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TECH TALK 3

Optimizing Border Management Through a Best in Breed Approach

WCO IT Conference
Dakar, Senegal

June 2, 2016

Chris Thibedeau, TTEK Inc.

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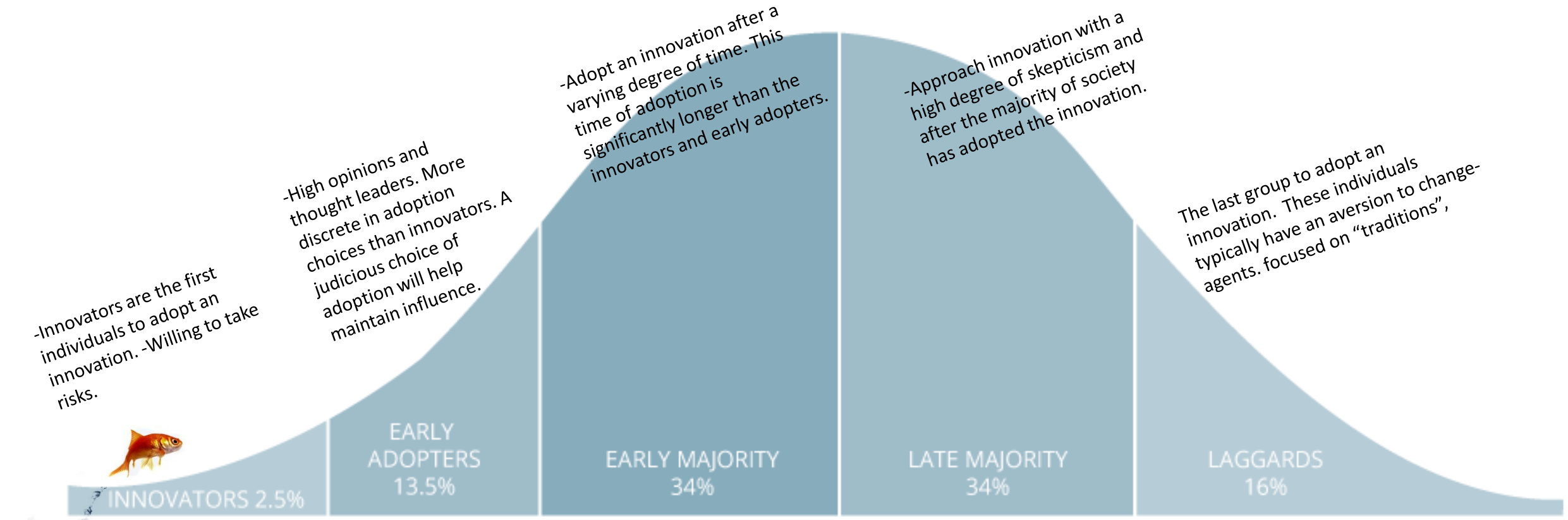
Technology Adoption Lifecycle

Which One Are You?



Source: "Crossing the Chasm" by Geoffrey A. Moore. 1991

Background

Canada Customs & CBSA

1989-2006

GreenLine Systems

2006-2013

Clients have included:

- U.S. Customs and Border Protection
- Canada Border Services Agency
- Royal Malaysia Customs Service
- U.S. Navy
- Netherlands Ministry of Defense
- Dutch Customs / Dutch KMAR

A-T Solutions

2013-2015

PAE

2015-2016

Clients have included:

- Barbados Customs and Excise Dept.
- Nigeria Customs Service
- Laos Customs
- Bangladesh Customs
- Mauritius Customs
- Transport Canada
- RCMP
- Canada Department of National Defense
- World Bank
- WCO / CBRA
- InterAmerican Development Bank

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2016

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Who We Are

- ✓TTEK Inc. is a technology solutions firm specializing in customs and border modernization.
- ✓The company promotes a fusion of leading edge products with operational and academic subject matter expertise to help assist nations in modernizing their border processing systems and methodologies.
- ✓The firm's product design road-map includes the development of advanced analytics capabilities using machine learning and artificial intelligence.

"…worked with me to help start up critical programs at U.S. CBP's Office of Anti-Terrorism".

"Professional and very committed to success and partnerships among the public and private sector."

