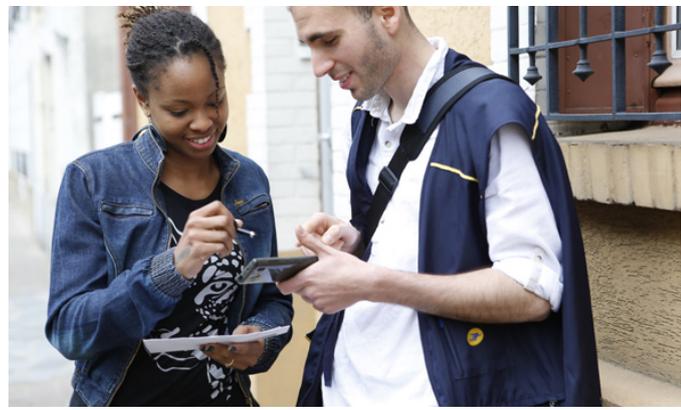




LA POSTE

CASE STUDY

LA POSTE



Delivering Excellence Via Empowerment

“The Internet has deeply changed the postal service industry, and La Poste has already embraced this revolution. In 2011, we began equipping our carriers with a smartphone so they could continuously access their work apps while performing their daily tasks while concurrently offering new services to our clients. In 2017, thanks to Appaloosa, more than 90,000 of our carriers now use their smartphone to work everyday.”

Mathieu Sniter, Mobile Project Leader, La Poste

La Poste, the French postal service company, is leaping into the digital era becoming a universal operator of physical and digital exchanges serving individuals, professionals, companies and governmental departments. To achieve this objective, La Poste has seriously upgraded the tools and working methods of its employees by using Facteo, a smartphone that encompasses all essential elements for delivery routes, real-time customer relationship management software, and thick data capturing capabilities. By deploying via Appaloosa, La Poste now manages their enterprise apps' lifecycles used daily on nearly 100,000 smartphones with ease, effectiveness, and total security.

The Challenge

A few years ago La Poste put a priority on improved mobility by equipping their mail carriers with private apps to improve communication, operational effectiveness, and data collection. Enabling their carriers do perform their duties using their personal devices was a step forward, but La Poste knew, due to their commitment to continued innovation in mobility, that they would continuously be introducing new digital services for their employees and would need a larger and more robust deployment and management system to handle the load before long.

Challenge

- Equip 90 000 mailmen with a smartphone and enterprise apps
- La Poste needs control of each app's lifecycle from development to deployment.
- La Poste wanted a solution which could handle processes at an industrial scale yet be easy to use for both admins and end-users

Solution

- Appaloosa provides an enterprise app store to deploy all private apps to carriers
- La Poste can launch pilot projects to targeted groups across their entire coverage territory
- La Poste easily introduces new services and tools to carriers through their enterprise app store

Results

- 100% of the La Poste fleet (90,000+ devices) have been deployed reaching all company objectives
- Up to 15,000 devices are enrolled every month
- 100+ mobile pilot projects by La Poste are managed using Appaloosa in France every day

AT A GLANCE



100,000+
users



100+
apps



1000+
comments

La Poste also needed to be able to deploy apps with an industrial cadence. Carriers are widely dispersed across France and each is equipped with a smartphone; however, they would all need to a common arena in which to find the apps necessary to run their routes while staying in sync.

As Innovation at La Poste was ongoing, the development teams required a dedicated store to prototype, test, and release new app iterations in a controlled environment where where speed was of the essence (no more waiting for app store approvals).

As La Poste is constantly on the lookout for new services and business opportunities, La Poste needed a “workshop environment” that would allow for the testing of pilot projects, with targeted deployment, that could be easily accessible by carriers, while offering an intuitive experience. Quite the wish list!

Lastly, La Poste needed to find a self-service solution that would be simple enough to let employees install and use without the need to engage or tax the IT department.

The Solution

With these goals in mind, La Poste ended up going with Appaloosa to design an enterprise app store that would meet the company objectives and significantly improve their capacity to transform their business.

Industrializing Internal App Development

In the app development world it's essential to let developer teams easily, continuously, and autonomously test the apps they are building. It was crucial for La Poste to have a tool that would let developers reproduce the behaviors of their carriers when using their apps on their smartphones. Using Appaloosa gives the developer team a private app store in which they can test their new and updated apps before deploying to all carriers.

La Poste also needed to have a solution that would fit not only more than 100,000 people but would also allow mobile app deployments at an industrial scale. Every three years La Poste renews their fleet of devices, representing in the neighborhood of 20,000 to 30,000 smartphones, all needing the full suite of their enterprise apps pre-installed. Thanks to the ease and flexibility of Appaloosa, La Poste achieved deployment rates of more than 15,000 mobiles per month, each configured with all their apps pre-installed and delivered ‘turnkey’ to each carrier.

