

▶ ADVANCED FORMS OF DELIVERY

for Royal Mail with PreCom

Royal Mail's new mobility platform enables advanced forms of delivery and drives new business

Royal Mail is investing in new mobile IT technology to equip their postmen to effectively manage the ongoing industry's changes. Royal Mail's Parcel Transformation Program is intended to increase tracking precision throughout the entire supply chain, improve customer service and satisfy new customer demands. PocketMobile's PreCom platform is a fundamental cornerstone of this transformation.

Sophisticated IT operation to manage a moving target

Royal Mail, the largest mail and parcel delivery service in the United Kingdom, has a vast operation that cannot survive without continual renewal of its IT environment. With 37 mail centers, more than 14,000 delivery offices and some 110,000 postmen, it has invested heavily in the past year on improvements designed to increase efficiency, delivery quality and customer satisfaction. Additionally, they recently outfitted over 22,000 vehicles with telemetry, in a move aimed at saving on fuel costs and protecting the environment.

The IT department itself comprises about 500 permanent staff and 1,500 contractors. An internal data science capability analyzes information from various parts of the organization and feeds into business intelligence

functions. This is intended to help the company develop better insights into customer trends and requirements, as well as operational requirements.

And talk about legacy: Royal Mail was established in 1516 and state-owned until 2013. The company is currently listed on the London Stock Exchange, but a part of the company is still owned by the British state. The Company's subsidiary, Royal Mail Group Limited, operates the brands Royal Mail and Parcelforce Worldwide.

Re-inventing the parcel business

As one of their focused initiatives, Royal Mail wanted to move to a delivery and tracking platform with high capacity for current business-critical operations and the scalability to meet future customer-driven requirements. The legacy tracking system could not meet the growing demand.

They sought a configurable and open platform that would allow a short time-to-market for new services. In addition, the system had to be easily "swapped in" to replace the existing system. Thus they highly valued ease of configuration, flexibility, intuitive operations and ease of use.

Royal Mail chose PocketMobile's PreCom solution as their future platform to efficiently handle today's advanced delivery requirements and to create new business opportunities. Royal Mail is now replacing its older Windows mobile handsets with Android handsets, and its systems with an entirely new mobility system.





The solution will be used by over 100,000 drivers, postmen and other staff. The next generation of handheld devices together with PreCom allows Royal Mail to offer more flexible solutions and improve parcel tracking precision. An additional benefit is that it increases the speed of introducing new and innovative services.

"As we live in a changing world, we must be prepared for changes and new, faster product launches," says Nick Landon, Managing Director of Royal Mail Parcels. "Fewer letters are being sent, and there is an exponential increase in the number of parcels, due to the rapid expansion of e-commerce. The demand for fast and timely deliveries is also increasing; ideally, customers would like their deliveries to arrive on the same day of ordering. Other customer expectations involve the ability to track parcels all the way to their doorstep."

His predictions are confirmed by the numbers. In December 2015, Royal Mail delivered 6% more parcels than in December 2014, and saw an 11% rise in the number of European parcels, despite fierce competition from online rivals such as Amazon. Royal Mail has calculated that in its busiest period, it would expect its PDA traffic to peak at 4.5 million transactions per hour. This level of activity calls for increased investment in track and trace, more customer engagement and new ways of making life easier for users. And everything has to be implemented and tested by November 2016, in time for the Christmas rush.

"It is clear to us that anticipated changes occur faster than we expected them to. Our investment in IT will allow us to develop new services for our parcel customers, in very short time periods," adds Landon.

Postmen now enabled for new services in a new era

It is a distinct trend that customers want instant information about their parcels all the way to the doorstep. Thanks to improved communication tools, it is becoming easier for people to receive parcels when they are away from home.



One of Royal Mail's major competitive advantages is that the company already has postmen, drivers and other field agents with good knowledge of the households around the country, and who can deliver parcels in a manner that is practical for the customer.

The general increasing digital engagement also makes it possible for Royal Mail to receive feedback on how its services are perceived. This also opens up for additional sales, as the company has a person who is physically located in the right place and who delivers the ordered goods to the customers' doorstep. Postmen can also carry out other services, such as security patrolling, meter reading, insurance inspections and surveys.

A growing partnership

Royal Mail is investing in mobile handheld computers and new systems during a five-year period. PocketMobile and Royal Mail have entered into a long-term partnership agreement regarding PreCom.

"PreCom is an important player in the global mobility sector, and we are proud that Royal Mail has chosen PocketMobile's mobility platform. This confirms our leading position within mobile IT solutions for the postal and logistics sector," concludes Anders Tormod, CEO of PocketMobile.

ABOUT POCKETMOBILE AND PRECOM

PocketMobile is the leading supplier of mobility software solutions for companies with mobile workforces. Our customer base consists of companies active within postal services & logistics, security & guarding, and field service. These include leading enterprises with users in more than 25 countries.

For more information, visit www.pocketmobile.eu.

PocketMobile is a Business Unit in the Field Service Management division of Trimble Navigation Ltd. (NASDAQ:TRMB). Trimble applies technology to make field and mobile workers in businesses and government significantly more productive. Founded in 1978, Trimble is headquartered in Sunnyvale, California, USA. Trimble's Field Service Management Division provides visibility into field and fleet operations so businesses can streamline efficiency and increase productivity.

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