

## Deutsche Post offers confidential letters on the Internet – the online letter (“E-Postbrief“)

- **Portal open from today: From now on, customers can reserve their personal “E-Postbrief“ address at [www.epost.de](http://www.epost.de)**
- **The price for an “E-Postbrief“ is 55 EURO cents**
- **Cooperation partners are SAP and Allianz**

**Bonn, July 14, 2010:** Deutsche Post is starting a new era in mail communication: As of today the “E-Postbrief“ is ready: From now on, customers can reserve their personal “E-Postbrief“ address. “We’re making secure written communication on the Internet possible for everyone – this is a revolution,” said Frank Appel, CEO of Deutsche Post DHL. “This innovation fits to our Strategy 2015 like a glove: It will make our customers’ lives easier and strengthen us to remain THE Post for Germany.”

The “E-Postbrief“ allows private individuals, companies and public authorities to communicate securely with each other on the Internet. The “E-Postbrief“ is just as binding, confidential and reliable as a letter – and just as quick as an e-mail. “We’re bringing the confidentiality of letters to the Internet,” says Jürgen Gerdes, Board Member in charge of MAIL. “The ‘E-Postbrief’ will make our most successful product, the letter, even better. It is still a letter, but will be even quicker.”

An “E-Postbrief“ will cost exactly the same as a traditional letter - 55 EURO cents. Users can choose whether their letter will be delivered electronically to another “E-Postbrief“ account or be printed out by Deutsche Post and delivered by the mail carrier. The price remains the same in each case. Additional services like registered letters or color-printed copies will be charged extra. MAIL boss Gerdes says: “Whether our letter is in physical or digital format, it is based on a high-quality service from one single source. And it’s very attractively priced as well.”

### **Personal “E-Postbrief“ address**

Deutsche Post is staging one of the largest media campaigns of the year to mobilize Germans in favor of the “E-Postbrief“. At [www.epost.de](http://www.epost.de) users can reserve their personal “E-Postbrief“ address free of charge. The address consists of a first name and a surname and the ending @epost.de. A number behind the surname prevents confusion when two people have the same surname. Anyone who registers quickly can secure the number he wishes, or may even get an address without a number – provided he is the first person to use that name.

All users must identify themselves by using the Postident procedure with their personal identity cards or their passports in a Deutsche Post retail outlet – only then the “E-Postbrief“ account will be activated. Thus the identity of the users can be confirmed beyond all doubt – and anonymous e-mails, spam or address theft are impossible with the “E-Postbrief“. In the initial phase after the name reservation, users will have an activation code sent to them by letter. In the run-up phase, Deutsche Post is working to create an evenly-spread use of the system’s capacity, in order to avoid any overloads. From November this intermediate step will cease to apply.

Companies and public authorities can distinctly improve their customer service with the “E-Postbrief“ and save money at the same time. The cost of postal processing can be cut by up to 60 per cent by using the “E-Postbrief“. The interest shown by business customers in the new product is accordingly high. Deutsche Post has two other important partners, SAP and Allianz, who have decided to collaborate on the “E-Postbrief“.

### **Cooperation partner SAP**

SAP, with an annual turnover of more than EUR 10 billion, making it the third-largest independent software supplier in the world, is planning to integrate the “E-Postbrief“ into its HR management software SAP ERP HCM. So, companies can send pay slips to their employees electronically and securely, or as a hybrid “E-Postbrief“. In addition, SAP will be checking software application scenarios for public authorities. “Integrating the ‘E-Postbrief’ into SAP software represents, in our opinion, an

important step towards creating continuous electronic business processes between companies, their employees, public authorities and citizens,” says SAP’s Kerstin Geiger, Head of Industry Solutions.

### **Cooperation partner Allianz**

Allianz too intends to integrate the “E-Postbrief“ into its communication system. In Germany alone, the insurance giant has more than 19 million customers and rapid communication is a crucial success factor in the interaction with them. Ralf Schneider, Head of IT and CIO of Allianz Deutschland, explains: “In the digital age, customer communication is changing rapidly. Customers are increasingly coming to expect immediate answers. So electronic interaction with the ‘E-Postbrief’ for the first time offers us the opportunity of secure, binding written customer contact via the Internet.”

“We are delighted that SAP and Allianz, two more top players in German industry, have opted for the ‘E-Postbrief’,” says MAIL boss Gerdes. Cooperation partners of “E-Postbrief“ include the Hesse state lottery, Mercedes Benz motor sport, the German Soccer Federation and the Zürich Group, Germany.

Service for editors:

You can find out more about the “E-Postbrief“ at [www.dp-dhl.de/epostbrief](http://www.dp-dhl.de/epostbrief)

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**Deutsche Post – Die Post für Deutschland**

Deutsche Post is Europe's largest mail services operator, market leader in the German mail and parcel market, and a global player in international mail delivery. With its powerful Deutsche Post brand, the company continues to enhance its status as "Die Post für Deutschland". The portfolio ranges from standardized products to tailored solutions for private and business customers in the areas of mail communication, dialogue marketing and parcel transport. Deutsche Post will continue to forge ever closer links between physical and electronic communications and in so doing strengthen its position as a one-stop provider of secure, simple and reliable communications.

Deutsche Post is part of Deutsche Post DHL. The Group generated revenue of more than 46 billion euros in 2009.

For more information: [www.dp-dhl.com](http://www.dp-dhl.com)