations) linked to Lyngsoe Systems' QSM RS (Quality of Service Monitor Registration Station), used to register addresses based on images captured by scanning a barcode. QSM then compares data captured with ISU, the Swedish address database, to suggest addresses as they are entered. The solution also stores data on items received and items yet to be registered and can generate a range of statistical reports.

BENEFITS

- Shorter lead times
- Less manual work
- Throughput increased by 45%

RESULTS

QSM RS has streamlined logistics for PostNord, speeding up throughput and ensuring accurate deliveries to even the most remote address. Labor costs have been cut, real-time data provided and bottlenecks eliminated.

"The solution means that shipments arrive quicker due to shortened lead times. Registration has also become more efficient and the QSM monitor in the room enables staff to control and plan tasks more efficiently."

- Daniel Palestro
PostNord Process Manager

ABOUT PostNord

PostNord AB was established in 2009 through the merger of Post Danmark A/S and Posten AB. The parent company, PostNord AB, is a Swedish public limited company with headquarters in Solna, Sweden. PostNord is owned 40% by the Danish State and 60% by the Swedish State. In 2015, PostNord delivered 5.2 billion letters and shipments, 130 million parcels to the Nordic regions' 25 million residents and two million businesses.

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