Philately E-commerce:

Enhancing your strategy with .POST

Philatelic conference on e-philately - 22 September 2018, Macao

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Issues to consider in e-commerce

INCREASING DEMAND TO PURCHASE ONLINE

- But many DOs are growing less than the market
- Global e-commerce expanding at an average of **20%** over the past decade

TRUST

- Lack of trust for cross-border e-commerce
- **82%** of online buyers were concerned about their privacy regarding cybercriminals

GLOBAL PLATFORMS

- Majority of cross-border B2C from big platforms (eBay, Amazon, Alibaba, Etsy)
- **39%** began their most recent online purchase in Amazon

DEVELOPING ECONOMIES

- Very few local businesses sell online (Source: UNCTAD 2011)
- Many consumers are excluded from buying on international e-commerce platforms
- Restrictions – including delivery and payment – no credit card – lack of international payment services

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e-Shop in figures

47% Online philatelic and postal products e-shop

30% Online postal shopping portal (shopping mall)

26% Integration of postal web services with e-merchants' sites

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.POST in 60 seconds

https://youtu.be/Z8esxGD_fEQ

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QUALITY IN .POST IS BASED ON THREE PILLARS

EXCLUSIVE POSTAL BRANDED INTERNET SPACE

APPLICANTS FOR A .POST DOMAIN NAME MUST SET OUT CERTAIN REQUIREMENTS TO BE ELEGIBLE.

PRIVILEGED VERIFIED TREATMENT OF POSTS

ENSURE ALL THE POST PROTECT THEIR BRANDS BEFORE GENERAL AVAILABILITY.

CONTROLLED ASSIGNMENT AND SUPERVISED USE OF GENERIC DOMAIN NAMES (NAMING MANDATES)

SOME NAMES SUCH AS POSTAL.POST OR E-COMMERCE.POST ARE SPECIALLY PROTECTED FOR INDUSTRY ACTIVITIES

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PROTECT YOUR BRAND AND ADD VALUE TO YOUR POSTAL BUSINESS

TRUST

- CYBER PROTECTIONS GIVE GREATER CONFIDENCE IN POSTAL WEBSITES

VISIBILITY

- UNMISTAKABLY INDICATES THE LOCATION OF POSTAL SERVICES

ACCESS TO NEW MARKETS

- RAISES THE PROFILE OF YOUR BUSINESS FAR BEYOND NATIONAL FRONTIERS.

ENABLE NEW SERVICE AND BUSINESS MODELS

- CREATE ENHANCED SERVICES AND NEW BUDINESS MODELS

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TRUST & CYBERSECURITY

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gives an new layer of cyber protection for your internet services

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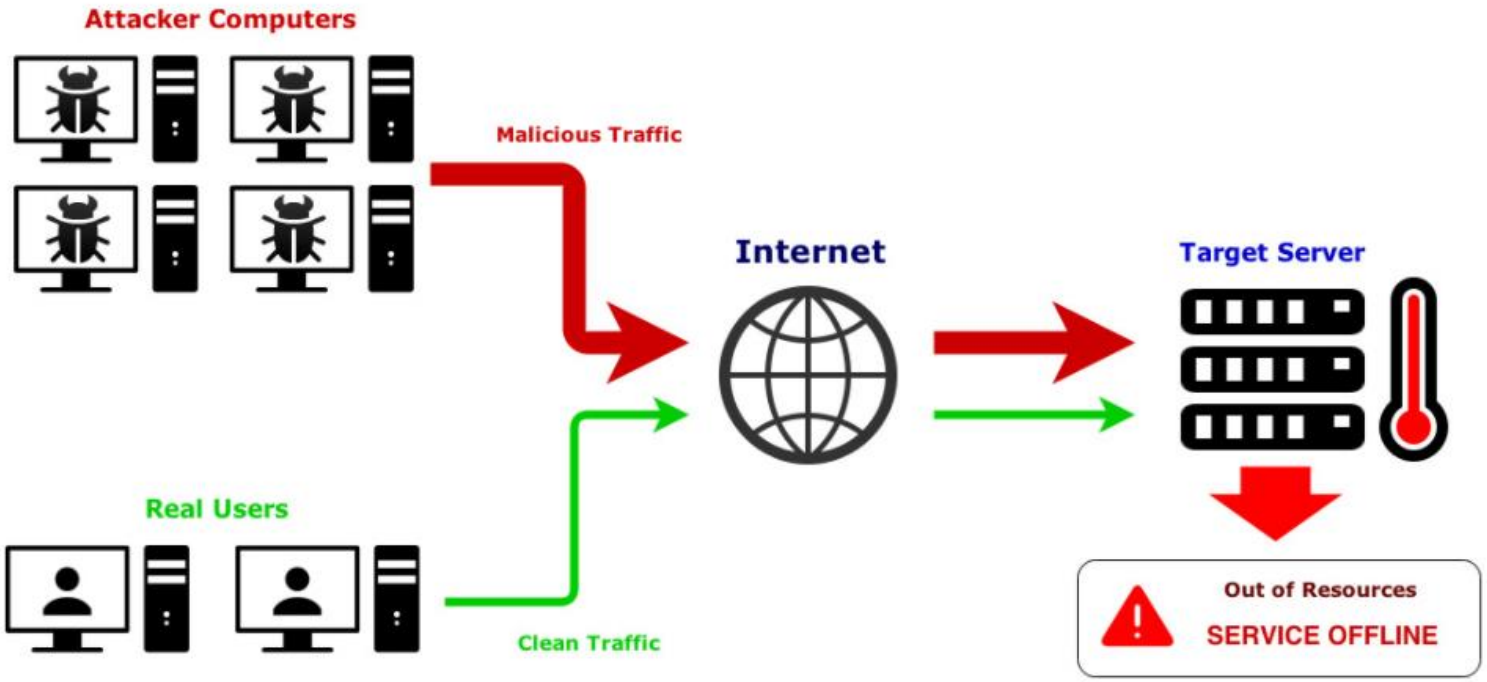
1) Protection against Denial of Service attacks