Tom Bush,
Former Executive Director
U.S. CBP Office of Intelligence and Operations Coordination

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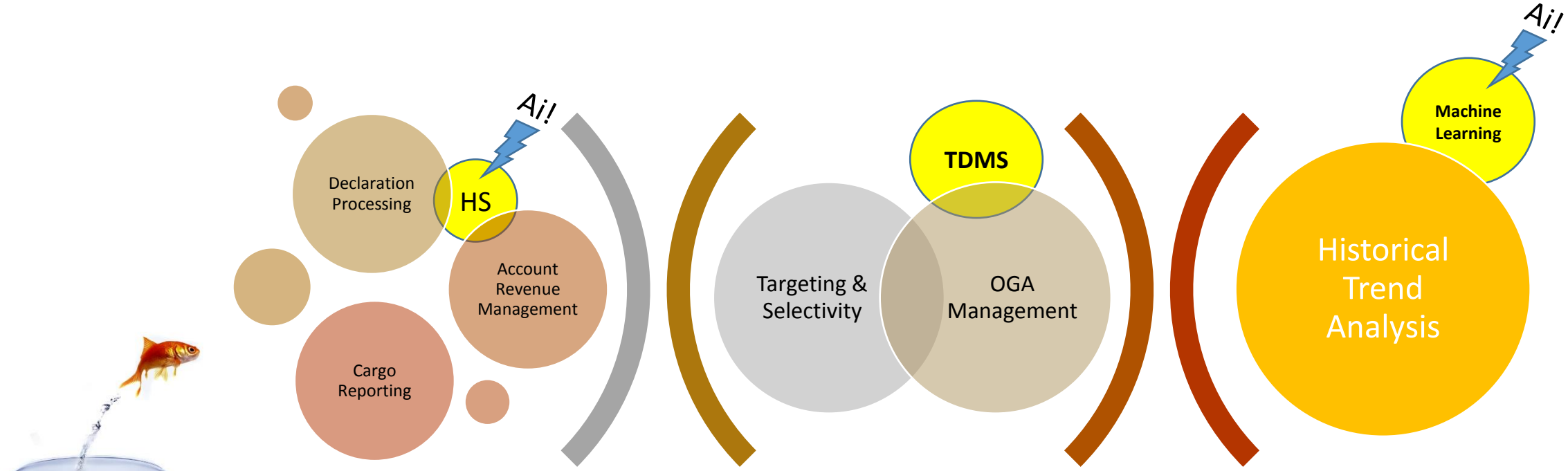
What is a Best in Breed Approach?

Phased Milestone Delivery → Business Transformation → Change Mangement → "As is" & "To Be" Operational States → CONOPS → SOPs → Training, COMS, & Sustainability



Clearance Systems

Risk Management and ESW

Management Reporting and BI

Minimum Viable Product (MVP)

- In product development, the **minimum viable product** is a product which has just enough features to gather validated learning about the product and its continued development.

- Gathering insights from an MVP is often less expensive than using a product with more features which increase costs and risk in the case where the product fails, for example due to incorrect assumptions.

(Source: https://en.wikipedia.org/wiki/Minimum_viable_product)

