

Olivier Moreau, CEO of Orium « Why we chose La Poste »

The La Poste group has just acquired Orium, e-commerce fulfilment specialist. This will allow the postal actor to enrich its service offering in the e-commerce value chain. Olivier Moreau, Founder of Orium gives us an exclusive view of the reasons for this strategic alliance and also his vision of the market.



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**Supply Chain Magazine :
Why the choice of col-
laboration with La Poste ?**

Olivier Moreau : From its origins in 2004, Orium has had the vocation to bring services to e-commerce pure-players and traditional retailers who diversify their sales channels. But very quickly the e-commerce market changed size and Orium was faced with a choice: either seek funding or find a partner able to accompany Orium in its development. With La Poste we have not only found an attentive audience, but also and above all an actor who has excellent knowledge and proximity to B2C. One of the key elements in e-commerce is the proximity to the customer. With La Poste, this proximity is natural. Furthermore this group has the experience in integrating new companies who join them and allow them to preserve their specificities, their autonomy and their management.

SCMag : So exactly what will change for Orium and what are the new ambitions?

O.M. : Today and more than ever, Orium is in an ideal position to increase market shares. Faced with 3PLs who want to come onto the market but don't have the core competencies we have a real knowledge of e-commerce logistics to which we now add the power of a large group. For this fulfilment provider one or two e-commerce clients is not enough. Our business is above all to help our clients to progress and to anticipate tomorrow's commerce. I must add that a logistics provider is not just a warehouse. It is also everything that happens before and after. In this regard Orium has a real competitive advantage. This is one of the reasons why Nespresso chose us to implement the EDI project with its suppliers throughout the world.

SCMag : What do you think will give online retailers the edge in years to come?

O.M. : Innovation ! You can't sell online without being innovative. In fact if you are not ahead of the competition you are

already behind. We are in a world which changes very fast. According to a study by Credoc, in 2020 24% of business will be online. This means that those who will put a digital element in their business will potentially be looking at growth figures of 20%... which they will naturally take from others. The bad news is that at the same time it will be too late for those who have missed this turn. Needless to say the coming years will be decisive and that commerce will be even more competitive than the present. A boutique situated near the Paris Opera only has competitors in the same neighbourhood. Tomorrow their competition will come worldwide.

Logistics will be a determining factor in this unprecedented mutation which the world of commerce is about to live. Those who don't bear this in mind are fighting the wrong combat. These are the reasons why we chose La Poste and why Orium is ready to face the great logistics challenge waiting for all online retailers.

SCMag : What weight does e-commerce logistics represent in the La Poste group today?

O.M. : Orium currently employs 200 people and has a network of 9 sites across Europe including 3 in France. However if we add Neolog (the other logistics provider of La Poste) that means 500 employees in addition and a network of 18 warehouses.

SCMag : In a few words, what are your main advantages on the e-commerce logistics market?

O.M. : From the beginning, Orium set itself apart from other 3PLs by positioning itself on cross channel retail, offers clients value added services in the areas of logistics, transport and customer service. Our clients are SMEs (often e-commerce start-ups) through to large names like Nespresso, Smartbox, Wanim, Nuxe, Pierre Fabre, Marie-Claire, Wurth... and when I see the different services which we offer to these companies whether small or large, I would summarise them in three words: digital, proximity and infrastructure. Digital as we are in the world of the internet. Proximity means small neighbourhood culture where the grocer knows their clients by their name (and the postman of course). Finally infrastructure which is the only point in common with traditional logistics. The strength of the La Poste Group also lies here with 17 000 points of sale and 270 000 employees.

By JP GUILLAUME