VALUE Minimize risks against DOS and DDOS

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2) Protection against your domain being hijacked and spoofed -
DNSSEC mandatory for all domains and subdomains under .POST

Analyzing DNSSEC problems for upu.post

.	Found 3 DNSKEY records for . DS=19036/SHA-256 verifies DNSKEY=19036/SEP DS=20326/SHA-256 verifies DNSKEY=20326/SEP Found 1 RRSIGs over DNSKEY RRset RRSIG=19036 and DNSKEY=19036/SEP verifies the DNSKEY RRset
post	Found 2 DS records for post in the . zone DS=32869/SHA-1 has algorithm RSASHA1-NSEC3-SHA1 DS=32869/SHA-256 has algorithm RSASHA1-NSEC3-SHA1 Found 1 RRSIGs over DS RRset RRSIG=39570 and DNSKEY=39570 verifies the DS RRset Found 4 DNSKEY records for post DS=32869/SHA-1 verifies DNSKEY=32869/SEP Found 3 RRSIGs over DNSKEY RRset RRSIG=32869 and DNSKEY=32869/SEP verifies the DNSKEY RRset
upu.post	Found 2 DS records for upu.post in the post zone DS=20242/SHA-1 has algorithm RSASHA256 DS=20242/SHA-256 has algorithm RSASHA256 Found 1 RRSIGs over DS RRset RRSIG=46877 and DNSKEY=46877 verifies the DS RRset Found 2 DNSKEY records for upu.post DS=20242/SHA-1 verifies DNSKEY=20242/SEP Found 1 RRSIGs over DNSKEY RRset RRSIG=20242 and DNSKEY=20242/SEP verifies the DNSKEY RRset upu.post A RR has value 141.101.63.74 Found 1 RRSIGs over A RRset RRSIG=23110 and DNSKEY=23110 verifies the A RRset