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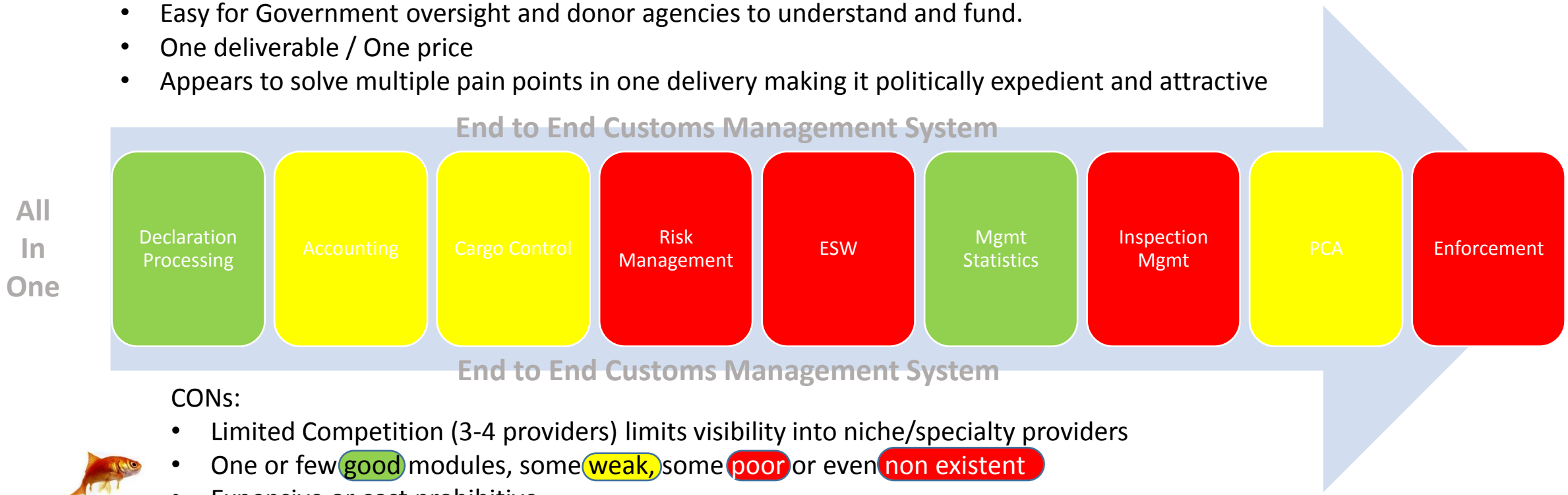
What is Not a Best in Breed Approach?

Pros:

- One Procurement / One Budget allocation
- Easy for Government oversight and donor agencies to understand and fund.
- One deliverable / One price
- Appears to solve multiple pain points in one delivery making it politically expedient and attractive



CONs:

- Limited Competition (3-4 providers) limits visibility into niche/specialty providers
- One or few good modules, some weak, some poor or even non existent
- Expensive or cost prohibitive
- IGO Sole Source options prevent competition and are a barrier to enter the market
  - Results in a restrictive baseline of minimal functions
  - Country is handcuffed to the platform with no ability to add new applications.
  - Country is locked and unable to add new functions until IGO adds for all.
  - Static technology does not = modernization.

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Best in Breed HS Classification - Example

3CE - The Commodity Code Classification Engine

- Artificial intelligence-based decision support system
- Reads and interprets readily-available, complex commercial product information
- Reasons its way through the HS classification process

HS Classifier

- Makes expertise available to decision makers and technicians who need to get answers instantly, consistently, and accurately.
- Allows declarants to describe products in their own words, and doesn't require users to have deep HS knowledge.
- Large, broad-based user community fosters continual improvement.

3CE

HS Auditor

- Automatically examines 100% of declarations and other commodity reporting records.
- 3CE reads and analyzes narrative goods descriptions and flags actual classification errors and duty payment discrepancies.

International Recognition

3CE was the only machine taking part in a World Customs Organization HS Classification competition for government and private sector experts from around the world.

3CE	93%
Government Experts	77% (avg.)
Private Sector Experts	68% (avg.)

3CE is included in the WCO's "HS Classification Handbook" and is cited as a best practice in its revised compendium on "How to Build a Single Window Environment".

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Best Content Search & Discovery Solution

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Best in Breed Risk Management - Example

- ✓ Decision Support Analytics
  - ✓ Increase Visibility
  - ✓ Trace & Tracking
  - ✓ Risk Assess
  - ✓ Identify High Risk Targets
  - ✓ Track Interdiction Efforts
  - ✓ Identify Anomalous Behavior
  - ✓ Persistent Queries
  - ✓ Vetting of Lookouts and Watch-Lists

We can monitor datasets (including “Big Data” sets) for anomalous behaviors in real world transactions or processes.

Rule sets are based on many years of analyst experience in the intel and border control communities. The platform is used by national governments around the world to identify cross border and domestic supply chain threats and for maritime security awareness and cooperation.

