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Capgemini delivers Logistics Labs program to drive innovation at PostNord using IBM Cloud

Solution is prototyped, developed and tested in just three weeks

Paris, 22 July 2015, [Capgemini](#), one of the world's foremost providers of consulting, technology and outsourcing services, today announced the successful implementation of an eCommerce solution at PostNord, a leading logistics company for the Nordic region, as part of PostNord's innovation program known as 'Logistics Labs'. At PostNord, Capgemini is using IBM's [platform-as-a-service](#), Bluemix to prototype, develop, test and host cloud-based applications. This is one example of Capgemini's cloud approach that combines agility, rapid application development and operations, supported by strategic partner technologies.

PostNord wanted to rapidly update its customer-facing, self-service systems to help small businesses ship orders internationally outside of Sweden. It needed to provide information about various taxes, duties, and shipping regulations, while also adapting its website to cope with international demand. Through working with Capgemini, PostNord went through solution ideation, prototyping and testing in just three weeks. This, in turn, helped PostNord rapidly enhance its service offering and customer experience into the eCommerce import and export market.

Burdensome IT processes and budget struggles for capital expenditure are commonplace for enterprises. To keep up with market conditions, access to flexible, rapid deployment options is vital. Capgemini brought together DevOps and Cloud using Bluemix to create an environment, where PostNord could innovate, industrialize new ideas and test them in the Logistics Lab environment with speed. The solution provides high-quality user experience, combined with a seamless combination of engineering, marketing, interface design, and graphical design delivered through the cloud.

Kenneth Verlage, CIO E-Commerce & Logistics at PostNord said *"With the growth of e-commerce, PostNord now faces competition from both traditional and disruptive business models. This means we need to listen more to our customers and focus on their user experience. We chose Capgemini as our partner for Logistics Labs as they offered us innovation, at the right speed, using Capgemini delivery capabilities and their strong partnership with innovative technology partners."*

“Working with our key partners to enable business innovation and help customers accelerate their growth is at the heart of our cloud approach”, commented Lanny Cohen, Global Chief Technology Officer at Capgemini “We are delighted to have been able to develop a strong relationship with PostNord to facilitate their e-commerce and compete with agile players in the market, coupling our agile methodologies with a technology platform that supports rapid go to market at low cost.”

“Whether you’re a large global enterprise or a young startup, every company seeking to innovate at the speed of cloud needs the latest capabilities to scale their businesses, solutions or operations faster and with more agility,” said Steve Robinson, General Manager, Cloud Platform Services at IBM. “Bluemix acts very much like an operating system for the cloud, empowering developers to mix and match tools and services that best fit their strategy, which ultimately cuts product testing times in half and app development from months to days; akin to the successes shown by Capgemini and PostNord.”

IBM launched Bluemix with a \$1 billion investment in 2014, maturing the platform quickly. With a developer-friendly catalog based on open-standards and offering portability as well as choice, Bluemix provides access to over 100 tools and services of the most prominent open-source technologies combined with IBM and third-party services that let developers focus all of their energy on the creation of enterprise class cloud applications at consumer scale.

For more detail about PostNord’s innovative solution, watch this video clip:
www.capgemini.com/resources/video/leveraging-bluemix-at-postnord

About Capgemini

With more than 145,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, [the Collaborative Business Experience™](#), and draws on [Rightshore®](#), its worldwide delivery model.

Learn more about us at www.capgemini.com.

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About PostNord

PostNord is the leading supplier of communications and logistics solutions to, from and within the Nordic region. We also ensure the postal service to households and businesses in Sweden and Denmark. With our expertise and a strong distribution network, we develop options for tomorrow’s communication, e-commerce, distribution and logistics in the Nordic region. In 2014, PostNord had 38,000 employees and sales of SEK 40 billion. The parent company is a Swedish public limited company headquartered in Solna, Sweden.

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