VALUE **Minimize risks against MIM (man in the middle attack**

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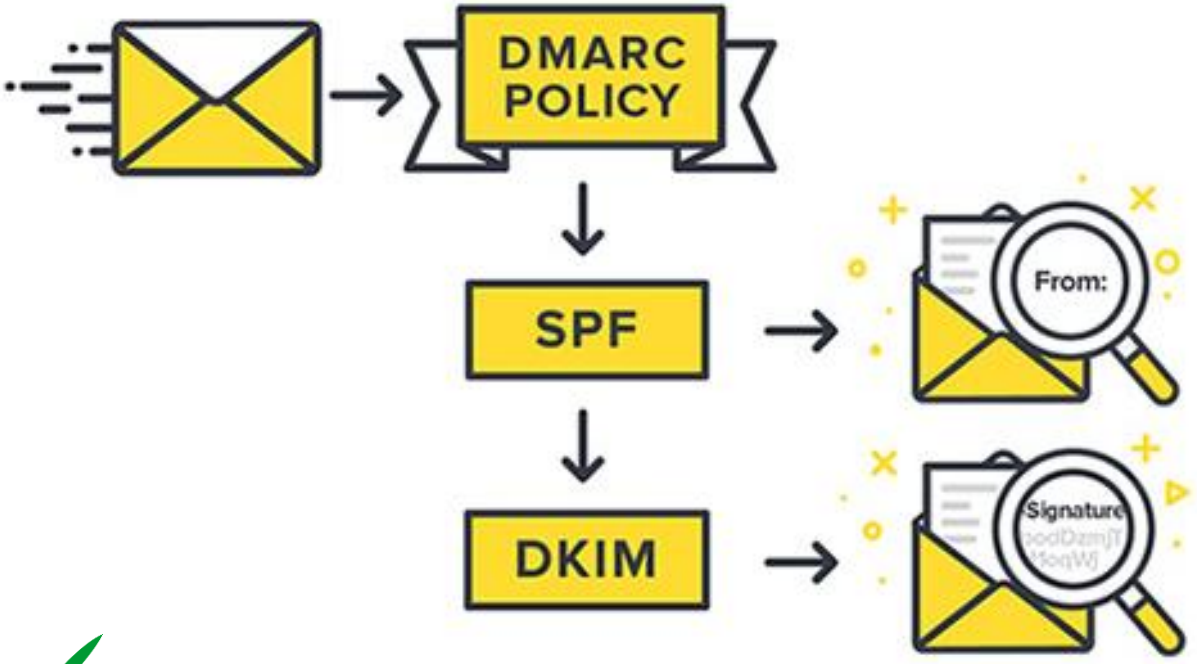
3) Protection against malicious emails from your domains – Security policies enforce SPF and DKIM



VALUE Increase the security and value of your brand and e-mail reputation

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4) Encryption required for all .POST websites – Https & TLS 1.2

VALUE Ensure information transmitted from website is safe and secure

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5) Verified domain

As a verified domain, bad actors simply cannot get a domain or email address that looks like yours to impersonate you and phish your employees and customers

VALUE **increase your website and brand protection**

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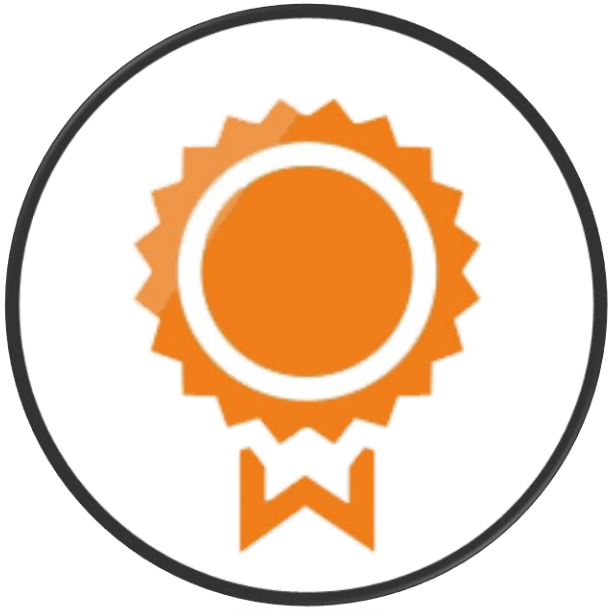

VISIBILITY & BRANDING

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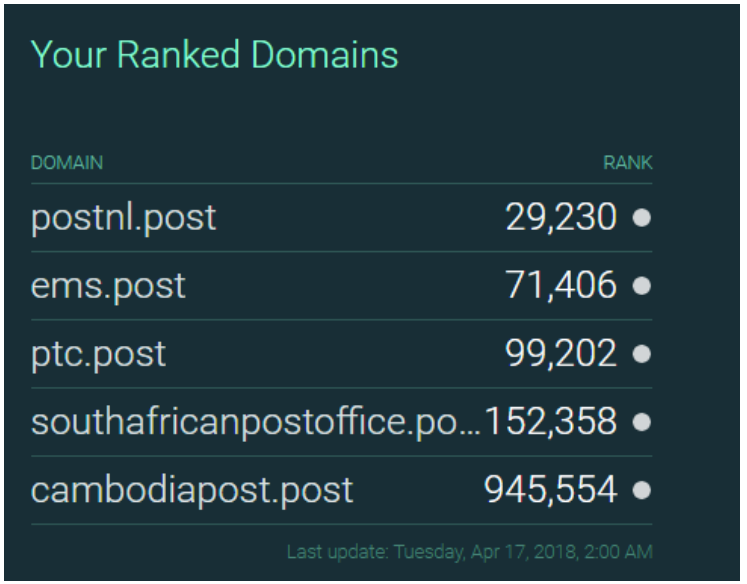
VISIBILITY - Ranking of your domains is important



