



## Case study

### PostNL

## POSTNL WELCOMES MILLIONS OF CUSTOMERS EXPECTING PARCELS

### One key to all PostNL parcel and mail solutions

**PostNL, the Dutch parcel and mail company, has made a major change in the way it offers its online services to consumers and businesses. It has transitioned from offering a variety of online services with separate user databases, logins and passwords to a service portal that can be accessed with one secure PostNL Key, managed by iWelcome. Millions of customers and potential customers in the Netherlands can now access PostNL's services through one secure online 'door', thanks to iWelcome's Identity and Access Management as-a-Service (IDaaS).**

#### How to use Single Sign-On to create seamless customer experience?

PostNL offers numerous online services that were developed separately over the years, like the parcel service Mijnpakket.nl and the mail services solution Postkantoor.nl. Until recently customers accessed these services as separate entities.

They were granted access based on identity data that was kept in separate client databases. As Jikkelien van Marle, PostNL's Business Project Manager puts it: "It was much like entering a supermarket that required checking out in separate areas for meat, bread and vegetables. What we needed, was a customer-friendly system with Single Sign-On capabilities, that would allow us to address all PostNL customers personally from one data source, and for all PostNL services. By realising this with iWelcome's IDaaS, PostNL was set to achieve a tremendous improvement of marketing power with new opportunities for cross selling.

## One key for all services via all channels

The project that was to provide the much-wanted single access with one 'key' to all services, required a strong IAM-services provider. The search eventually led to the implementation of iWelcome's IDaaS. Jikkeliën van Marle adds: "There was a lot at stake for us, being a company that is very much dependent on both secure access and a great customer experience for millions of customers. We were looking for an IAM-specialist that would be up to the challenge of

"iWelcomes IDaaS achieved a tremendous improvement of marketing power with new opportunities for cross selling."

providing Single Sign-On access to a large variety of online services with different stages of maturity, that were built over the years by different providers, based on different standards and protocols.

## "The best European supplier to meet PostNL's requirements"

The new single key needed to fit all of those different doors. "PostNL was looking for a future-proof standard SaaS-based service that would fit its 100% Cloud strategy: a SaaS solution with as little customisation as possible that could cooperate seamlessly with the existing IT-infrastructure. An added bonus was iWelcome's attractive pricing model for IDaaS that allows PostNL to service millions of clients at reasonable rates.

Van Marle: "Although cost-cutting is not the first target of this project, we like to spend our budget wisely. iWelcome plays a role in that, by supporting our master data management efforts and by its pricing model." With all boxes checked, iWelcome's IDaaS turned out to be the best European supplier to meet PostNL's requirements, within the legally binding European rules and regulations.

## Short implementation with low TCO

iWelcome's IDaaS also met PostNL's needs for a short implementation, that provided a low-impact migration for current customers (logins, passwords) and realised all privacy requirements and regulations required by PostNL. Alex Palma mentions another challenge the organisation faced: "The business owners of the separate services within PostNL had to be actively involved in implementing a solution that offered clear benefits for the future, but did not necessarily help them to meet their individual targets in the short term. Creating broad support among these stakeholders and the top leadership of the organisation proved to be essential to the success of the operation as a whole."

## Statistics



**100%**  
Cloud Strategy



**100+**  
Applications



**78.000**  
Employees



**4.650.000 +**  
Customers

### Easy to connect transitioned services

PostNL is clearly satisfied with iWelcome's IDaaS performance. Several different services have been connected to the IDaaS PostNL account. PostNL decided to replace two online services by new

systems; at the time of creation of this case study, these two were still in the development and implementation phase of the project.

"In the end, IDaaS' performance is business-critical and decisive, both for customer satisfaction, and for reaching the expected level of customer intimacy"

### IDaaS as business enabler

To PostNL, iWelcome's IDaaS offers a new incentive to help its business flourish. Van Marle: "It is a business enabler! We wanted the solution to be flexible, future-proof and ready to work with new services that we plan to add to our portfolio. In the end, IDaaS' performance is business-critical and decisive, both for customer satisfaction, and for reaching the expected level of customer intimacy - and by combining all of these, essential to our future commercial cloud. Historically, PostNL focused on addresses for delivery purposes. iWelcome has helped us make the shift to become a consumer-focused organisation, allowing us to better communicate with our audience, improve our services and achieve better results."

Supported by iWelcome's IDaaS, PostNL now offers consumers and businesses a seamless customer experience with proper authentication and access management throughout our channels - from phone calls to the call center, to post offices and online services.

### PostNL business benefits

- One key for all consumer services for all devices
- Intuitive access to all provisioned systems
- Foundation for trusted services
- Risk reduction through single sign-on and 7x24 monitoring
- Enhanced customer intimacy

### Transitioned PostNL services

- Mijnpakket.nl
- Online verzendservice
- PostNL check out
- Postkantoor.nl
- Persoonlijke postzegel

### About iWelcome

iWelcome provides Identity & Access Management as a service (IDaaS). With iWelcome's cloud platform, organizations manage the identity lifecycle and the access rights of their employees, private and business customers, partners and suppliers in a simple, secure and efficient manner. iWelcome is a 100% European company, is certified by the Dutch Government and resides exclusively in European Datacenters. Our platform and organisation are engineered to facilitate the complexity and security requirements of small and large enterprise and government organisations.



**i welcome**

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HOOFDGEBOUW



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