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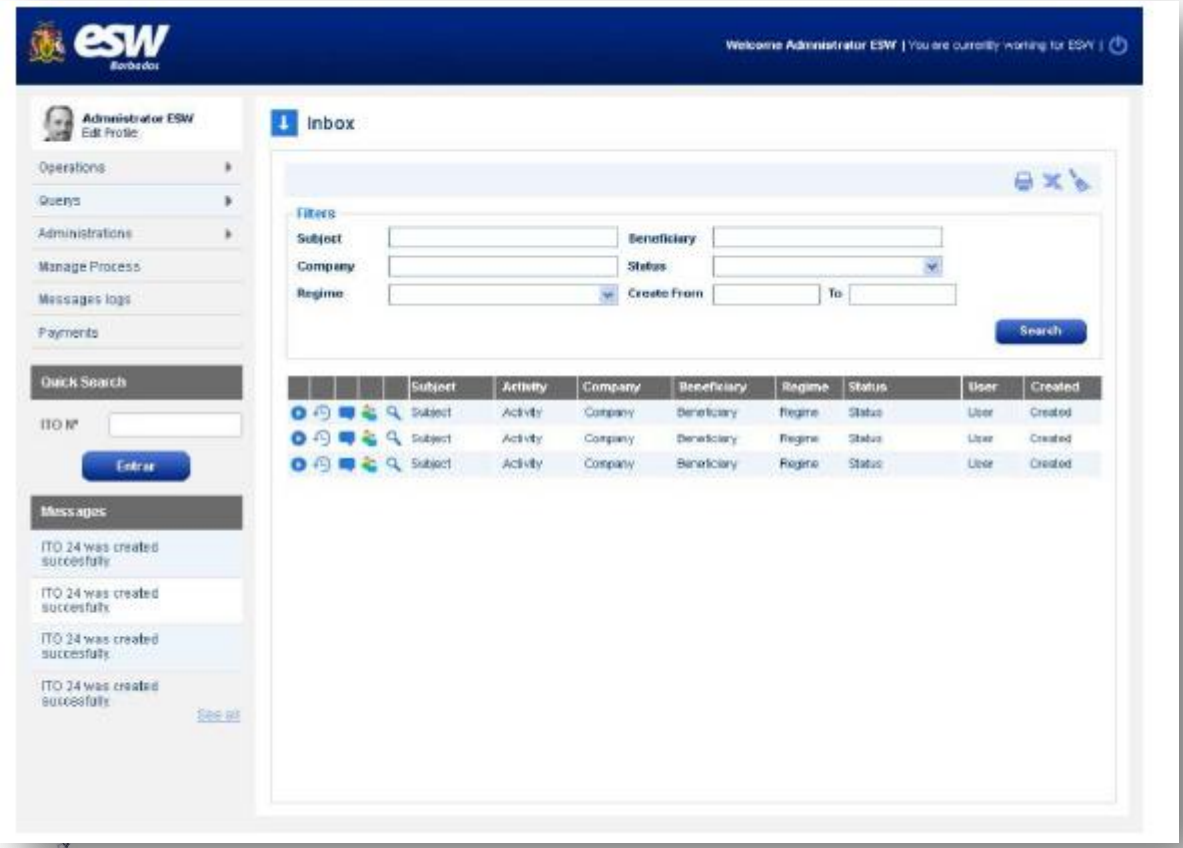