To have a trusted domain increases the value of your brand

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ENABLE NEW BUSINESS MODELS

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NEW BUSINESS MODELS in your services portfolio

Currently testing with EU funded project LIGHTest

– Using top level domains to increase security of services

Taking advantage of the higher security level of .POST

Normal services accessed via correos.es

<u>Extra secure</u>
Correos services are accessed via Correos.es.POST

This project has received funding from the European Union's Horizon 2020 research and innovation programme under G.A. No. 700321

CORREOS

.POST

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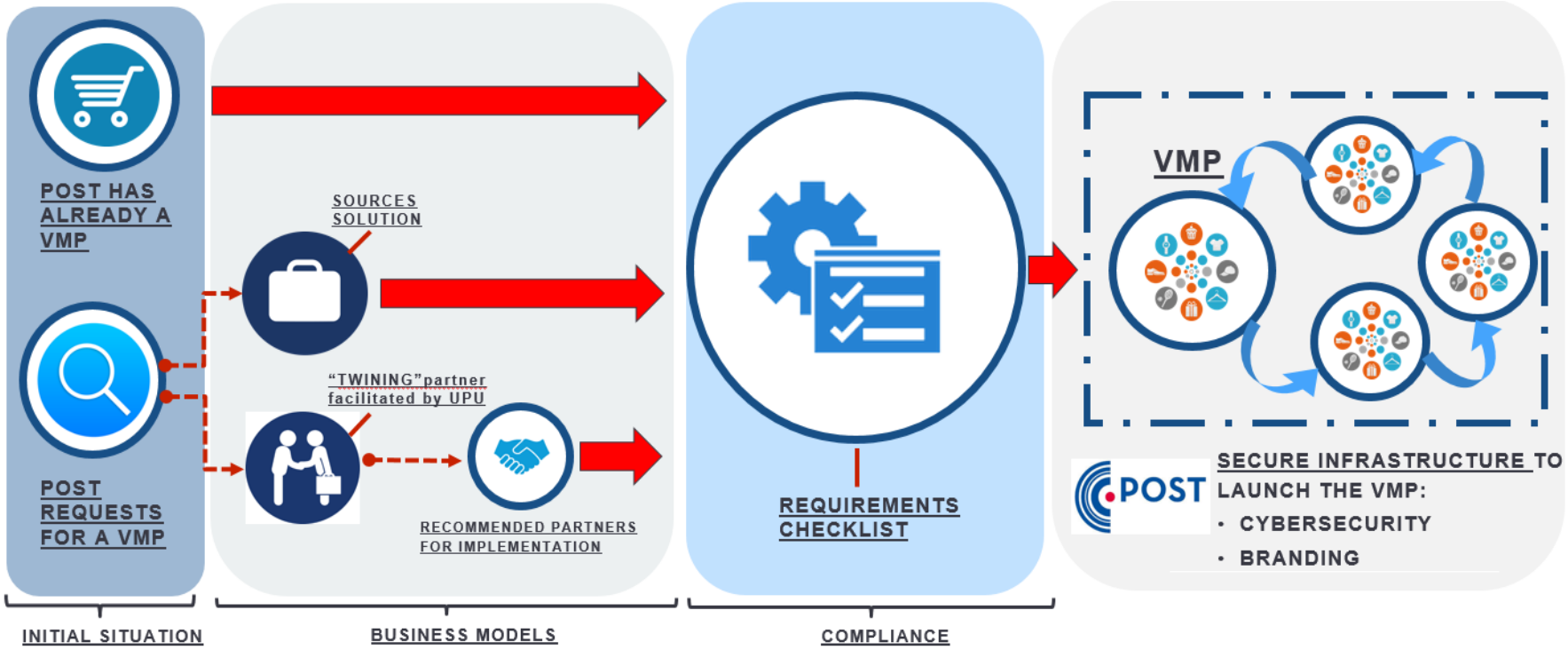
UPU framework for Digital Readiness

