

**“I don’t
believe we’re
in Kansas
anymore”**



Mohammad Adra

May 11, 2016

21st Biennial Forum of Government Auditors
U.S. Postal Service Office of Inspector General

USPS OIG

- The Office of Inspector General (OIG) is an independent oversight entity.
- USPS OIG reports to Board of Governors and Congress.
- Staff includes more than 1,100 auditors, investigators, researchers, and professional support personnel.



RARC at a Glance

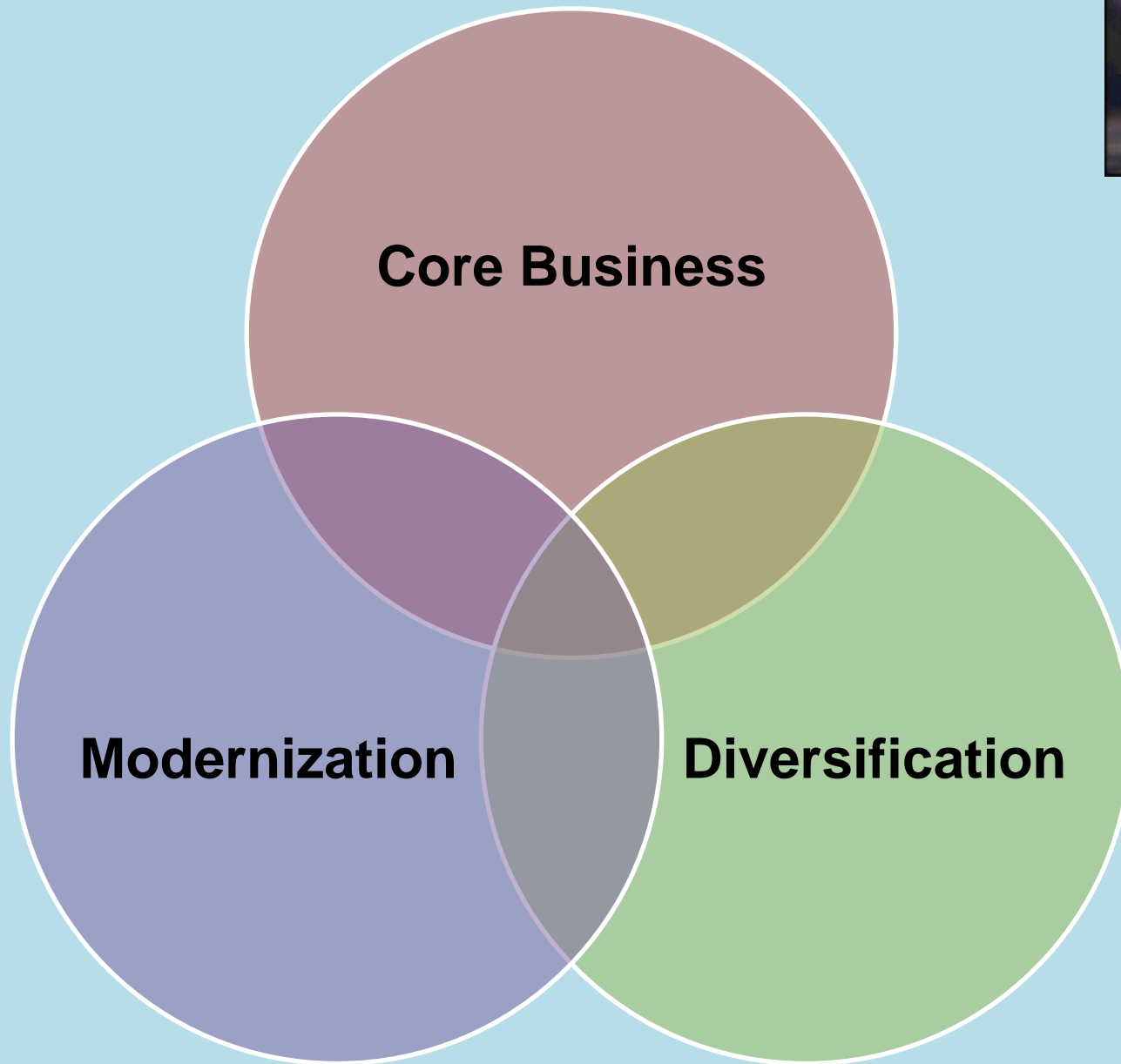
- Research arm of OIG
- We produce research white papers
- We sponsor collaborative external events
- We collaborate with academic institutions domestic and international



