

“Logistics – the e-commerce enabler”

Interview with Jürgen Gerdes, CEO Post - eCommerce - Parcel, Deutsche Post DHL, on the “Global E-Tailing 2025” study

Bonn/Berlin, 20 May 2014: Deutsche Post DHL has published its first study on the future of international e-commerce. With the help of four scenarios, “Global E-Tailing 2025” investigates the role online commerce will play in people’s lives in the future along with its impact on logistics. Jürgen Gerdes, CEO Post - eCommerce - Parcel at Deutsche Post DHL comments on the study.

Why does a global logistics company publish a study on the future of e-commerce?

For Deutsche Post DHL e-commerce is a vital business segment and an important growth driver. We are not only the world’s leading mail and logistics company but also THE e-commerce service provider for national and international senders. It follows naturally that we have a close look at a key market for our business. However, the “Global E-Tailing” study is not a stand-alone publication. Back in 2012 we published the “Logistics 2050” Delphi study with scenarios about life in 2050. We are a sustainable company with a long-term perspective and as such we do not meet new developments by surprise, but drive them actively. Our future studies are a guideline; they aim at providing food for thought and invite discussions.

What are the key findings from the “Global E-Tailing 2025” study

Of course we cannot predict what the future will be like. This is not the study’s aim. However, it helps open our eyes for possible developments. Even if some of them seem unlikely at first sight. Still, consider this: 15 years ago, who would have predicted the importance smartphones have in our lives today? Across all scenarios the study manifests one central insight: Over the next ten years online commerce will gain much more importance than expected until now – not only in the industrialized nations but also in developing and emerging markets. In this, logistics will play an important role: It offers relevant competitive advantages to companies with innovative solutions, making logistics providers an even stronger enabler for e-commerce.

What is Deutsche Post DHL's role here?

As logistics partner for e-commerce Deutsche Post DHL is not only market leader but also innovation leader. We have tested and successfully implemented a broad range of solutions and services needed in order to shape this market: from the Packstation, to the parcel box, to flexible delivery options like evening delivery, to groceries delivery to private households.

For the future we plan to offer further services from the first to the last mile. This will go far beyond delivery and encompass portal solutions, payment solutions and fulfillment. All this is planned not only for Germany but for Europe and beyond.

The German e-tailing market is comparatively mature. International markets can be very heterogeneous. What chances does Deutsche Post DHL have here?

We have acquired unrivaled know-how in one of the most important markets worldwide – Germany. It reduces the implementation time for similar solutions especially in Europe, the USA and Asia as we can simply adapt many services. Obviously conditions in different countries vary a lot but Deutsche Post DHL has been active for years with its own staff on the ground in every country in the world, giving us ideal market know-how. We see a solid opportunity to become the world's leading provider for e-commerce-related logistics within only a few years.

For further information please see our Global E-Tailing 2025 web special at

www.dpdhl.com/e-tailing.

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