Assessing the digital readiness of Posts and enhancing market penetration



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ACCESS TO NEW MARKETS

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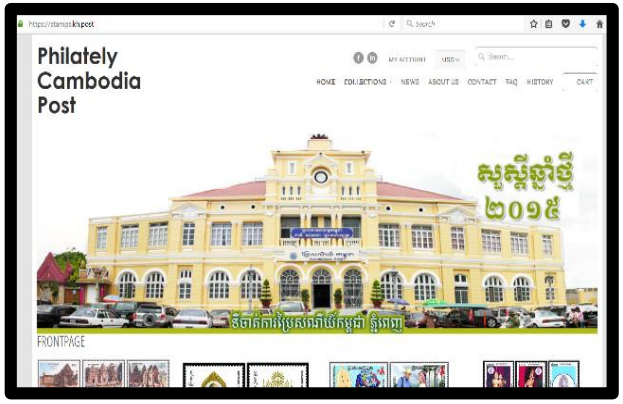
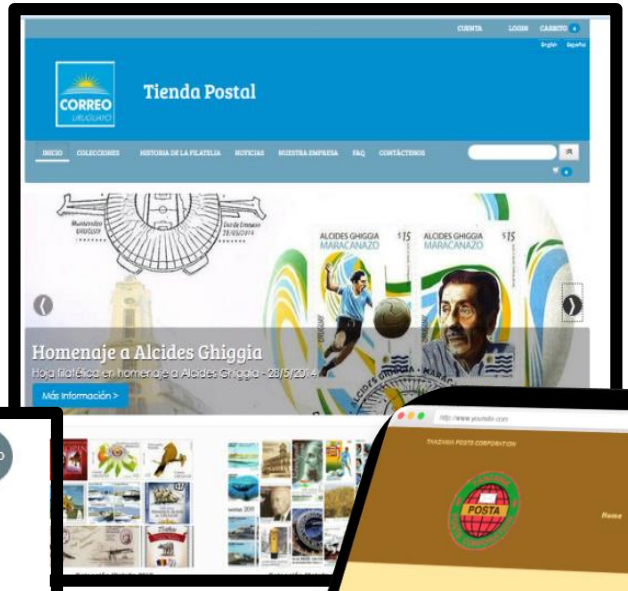
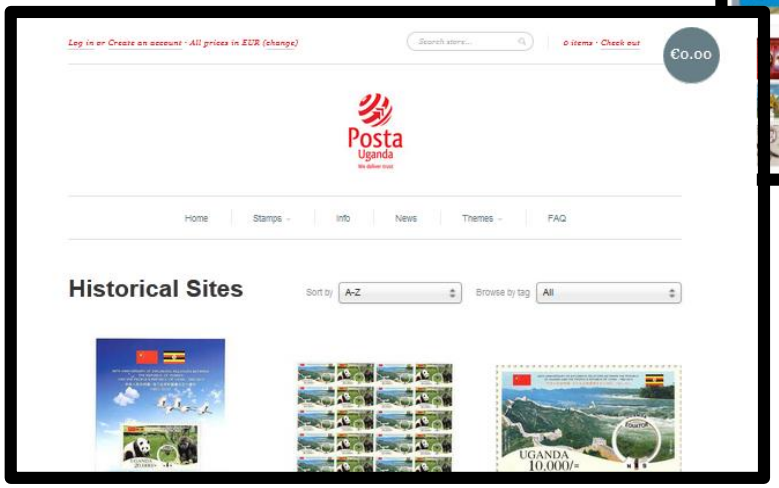
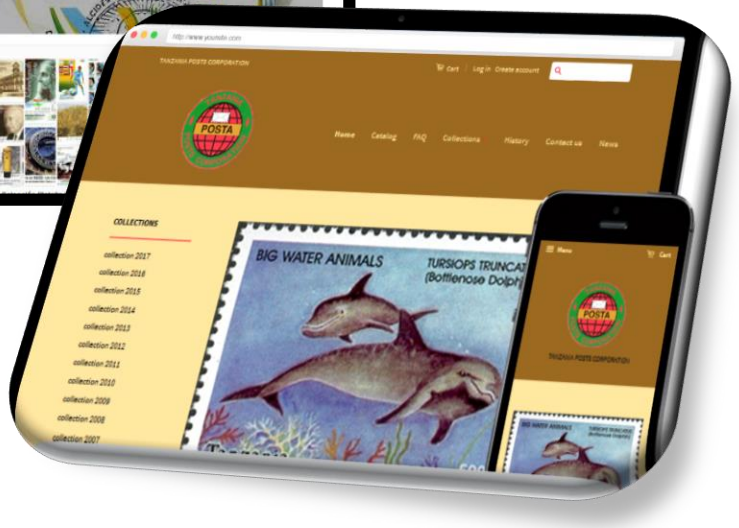
Increase sales of philately by establishing a secure e-Commerce site under .POST