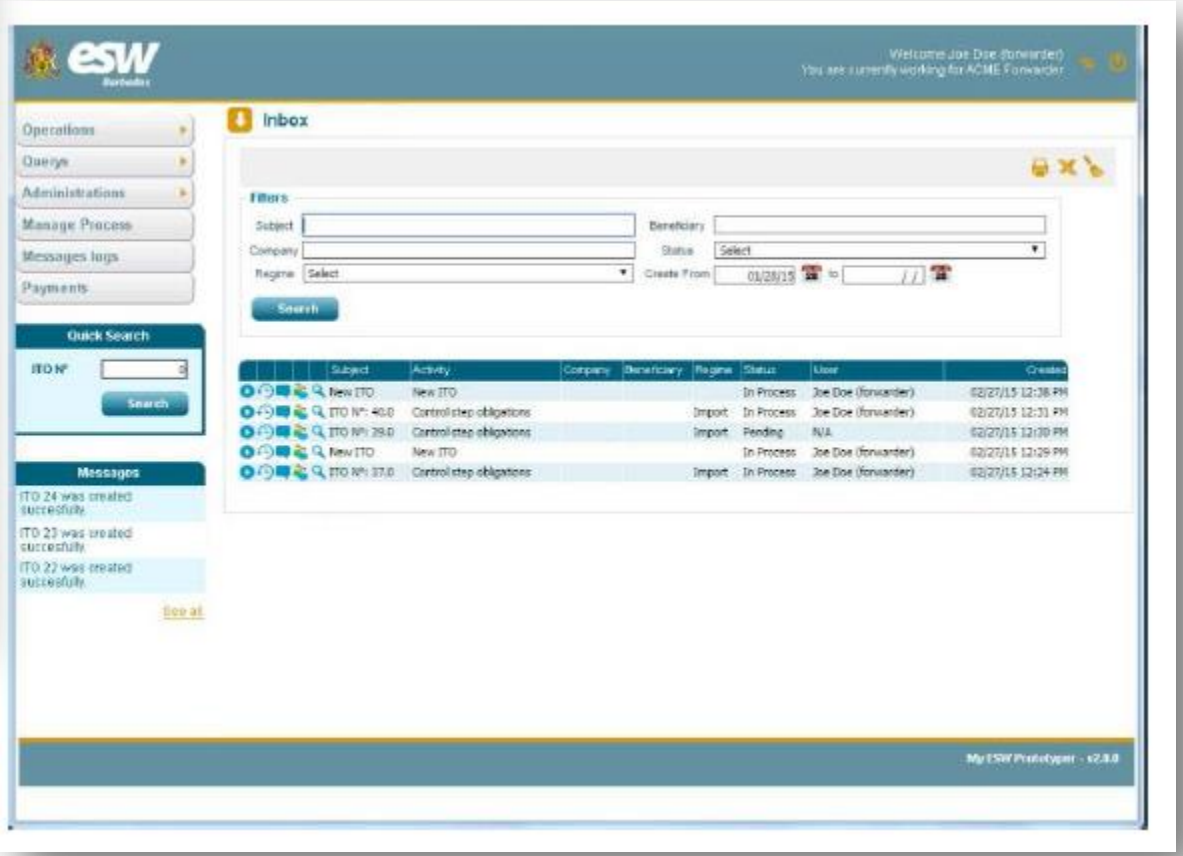
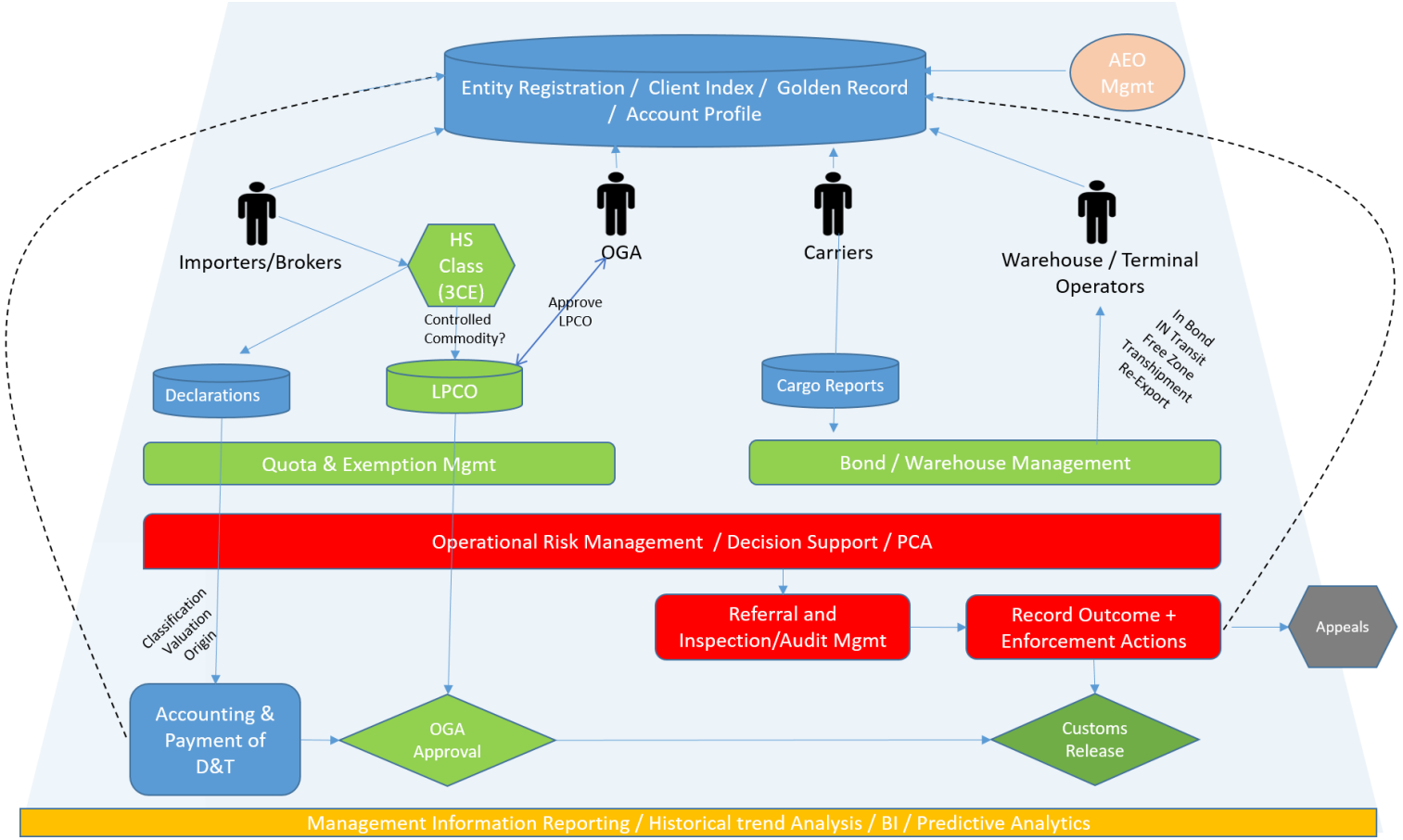
Best in Breed ESW - Example