The Importance of Intuitive UI/UX

La Poste went all-in deciding to use Facteo to support their fleet of carriers in the evolution of their work in the digital era. Knowing this smartphone can and would be used for personal purposes as well, they chose to equip their carriers with a general public device that would ease adoption and limit the amount of IT support needed. Problem one solved, however they also knew they would need to offer a familiar user experience when accessing and using work apps alongside their personal needs for the carriers to truly find the change a friendly and positive one that would not only be adopted, but welcomed and embraced.



The answer lied within the private store provided by Appaloosa, as carriers can intuitively find their enterprise apps by navigating through the similar look and feel one experiences using the incumbents Google Play or Apple's App Store.

Robust and Viable so Everyone Wins

In addition to the common uses of a smartphone to make phone calls, check email, surf the web and use intranet services, carriers would now need to access several work apps such as "My Tour" (for delivery of folds and parcels), "My Post" (allows carriers to access intranet applications of the company) that compliment the "My phone" (phone call, sending SMSs, checking/sending email and accessing the internet). Therefore, it was a must to have a solution nimble enough to let carriers access their work apps anywhere, anytime, and with the latest version installed, yet robust enough to support up to 90,000 connections simultaneously.



By using Appaloosa, the IT teams do not need to provide daily support to carriers as the solution is simple, light and clean yet also resilient enough to answer both La Poste's backend and data collection needs as well as their carriers'.

Driving innovation with mobility

While ideating and testing new services for their customers, La Poste designed a large number of experiments and pilots throughout France. There are roughly a hundred experiments in France. Facteo was piloted to introduce new "proximity services" such as home visits to elderly and isolated recipients, pharmaceutical and cultural product deliveries, or the reading of electricity meters to name a few. This was an essential service diversification for La Poste at a time when the group's mail activity had been falling steadily over the past several years.

Due to La Poste's massive fleet of carriers and rate of innovation, a requirement of the solution was the ability to deploy the standard suite of apps and capabilities to all 100,000 carriers, while also deploying specific apps to only 100 - 1000 for experimentation and testing. Through Appaloosa, La Poste was successfully able to choose specific groups of carriers to test various apps and versions thereof.

Happy Customers Drive Growth



With Appaloosa entrenched as the solution, La Poste saw a dramatic upswing in new service sales, thanks in large part to the new mobile apps being developed internally. Carriers were also able to adopt a new role in the communities in which they operated that benefit local authorities and individuals alike. For example, when carriers see an incident on the road they can immediately inform local authorities and emergency response crews, improving their response times and speed of information.

For the individual, one can subscribe to a "watch over my parents" program whereby carriers will ring their parents' doors to report on their condition directly on their smartphone.

The Results

Today, 100% of carriers are accessing their enterprise app store to work smarter everyday, making their daily job easier and adapting to their customers' needs in real time.

Through their dedication to improved service via mobility, La Poste is transforming their business in the ever-evolving post delivery industry by placing their carriers' and customers' satisfaction first. In addition to providing a solution to their employees to enable them to access work data anytime anywhere, further benefits were uncovered, best summed up by Mathieu Sniter, Mobile Project Leader @ La Poste :

"Since we deployed Appaloosa, it is simple and straightforward for administrators and our carriers to use the solutions we are constantly developing. These solutions cover all our needs by allowing carriers to not only access recommended public apps, but also give us feedback directly in the apps which help us continuously improve the tools we provide. Thanks to our enterprise app store, La Poste is able to use smartphones to create value both for our employees and our customers."

About La Poste

In 2015, there were:

- Around 260 000 employees
- 17 111 contact points (post offices, post agencies etc)
- 10,8 million clients for their Banking service
- 100% of mailmen equipped with smartphones
- 560€ million of turnover generated by digital activities
- 1 billion of parcels delivered around the world

About Appaloosa.io

Appaloosa is the Enterprise App Store company that is trusted by hundreds of the world's leading companies, including La Poste, Axa, BNP Paribas, Saint Gobain and Jaeger-LeCoultre. We help companies build, test and deploy their apps privately thanks to a simple and secure enterprise app store that includes app analytics, app access control, and revocation of access when necessary. We offer a customer-centric services organization and a Software-as-a-service (SaaS) application that can be accessed by all permitted employees and partners. Founded in 2014, Appaloosa has headquarters in Paris.

Learn more at www.appaloosa-store.com.

