

IT Transforms Core Business for Customs and its Stakeholders

2012 WCO IT Conference
6/6/2012 Swisshotel Tallinn, Estonia

Estonian Logistics Cluster

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Estonian Logistics Cluster

Estonian Logistics Cluster is a joint initiative dedicated to the international marketing of the members' services, introduction of the logistic advantages of Estonia at the target markets, research and development, and logistics education



The members of the Estonian Logistics Cluster - the key actors of the Estonia's transport sector

23 members:

The largest Estonian cargo ports,
The largest port operators,
Railway infrastructure and freight services operators,
Estonia's main freight forwarding companies,
Warehousing and industrial investment service providers,
Estonia's largest airport,
Research and educational institutions





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Electronic border queue

3 Road BCP's on the east border



Border queue on the east border (1)

- Continuous problem over 10 years.
- Over 600 000 vehicles crossing border from Estonian side to Russia. Rise ca 10% per year.
- Political decision, that costs will be covered by border crossers(no recourses from the state budget).
- Political solution – delegation to the private company.





Situation before 01.08.11

Situation before 01.08.11

- ✓ Long queues at the borders – up to 5-6 days
- ✓ Unlegal sale of places in queue
- ✓ Insufficient conditions for drivers, who had to wait for long period
- ✓ Garbage and pollution problems
- ✓ Traffic safety problems
- ✓ Insufficient security of the trucks and goods
- ✓ Drivers were unable to manage their work and rest time
- ✓ Profit loss for owners of the goods and carriers

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www.eestipiir.ee



Border queue on the east border (2)

- Start on April 2010 :
 - Parliament changed Law on State Border;
 - open contest to find IT system manager;
 - open contests to find waiting area managers for each BCP.
- ✓ From 1 August 2011, the procedure for border crossing on the Estonian-Russian border has changed.
- ✓ Thereafter all motor vehicles (categories A, B, C, D) heading towards Russia are obliged to book a place in the electronic border queue.

Main goals

- ✓ Not to allow black market
- ✓ Predictable border crossing time
- ✓ Opportunity to wait far from border (Tallinn etc)
- ✓ Better service for tourists, business people
- ✓ Better information, who will cross the border
- ✓ Solve security, waste and pollution problems on the roads just before border posts



Situation after 01.08.11

- ✓ Vehicles are in electronic queue
 - ✓ Waiting times are shorter
 - ✓ No physical waiting lines
 - ✓ Vehicles arrive at the border just before their crossing time
- ✓ Special waiting areas just before border posts where
 - ✓ Drivers are waiting for their border crossing time
 - ✓ Trucks and goods stay safe
 - ✓ Truck drivers can manage their work and rest time
 - ✓ WC, shower, cafe, free wifi etc
 - ✓ Led screens are guiding cars to the border





335.0/ 17.1 x 1.0

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GoSwift electronic border queue

How it works (drivers view)?



GoSwift electronic border queue

- 1 Book a place in the queue
- 2 Arrive to the waiting area
- 3 Cross the border



GoSwift – Booking

- ✓ 3 channels: Web, call centre, waiting area
- ✓ 3 languages : Estonian, English, Russian
- ✓ Payment for bookings:
 - ✓ Bank transfer (for Estonian banks)
 - ✓ Credit cards
 - ✓ Prepayment account
- ✓ Regular customer interface for
 - ✓ road transport and bus companies
 - ✓ frequent travellers

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GoSwift – Booking via Call Centre

- ✓ Works 24-7-365
- ✓ 3 languages
- ✓ Booking line and information line
- ✓ Payment for bookings
 - ✓ Credit cards
 - ✓ MPI – mobile payment
- ✓ Information line for extra fee



GoSwift – Call Centre



1

Book a place in the queue



Enter the data of booking
person, vehicle and border point



Order an additional SMS notification
For charge, optional



Pay for booking

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1

Book a place in the queue

GoSwift | Select desired border crossing

<https://www.eestipiir.ee/yphis/preReserveSelectTimeslot.action>

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Find my reservation:

Cart is empty

Login
User registration
Reset password

KAART

Home

Borders and waiting areas

Reserve

Border queues info

Edit my reservation

Info

Feedback

1 Select your vehicle group

2 Select border crossing point

3 Select preferred queue type

4 Select your border crossing time

5 Driver info

6 Vehicle data

7 Additional services

8 Reservation confirmation

Select your border crossing time

17.10.2011

17.10.2011 Mon	18.10.2011 Tue	19.10.2011 Wed	20.10.2011 Thu
00-01 Full	00-01 Full	00-01 Available	00-01 Full
01-02 Full	01-02 Full	01-02 Full	01-02 Full
02-03 Full	02-03 Available	02-03 Available	02-03 Available
03-04 Full	03-04 Available	03-04 Full	03-04 Full
04-05 Full	04-05 Available	04-05 Full	04-05 Full
05-06 Not available	05-06 Not available	05-06 Not available	05-06 Not available
06-07 Not available	06-07 Not available	06-07 Not available	06-07 Not available
07-08 Not available	07-08 Not available	07-08 Not available	07-08 Not available
08-09 Available	08-09 Full	08-09 Available	08-09 Available
09-10 Full	09-10 Available	09-10 Full	09-10 Available
10-11 Available	10-11 Available	10-11 Full	10-11 Available
11-12 Available	11-12 Available	11-12 Available	11-12 Available
12-13 Available	12-13 Available	12-13 Available	12-13 Available
13-14 Available	13-14 Full	13-14 Available	13-14 Available
14-15 Available	14-15 Full	14-15 Available	14-15 Available
15-16 Full	15-16 Available	15-16 Full	15-16 Available
16-17 Full	16-17 Full	16-17 Full	16-17 Full
17-18 Not available	17-18 Not available	17-18 Not available	17-18 Not available
18-19 Not available	18-19 Not available	18-19 Not available	18-19 Not available
19-20 Not available	19-20 Not available	19-20 Not available	19-20 Not available
20-21 Full	20-21 Full	20-21 Full	20-21 Full
21-22 Full	21-22 Available	21-22 Available	21-22 Available
22-23 Full	22-23 Available	22-23 Available	22-23 Available
23-00 Available	23-00 Available	23-00 Available	23-00 Available