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Philately domains		**wnsstamps.post, stamps.kh.post, stamps.ug.post, stamps.uy.post, stamps.nl.post, stamps.bw.post, stamps.tz.post, africaphilatelyshop.post**

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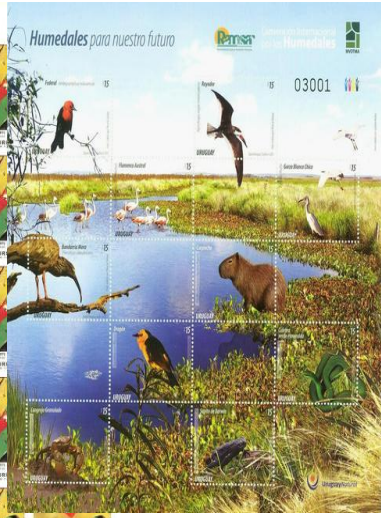
CORREO URUGUAYO



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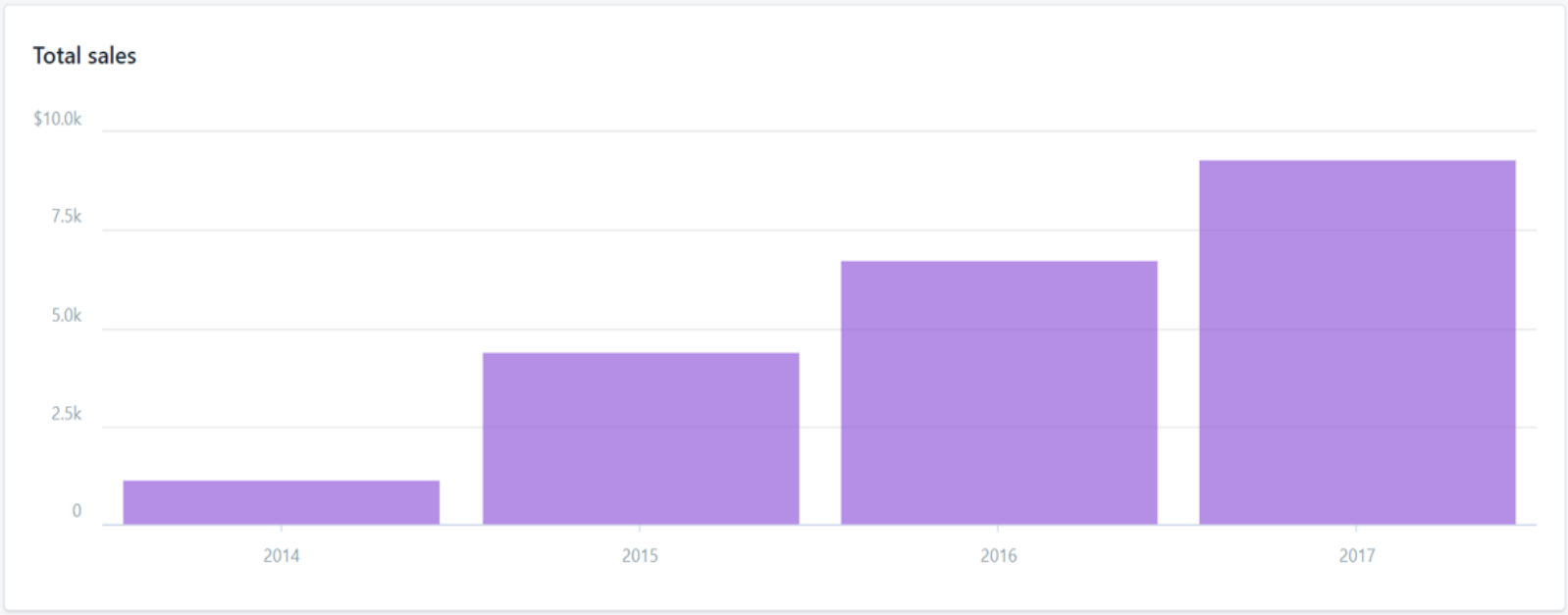
SALES PER YEAR

Tienda online Filatélica
www.stamps.uy.post

CORREO URUGUAYO



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INCREASE IN SALES

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CORREO URUGUAYO

84%

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EL CORREO URUGUAYO LLEGA HASTA DONDE QUIERAS.