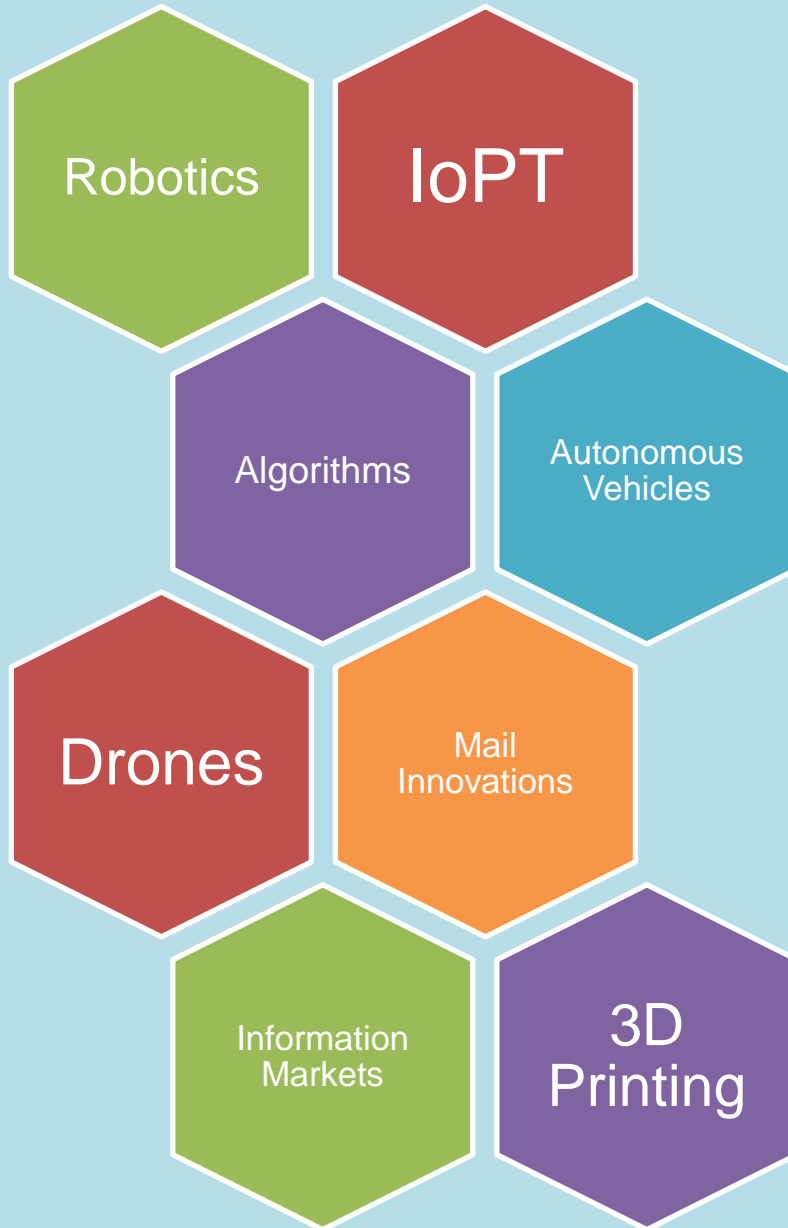
Why a Research Arm?



- The Postal Service generates its own revenue
- The Postal Service is at a critical transformation stage



Technologies with Postal Potential...



Neuromarketing with Temple II

	1 Do not agree at all	2	3	4	5 Agree completely
Hacking a PSP makes me feel like a rebel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hacking a PSP impresses others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The benefits of getting free PSP content outweigh any of the negatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I hack my PSP to see if I can get away with it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hacking is a creative and fun way to play with my PSP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's my PSP, so I can do whatever I want to it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I won't get caught hacking my PSP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use my PSP enough to make hacking it worthwhile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't see anything morally wrong with hacking a PSP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to outsmart the developers and manufacturers of the PSP by hacking it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can do more with a hacked PSP than with an un-hacked PSP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hacking the PSP is worth the legal and technical risk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hacking a PSP is a positive technical challenge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to push the PSP in directions that the developers didn't intend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey



