

Increased use of IT

During the reporting year, we increased our use of IT applications to enable more efficient procurement of goods and services. Previously, the GeT electronic ordering system was used mainly in Germany and the USA and to some extent in France, Mexico, Poland and Switzerland. Since 2009, this system has also been in use in Denmark, Finland, the Netherlands and Norway.

In addition, we have increased our use of eSourcing for procurement projects. eSourcing allows all major steps in the tender procedure to be performed electronically, including bidding auctions. This makes procurement processes more efficient and transparent for internal customers. It also makes it easier to track and analyse procurement markets.

RESEARCH AND DEVELOPMENT

As a service provider, the Group does not engage in research and development activities in the strict sense, and therefore has no significant expenses to report in this connection.

BRANDS

A.65 Brands and business units

Deutsche Post DHL					
Division	MAIL		EXPRESS	GLOBAL FORWARDING, FREIGHT	SUPPLY CHAIN
Brand	Deutsche Post	DHL	DHL	DHL	DHL
Brand area	<ul style="list-style-type: none"> • Mail Communication • Dialogue Marketing • Press Services • Philately • Pension Service 	<ul style="list-style-type: none"> • Global Mail • Parcel Germany 	<ul style="list-style-type: none"> • Express 	<ul style="list-style-type: none"> • Global Forwarding • Freight 	<ul style="list-style-type: none"> • Supply Chain
Sub-brand					<ul style="list-style-type: none"> • Williams Lea

The competitive edge

As a globally operating service company, well-managed brands are amongst the central elements of our strategy. In hotly contested markets, our brands contribute to the financial success of the Group. High brand recognition and a good reputation make us more attractive to shareholders, employees, customers and suppliers.

In the first half of 2009, we changed the name of the Group to Deutsche Post DHL as part of our Strategy 2015 and following the sale of Postbank. The new name underscores our strategy, which involves the two pillars of mail and logistics. Over the course of the year we repeatedly communicated our main customer promise: simplifying services and sustainable solutions.

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