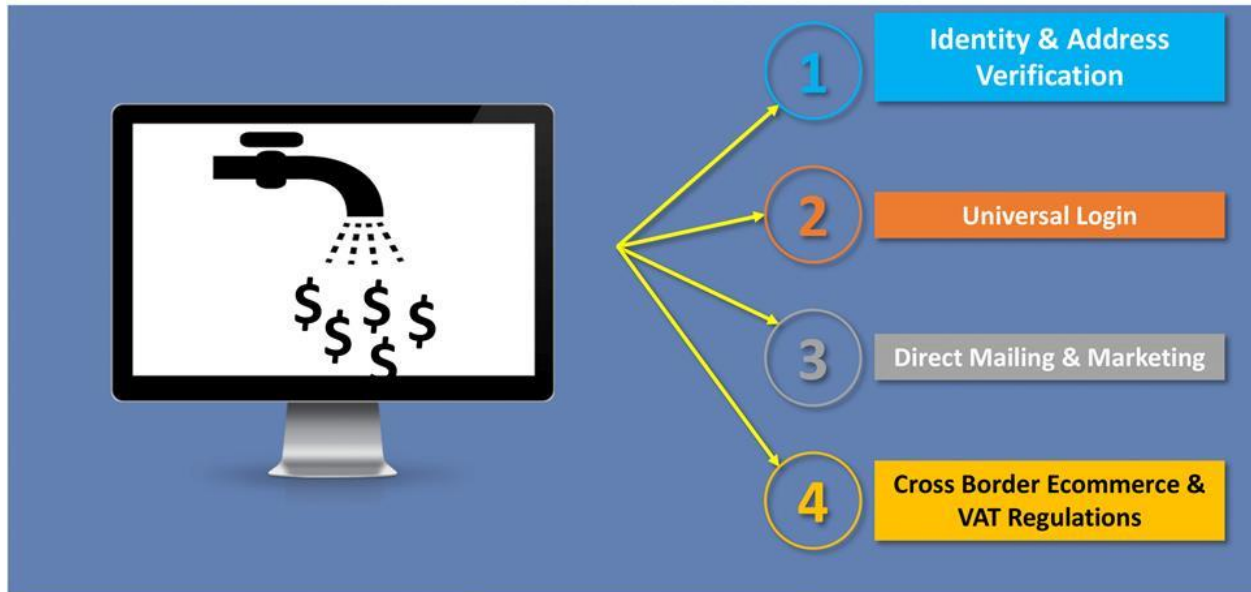


.POST showcases new data-driven revenue potential for global postal sector

Integrating Identity, Addresses Platform New Revenue Streams



On 13 January 2022, the .POST Group began its 2022 Webinar Series with a future-focused bang, facilitating a presentation by one of its Associate Members, Ship2MyID.

Founder and CEO of Ship2MyID, Santosh Gopal delivered a highly engaging session, *"New Revenue Streams by Enabling Post Offices to be the National Data Hub"* which was designed to showcase how Post Offices can use data to disrupt traditional forms of marketing through the use of digital addresses and identities and Next Gen Direct Marketing.

The key premise of the approach centred around the potential of Post Offices to catalyze and lead their respective country's digital transformation by enabling them to become the National Data Hub for Identity, Location & Preferences and by positioning themselves to be the preferred country vehicle for every digital or physical transaction, thereby generating new, and sustainable transaction-based revenue channels. Gopal explained that this is achieved through white labeling of the Ship2MyID solution via Post Offices. In this model, consumers will

own their data, with Post Offices becoming national custodians of this data, trusted by merchants, 3rd party shippers, logistics providers and national governments as the Single Source of Truth & Identity in that country.

Gopal stressed the high levels of security and resilience built into the Ship2MyID platform and pointed out that the solution was architected so that no data will be stored at Ship2MyID, and further, that the platform would work in full alignment with the [.POST and UPU cybersecurity framework and guidelines](#).

With a view to assisting postal operators in actively exploring these new revenue streams as well as proving the efficacy of the Ship2MyID platform, Gopal offered participants an exciting no-cost, no-risk pilot opportunity with the ultimate goal of deriving revenue of US\$30-\$50 per citizen per year.

You can view the presentation and recording on the [.POST Group website](#) under "Webinars" and please feel free to contact the .POST Secretariat at secretariat@info.post on how to join the .POST Group and for further information on Ship2MyID.