CONCEPTO



Whiteboard 1 Discussion: Functional Relationship of the Data



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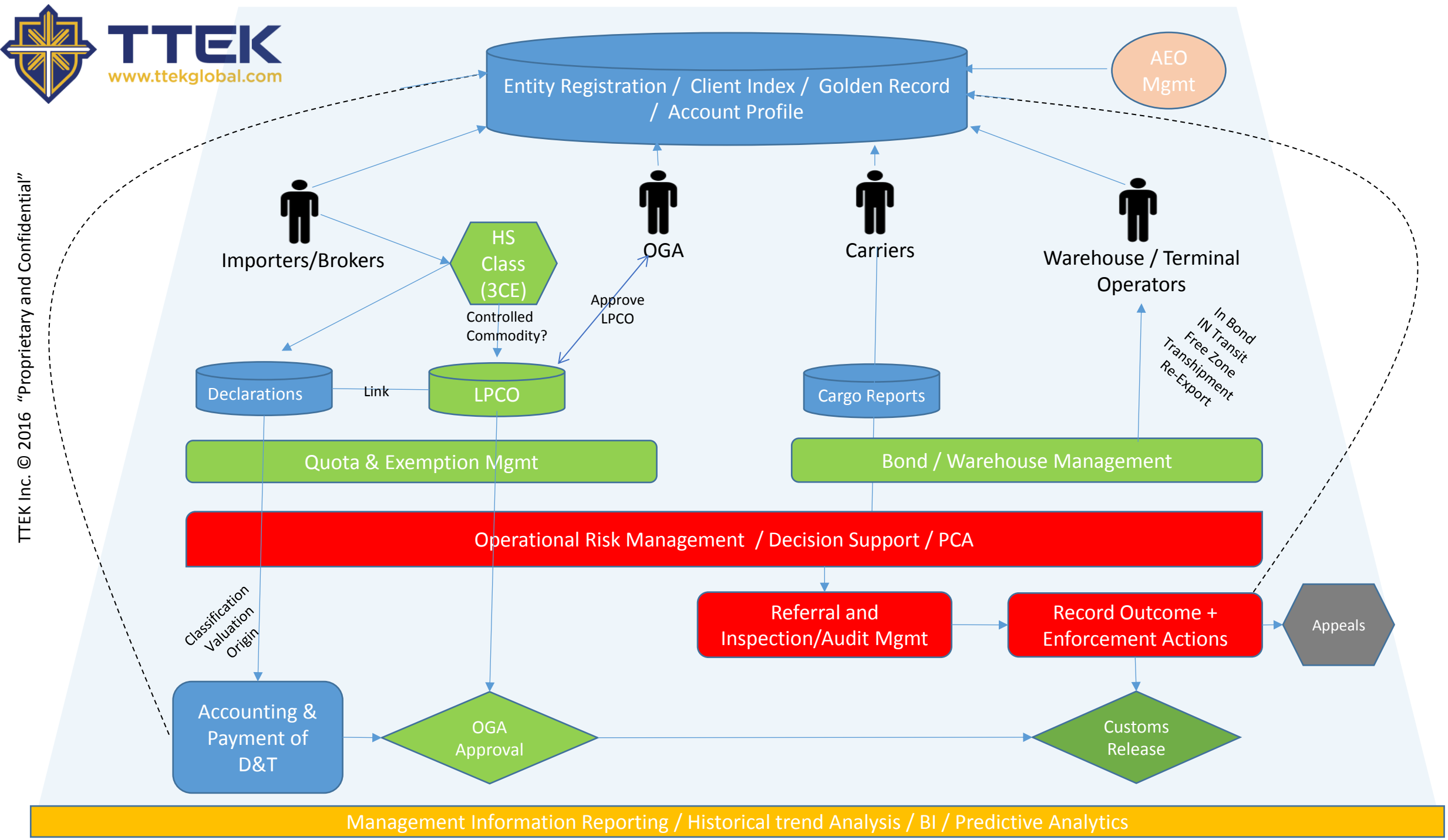