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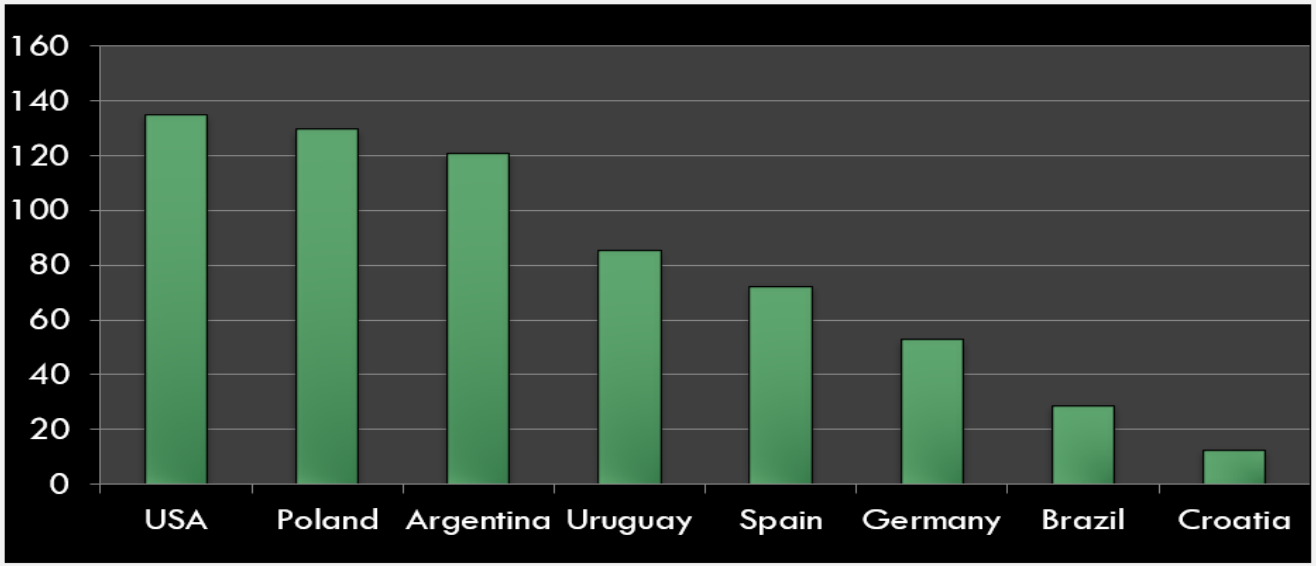
Main buyers



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EL CORREO URUGUAYO LLEGA HASTA DONDE QUIERAS.

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Other countries that also bought on the site

- UK
- Chile
- China
- Hong Kong
- Portugal
- Italy
- India
- Holland

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Domain Names registration

How to register your own domains?
a 3-step process:

1. Application: apply for your Community ID *https://apply.info.post*
2. Authentication: verification process by UPU and issuing of your Community ID
3. Registration: register your Domain name

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HOW .POST IS OPERATED?

THE UPU

- THE INTERNATIONAL BUREAU ENSURES THE COMPLIANCE OF THE POLICIES AND STANDARDS, SECURE INFRASTRUCTURE AND LEGAL FRAMEWORKS OF .POST

THE DOT POST GROUP (DPG)

- THE DPG IS STEERING THE FUTURE DIRECTION OF THE UPU'S SPONSORED TOP-LEVEL DOMAIN NAME (STLD) AND MANAGES THE PLATFORM'S DEVELOPMENT.

- THE DPG IS SERVING AS A GLOBAL FORUM FOR EXCHANGE OF IDEAS AND INFORMATION, FROM WHICH .POST SPONSORED COMMUNITY MEMBERS CAN WORK TOGETHER.

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