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## **Posten and WM-data team up to provide secure e-messaging**

**The Swedish Postal Service, Posten, and WM-data, a leading supplier of IT-related services in the Nordic region, have entered into an agreement whereby WM-data will sell and integrate Posten's eSkicka (eSend) and eBrev (eLetter) services into its customers' business systems. WM-data will offer these services as part of its e-business range: eBusiness Services, eBS and BTS, a message switch service.**

After a pilot phase during the first quarter of 2002, Posten launched its eSkicka (eSend) and ePostboxen (eMailbox) services in April. The services, which enable secure e-messaging, are aimed at businesses and private citizens. The launch builds on Posten's strategic effort to become an equally recognized service provider in the area of secure e-messaging as it is in the market for physical mail. To date, Posten has signed about 80 agreements to provide these services. In August 2002, Posten announced its electronic bill presentment and payment (EBPP) agreement with Handelsbanken, whereby Posten's eSkicka (eSend) service would enable business customers to present bills electronically to Sweden's 3.5 million online banking customers.

- We have seen a great deal of interest in our services. Posten's strength lies in its ability to coordinate new e-services with existing physical flows, says Per Nilsen, Product manager for eSkicka at Posten.

WM-data is a market leader in systems management, integration and provider connections. Through a single connection, the eBS/BTS service provides a holistic approach to customers' communication processes and their connection to various business transactions. It is a service- and provider-neutral product, whereby WM-data integrates various file-forwarding services in accordance with customers' specific requirements. The addition of eSkicka and eBrev brings two new services to the array of products WM-data can offer via eBS/BTS.

For several years, Sweden's banks have offered electronic bill payment and presentment (EBPP) services: e-giro for bill payment and e-faktura for bill presentment. WM-data is one of the partner companies behind e-faktura.

- The banks' electronic bill presentment service, e-faktura, which we are also involved in, does to a certain extent compete with eSkicka. But in our capacity as an integrator, we must remain neutral and strive to offer customers products that the market has to offer, says Lasse Asp, responsible for eBS/BTS at WM-data.

The eSkicka and eBrev services are clearly in high demand. This is due, in part, to the vast economies of coordination achieved by managing both physical and electronic flows. Another strength is the ability of eSkicka to manage a wide range of messaging types for businesses and government agencies that endeavor to communicate with the consumer market.

**Posten gains a strong, neutral integrations partner and can grow faster**

Posten chose to partner with WM-data primarily due to its recognized capabilities in integration and provider connections. As a neutral systems integrator, WM-data is uniquely positioned to help customers capitalize on eSkicka's and eBrev's ability to improve the efficiency of their business processes.

- Another aspect of the alliance is that we simply need assistance in meeting market demand, says Per Nilsen. In a relatively short period of time, Posten has signed about 80 agreements, all of which must be integrated. Meeting our growth targets requires that we initiate parallel sales and integration processes via strategic partners.

**WM-data expands its ability to create holistic solutions for its customers**

For WM-data, the strategic alliance expands its ability to create holistic solutions for its customers. Our ambition is to present customers with a case for adopting a holistic approach to their business processes. We have encountered strong demand for Posten's services. Posten is viewed as a natural provider in this arena, and its presence enhances the overall market for e-messaging.

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*Posten brings people together by delivering correspondence and merchandise promptly, reliably, securely, and cost-effectively. We create added value by combining traditional postal services with electronic Posten solutions, which can be integrated into our customers' businesses. Put simply, we are experts at everything between "From and To." Our primary market area encompasses the*

*Nordic and Baltic regions. With over 3,000 service outlets, we provide daily service to 4.1 million households and 500,000 businesses. Every day we handle close to 20 million pieces of mail. With sales of approximately SKr24.5 billion and roughly 40,000 employees, the group is one of the largest in Sweden. The group's parent, Posten AB (publ), is wholly owned by the Swedish state. For more information, please visit our Web site at [www.posten.se](http://www.posten.se).*