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Transactional Analysis: Exploit Data by Measuring Risk

RISK ASSESSMENT FRAMEWORK

Trust - evaluation of credibility and integrity of source

Transparency
evaluation of ability to see participants, locations, commodities and activities

Can you see it?

Character
evaluation of information provided based on prior evaluations of risk and known indicators

How do you feel about it?

Logic
evaluation based on known models, norms and practices

Does it make sense?

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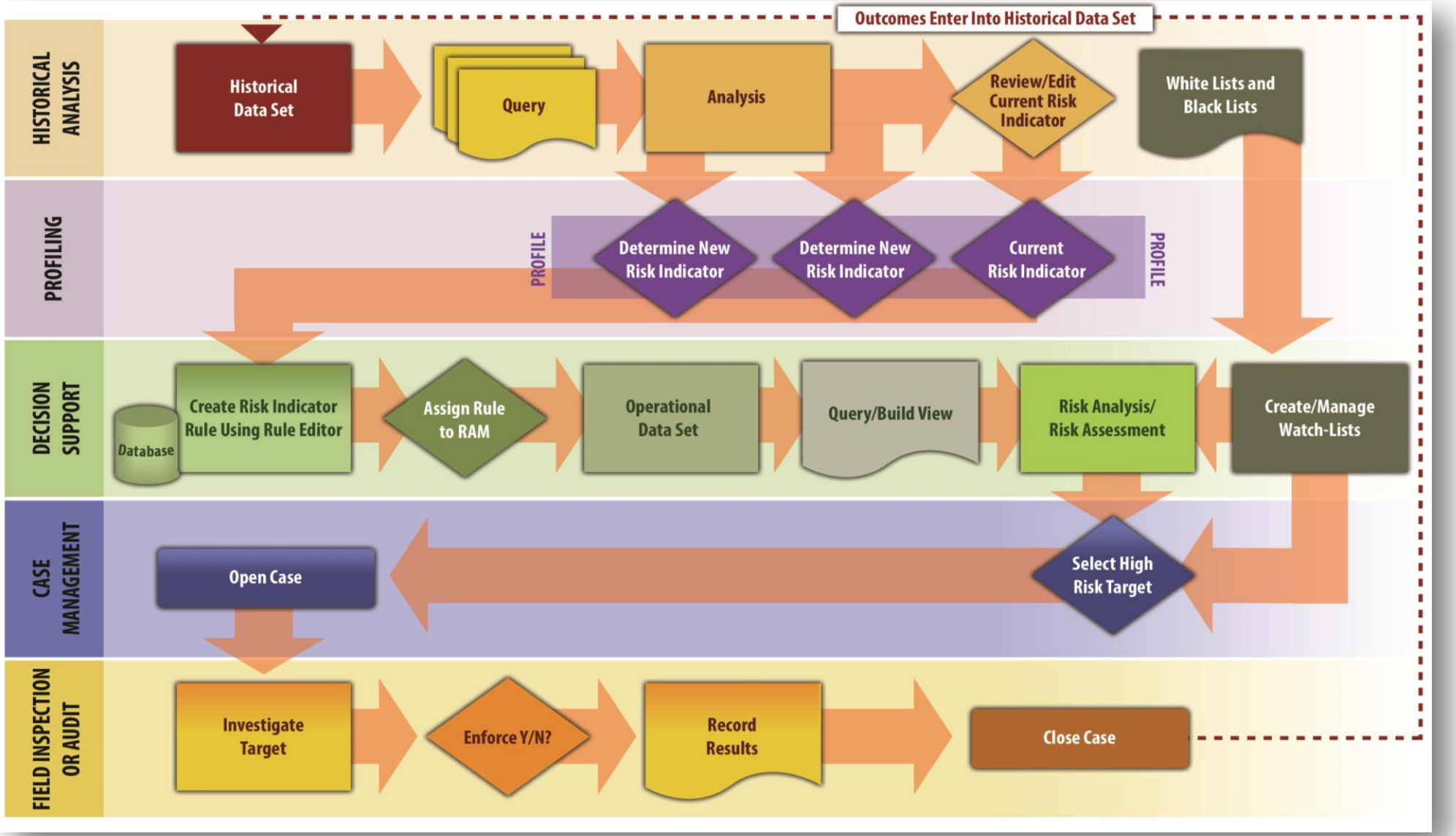
Whiteboard 2 Discussion: Data Exploitation



