International Post Corporation

CGI and Posti expand strategic partnership in omnichannel communications solutions

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Long-standing collaboration covers the entire messaging value chain and advances digitalization

CGI, one of the largest independent IT and business consulting services firms in the world, and Posti, one of the leading transportation and logistics companies in Finland, Sweden and the Baltics, have expanded their strategic partnership. The eight-year agreement enables organizations to strengthen communication reach, delivery reliability and cost predictability through a cost-efficient omnichannel solution that combines digital and physical communication channels.

The collaboration covers the entire communications value chain, from printing and distribution to digital channels. This enables centralized and efficient communication management, improves delivery reliability, and brings cost predictability in an environment where volumes are increasing, and channels are becoming more diverse.

"Our clients need increasingly flexible ways to manage their communications across different channels. Together with CGI, we can provide a solution that combines physical and digital services while bringing greater predictability and cost-efficiency to communications," said Kimmo Salakka, Vice President, Strategy and development at Postal Services.

"We have worked closely with CGI for a long time, based on joint development and long-term commitment. It is great to deepen our relationship into a true business partnership, where we are also significant clients to each other."

Through this expanded partnership, CGI and Posti will also bring new solutions to the market, built around the OmaPosti solution used by 2.7 million people in Finland. The solution enables organizations to enhance customer engagement, develop digital services and reach customers more effectively across different channels.

"CGI plays a significant role in Finland's communications ecosystem with nearly 500 million digital messages, and 19 million paper letters move through CGI's systems annually,"

said Niraj Sood, President of CGI's operations in Finland, Poland and the Baltics.

"This partnership with Posti now spans the entire communications value chain, enabling us to deliver more integrated omnichannel solution for our clients. By combining our expertise, we can improve communication reach, reliability and customer experience, while also advancing innovation through the OmaPosti platform."

Within OmaPosti, messages are not only available for reading but can also be acted upon directly: invoices can be paid, messages securely archived, and tasks managed within the same service. This reduces fragmentation in customer interactions and simplifies everyday life by ensuring that messages are accessible reliably in one place, anytime. For organizations, this means improved reach and customer experience: messages are more likely to reach recipients at the right time and through actively used channels. At the same time, communications become more measurable and easier to develop.

Source: Posti

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