Implicit



Eye Tracking



Biometrics

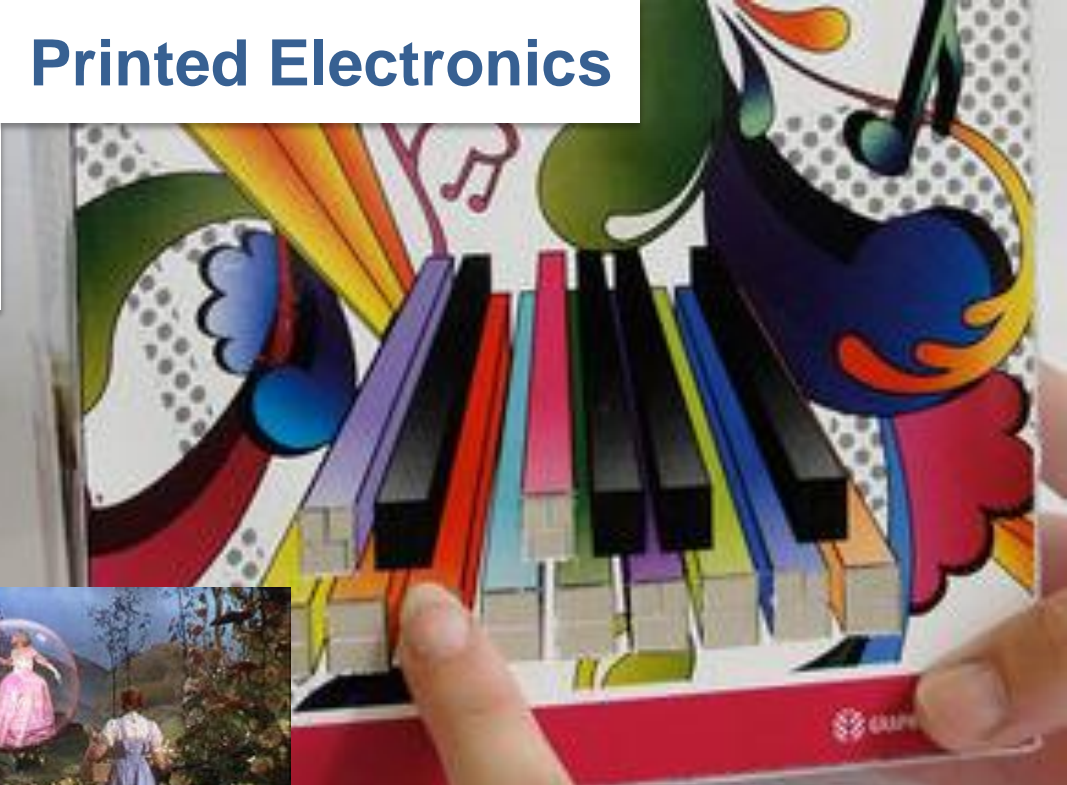


fMRI



Mail Innovations I and II

Printed Electronics



QR Codes



Video in Print



Augmented Reality



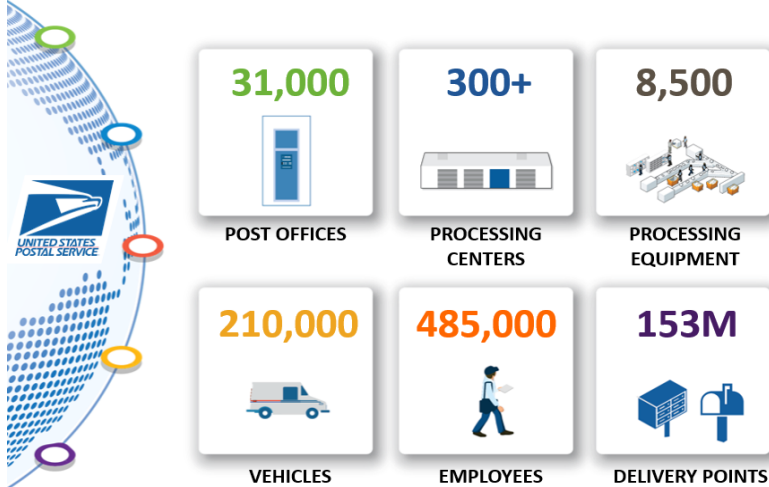
Smart Cities / Internet of Postal Things



Size & Scope...



U.S. Postal Service...



Delivering 40% of the World's Mail

- \$67 Billion
- 155 Billion Packages & Letters

Mailing Industry...