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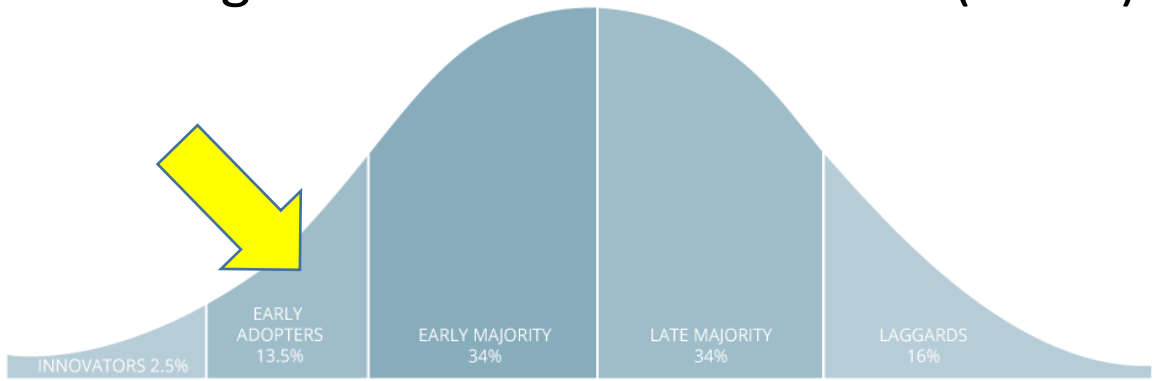
Early Adopter Program

- We are seeking **3** early adopters to accommodate our “Early Adopter” Program.
- To deploy and optimize any of the following Minimum Viable Products (MVPs):
  - Declaration Processing
  - Manifesting
  - Accounting
  - ESW / OGA Management
  - Risk Management
  - Management Reporting / BI / HTA
    - Automated Profiling via machine learning and Ai.



- We can provide you with a proposal, estimate, and a quote for consideration.
- We are prepared to match/discount any offering by another competitor by 20%.
- We are willing to openly compete via RFP/tender.

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Barrier to Entry = Market Disruption

Current Border Systems	TTEK
Functions?	Best in Breed
Price?	Functions +
Maintenance?	Flexible Pricing
	Maintenance/Support

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Recap: Best in Breed / Minimum Viable Products

IBM Business Partner

3CE

CONCEPTO

Declaration Processing

Manifesting & Cargo Contol

E WHERE

Accounting & Revenue Mgmt.

ESW & OGA Mgmt.

Risk Mgmt.

Mobile Field Inspection

Management Reporting and BI

Ai

KGH GROUP

ATSolutions RELENTLESS

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