

TRUE IDENTITY

The growth of e-commerce and the burgeoning parcel market calls for improved tracking and visibility to ensure the efficient processing and identification of packages

In recent years the emergence of e-commerce has created massive growth in parcel shipments. This upsurge has required postal operators, couriers and logistics companies to build a stronger focus on efficient parcel processing. Spilling beyond borders and across the global scene, e-commerce has also introduced the need for improved tracking and visibility.

More than 40 years ago postal operators introduced barcode technology to recognize and track standard mail (letters and flats). At the time, barcodes were only applied on mailpieces processed within the country by the same operator. For cross-border flows it was prohibited to apply codes in a dedicated zone of the envelope, so that the recipient country could print its own code. Later, in order to facilitate the transfer of information between operators for international mail, a universal tag was introduced (UPU standard format), but after a few decades its use is still very limited and does not enable the transfer of all information acquired by one postal operator to another.

Today, the barcode identification is still the preferred method of tracking parcels through a country by the same operator. But as there is no standard for the printing location or the code format, every country relabels every parcel when it arrives in the country. This creates a major difficulty in ensuring visibility and tracking each item along the route from sender to recipient.

At both local and international levels, the shipment of e-commerce parcels has created the requirement for better tracking and visibility. Consumers want the peace of mind that comes with knowing the movements of their parcels. They want to know when they will receive their merchandise, be informed of any delays, and feel confident about its delivery. Furthermore, businesses that have access to delivery tracking can manage their communications more effectively.



Processing solution Solystic developed V-Id as a cutting-edge technology many years ago and has a track record for its successful deployment with letters and flats in several countries. After extensive testing, it has proved to be a perfect solution for parcels, making now the right time to deploy it in the parcel arena.

V-Id uses optical character recognition (OCR) to provide a viable solution for processing high volumes of parcels. Until now it has been virtually impossible to automatically print a unique ID directly onto a wide range of objects during processing. V-Id solves this problem. The optical reader captures all of a parcel's distinctive features and records them to create a unique ID, known as a V-Id.

This V-Id, also referred to as the DNA of a mail object, is specific to each parcel, so it can be rapidly identified when reinserted into different sorting machines further down the line. With parcels, the differences in volume, size and thickness allow V-Id to provide an image in 3D. The multiface acquisition systems are capable of recording data from any of the sides of a parcel and discerning its individual characteristics.

Postal operators have experienced strong international compatibility when processing mail with V-Id. Every postal operator uses its own internal system, which differs between countries. V-Id is capable of real-time tracking between different postal operators in different countries, bridging the gaps across various borders.

As Solystic continuously delivers the most relevant solutions for ongoing market trends, its scope of solutions enlarges, extending the boundaries of its expertise. V-Id is an example of a product that not only facilitates operations, but also features cost reduction and reduced environmental impact, and enables posts to offer the service that customers need in delivery tracking. Applying it to the growing surge in parcel shipments is an important reality that ensures that postal operators will evolve with market trends.

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