AUSTRALIA POST

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Claire Bourke
General Manager Technology
Australia Post

Australia Post has partnered with Fujitsu to deliver a range of IT services from the data centre to end-user devices and in-store POS machines.

At a glance
Country: Australia
Industry: eCommerce and logistics
Founded: 1809
Employees: 36,000 (extended workforce of 54,000 people)
Website: www.auspost.com.au

Challenge
As the nature of the postal sector has evolved to embrace financial services, logistics, trusted and identity services, eCommerce and digital channels, Australia Post required a trusted IT partner to manage a multitude of components of its systems.

Solution
Australia Post selected Fujitsu to manage various IT services, including application management; data centre; end-user computing; product supply; and projects.

Benefit
■ Provides an improved experience and simplicity for customers, businesses and government

■ Support 4,400 retail outlets with end-user devices, 80+ applications and POS machines

■ Processed almost 10,000 kg of Australia Post e-Waste in the past 12 months, almost 98 per cent of which has been repurposed

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Customer

Australia Post delivers over four billion mail items every year across 11.6 million locations, while also servicing almost 250 million visitors via its 4,000 retail outlets and processing 182 million digital transactions annually. The company has an extended workforce of 54,000 people, generating AUD6.5bn+ in revenue. IT is crucial to supporting such a large business and is becoming even more important as the enabler for Australia Post to achieve its vision of becoming a leading eCommerce provider.

Products and services

- FUJITSU Application Management
- FUJITSU Data Centre
- FUJITSU End User Computing
- FUJITSU Product Supply
- FUJITSU Projects – relocations, transitions, upgrades, enhancements, rollouts

Challenge

Australia Post is one of the most trusted brands in Australia, with an extended workforce of 54,000 people across its integrated delivery, logistics, retail and eCommerce network. Its purpose is to help its people, customers and communities deliver a better future. Its strategy is informed by, and focused on, services that meet customers' contemporary needs. Australia Post has worked with Fujitsu to evolve and meet these changing customer needs.

"Throughout its history, Australia Post has helped customers, businesses and government navigate the social changes that have shaped and transformed the country," explains Claire Bourke, General Manager Technology, Chief Customer Office & Trusted eCommerce Services, Australia Post. "Today, Australians are embracing the digital revolution and Australia Post is continuing this tradition of responding to new expectations by helping people and businesses get online to shop, pay and deliver - whenever and wherever they choose."

Australia Post provides the Australian people and the international community with letters, parcels, logistics, eCommerce, identity and financial services. In addition, Australia Post is required by law to meet certain community service obligations to ensure that the people of Australia, no matter where they may reside within 16 million km^2, have access to reliable, safe and secure postal services.

"We had to make a fundamental change in the way we service our customers because customers have changed their behaviours. We have had to focus on building out our digital capabilities to complement our physical presence," adds Bourke. "As part of this transformation we had to look at our technology foundation and build out new capabilities to support the digitisation of post."

Solution

Today, Fujitsu provides a full range of IT services to Australia Post, including application management; data centre; end-user computing; product supply; and projects. Application management involves the design, build and testing of new applications as well as incident resolution and support for over 80 applications, many requiring 24/7 availability. "Our relationship with Fujitsu is critical to enabling our 4,000-store retail network in terms of the application support and maintenance of those applications," comments David Crombie, General Manager Technology Corporate, Australia Post. "It's absolutely fundamental to being able to serve our customers."

Furthermore, two external data centres, one supplied by Fujitsu with Uptime Institute and leading sustainability ratings and having been in uninterrupted operation for over two years, enables Australia Post to operate as a leading round-the-clock eCommerce provider.

It is also important that employees have access to modern, current and flexible tools to enable them to meet the needs of their customers, suppliers and partners in the most effective manner. Fujitsu was selected as End User Computing partner in 2015. This covers all Australia Post users and includes over 12,000 PCs, laptops, tablets, 800 biometric identity systems, 4,800 printers and 8,400 POS systems. The services range from onsite break/fix to asset lifecycle management.

"Fujitsu has helped Australia Post transform to operate in the digital world. The IT support encompasses everything from end-user services to supplying POS devices," continues Crombie. "This collaborative, reliable and flexible partnership enables Australia Post to provide an improved and rewarding experience and make life easier for customers, businesses and government."

Benefit

Australia Post has benefited from the global reach and expertise of Fujitsu, enabling it to provide customer-ready, fit-for-purpose technology solutions, such as SAP® HANA®, IBM pSeries, PCs, printers supplied and implemented to be immediately effective. This product supply role also includes disposal, conforming to the strictest environmental and security requirements. In the past 12 months alone, Fujitsu has processed almost 10,000kg of Australia Post e-waste of which almost 98 per cent has been repurposed.

"One of the key benefits of working with Fujitsu is the global reach and getting access to expertise, IP and particularly case studies from other similar organisations and how they have solved problems," remarks Bourke. "We're both trying to bring ideas to help each other in terms of the way we do business."

Fujitsu is also piloting a digital media service to provide a state-of-the-art 'endless aisle' shopping experience. "Looking to the future, we must continue to look for partners with that global expertise that they can bring to the table which will help us to continue to evolve our business," concludes Bourke. "We've moved from solving a burning platform to a burning desire to continue this journey and really make a difference to our customers."

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