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Book a place in the queue

A diagram of a roundabout. In the center is a large orange circle with a white border. Four dashed arrows point outwards from the center, indicating the flow of traffic: top-left (orange), top-right (grey), bottom-right (orange), and bottom-left (grey). Surrounding the roundabout are icons of vehicles: a truck and a motorcycle at the top, a bus at the bottom right, and a truck at the bottom left.

1

Book a place in the queue - payment

✓ Booking via web

- ✓ Bank transfer
- ✓ Credit cards
- ✓ Pre-paid account

✓ Booking via Call Centre

- ✓ Mobile payment
- ✓ Credit cards
- ✓ Pre-paid account

✓ Booking in the waiting area

- ✓ Cash
- ✓ Debet cards

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1

Book a place in the queue – payment fee

- ✓ Reservation fee is €1,1 + waiting area fee;
- ✓ Sum of reservation + waiting area services in year 2011:

	A	B	C	D
Narva	€ 2,00	€ 3,00	€ 15,00	€ 15,00
Sillamäe	NA	NA	€ 15,97	NA
Koidula	€ 2,50	€ 5,50	€ 7,00	€ 7,00
Luhamaa	€ 1,05	€ 3,50	€ 10,00	€ 10,00

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2 Waiting area and border



Arrive to the waiting area



Watch the board until your queue number appears



Drive from the waiting area to the border point



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3

Drive from waiting
area to the border

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GoSwift – Terms of use

- ✓ All motor vehicles need to have a reservation for crossing the border
- ✓ Reservation can be made on the Internet, by phone or in the official waiting area
- ✓ Driver of a vehicle and each vehicle can have only one reservation at a time
- ✓ You have to pay for making a reservation, the fee is non-refundable
- ✓ Reservation can be changed not more than 3 times and not later than 3 hours before the reservation time
- ✓ All the vehicles need to pass through the waiting area before being sent to the border checkpoint
- ✓ HGV's are registered to the queue on the basis of empty vehicle or with the MRN (Movement Reference Number) of the customs declaration. MRN will be controlled by authorities at the border.

Source – https://www.eestipiir.ee/yphis/terms.action?request_locale=en



GoSwift – Waiting areas

- ✓ Official waiting areas near to border posts
- ✓ Created by the result of public tender, exclusive right for 5 years
- ✓ Secure parking for trucks and cars
- ✓ Border queue reservations and information
- ✓ WC, shower, wifi, cafe etc
- ✓ Large screens for border queue info



C

WWY06	T902BM6
WWY4A	0010BP60
ZRY266	186APT
FB479L	
FP9976	

Collade
TOLLIAGENTUUR

WWW.COLLADE.EE
WWW.LUHAMAATERMINAL.EE

LUHAM



GoSwift – How?

- ✓ PPP – Public-Private-Partnership
- ✓ Investment 0 € from national budget
- ✓ System is owned by private company, data is owned by state agency
 - > Continuous development
 - > Improvements are quick and flexible
- ✓ Common objectives
- ✓ Open communication

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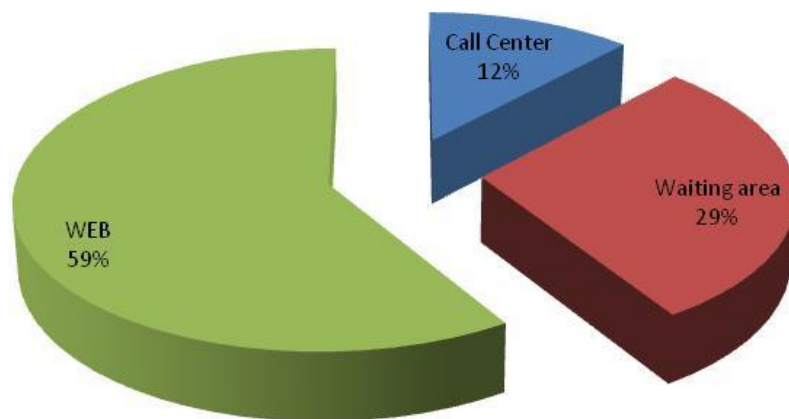
GoSwift – August - December 2011

- ✓ ~256 000 border crossings
- ✓ ~ 55 000 phone calls
- ✓ ~ 2 800 incoming questions and feedbacks
- ✓ ~450 000 sms messages sent



GoSwift – Reservations by channel

Reservations by channel, Dec. 2011



In December 2011:

Reservations 57300

Call center 6700

Waiting area 16700

Web 33900

Trends:

- ✓ Web, call center up
- ✓ Waiting area down

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GoSwift – Outcomes

- ✓ Predictable border crossing time → more tourists
- ✓ Better information, who will cross the border – preliminary risk analysis
- ✓ More profit for owners of the goods and carriers
- ✓ Better traffic and security at the roads before border posts

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Thank you!