7.5 Million Employees



Annual Revenue = \$1.4 Trillion



8.6% of US GDP



200+ Years Old

Connecting the Nation



Ubiquity and Frequency

- Creates an opportunity for the Postal Service to act as a platform to create positive spillover for external stakeholders and communities
- ZIP Code
- Internet of Things (Internet of *Postal* Things)



Smart Networks



Analytics of Data Collected

Connectivity to the Internet and/or Mobile Devices

Passive Instrumentation

Physical Postal Objects

Smart Processes

Smart Products

Smart Services

Things We Could Do

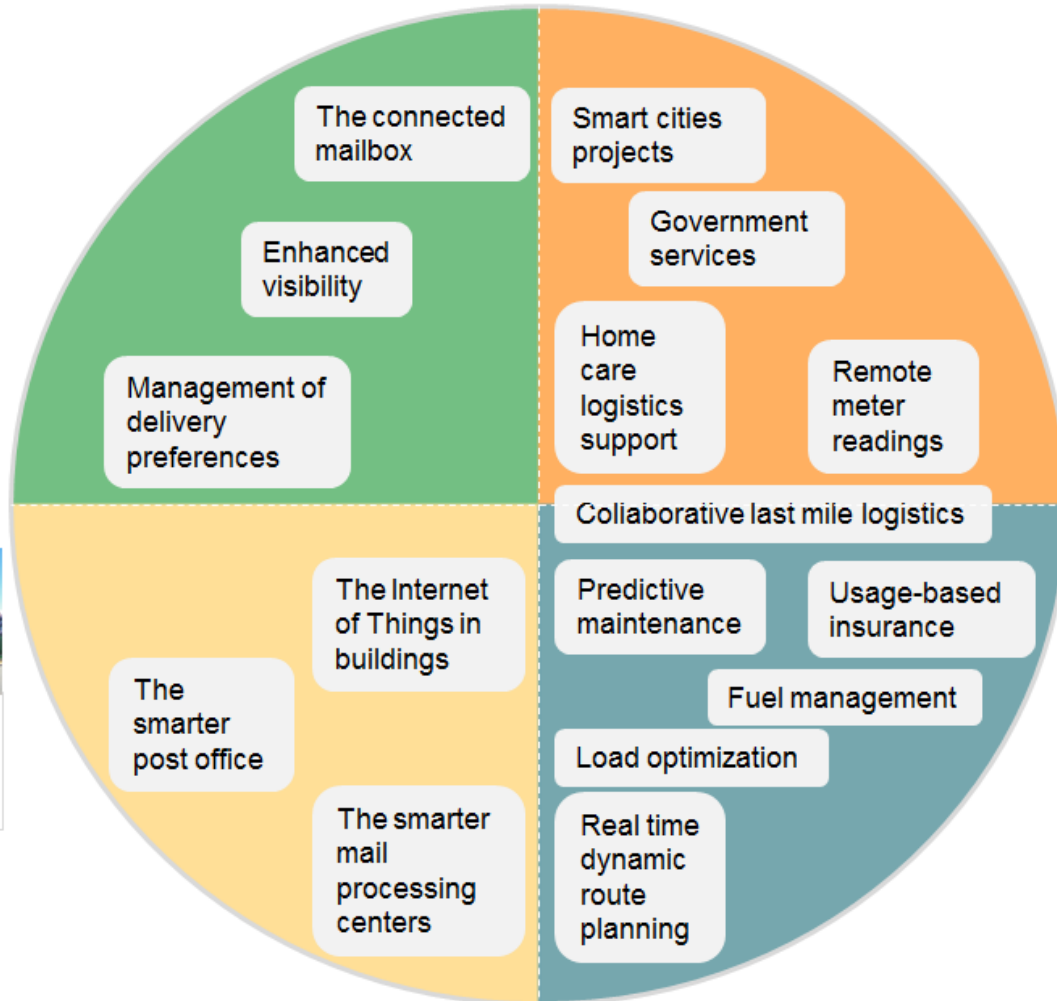
there's no place like home



Enhanced mail and parcels services



Smarter postal buildings

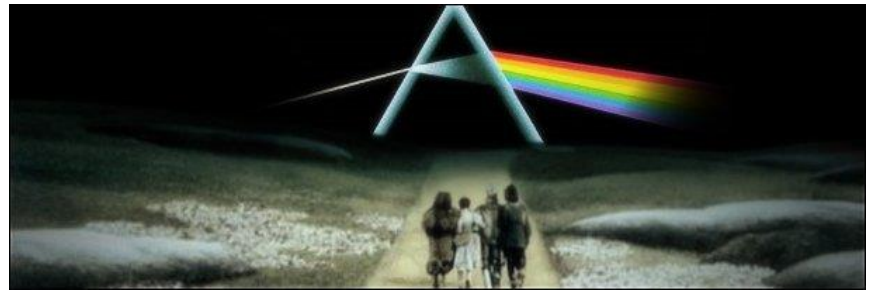


Neighborhood services



Transportation and logistics

IoPT Video



- Video available at

<https://www.youtube.com/watch?v=y2VT7ZFvge0>

Thank You!

Any questions?

