Trans Baltic

Towards an integrated transport system in the Baltic Sea Region

Towards TransBaltic blueprints in green transport solutions

WP5.3. deployment of ICT toolbox

Project part-financed by the European Union (European Regional Development Fund)

Baltic Sea Region Programme 2007-2013

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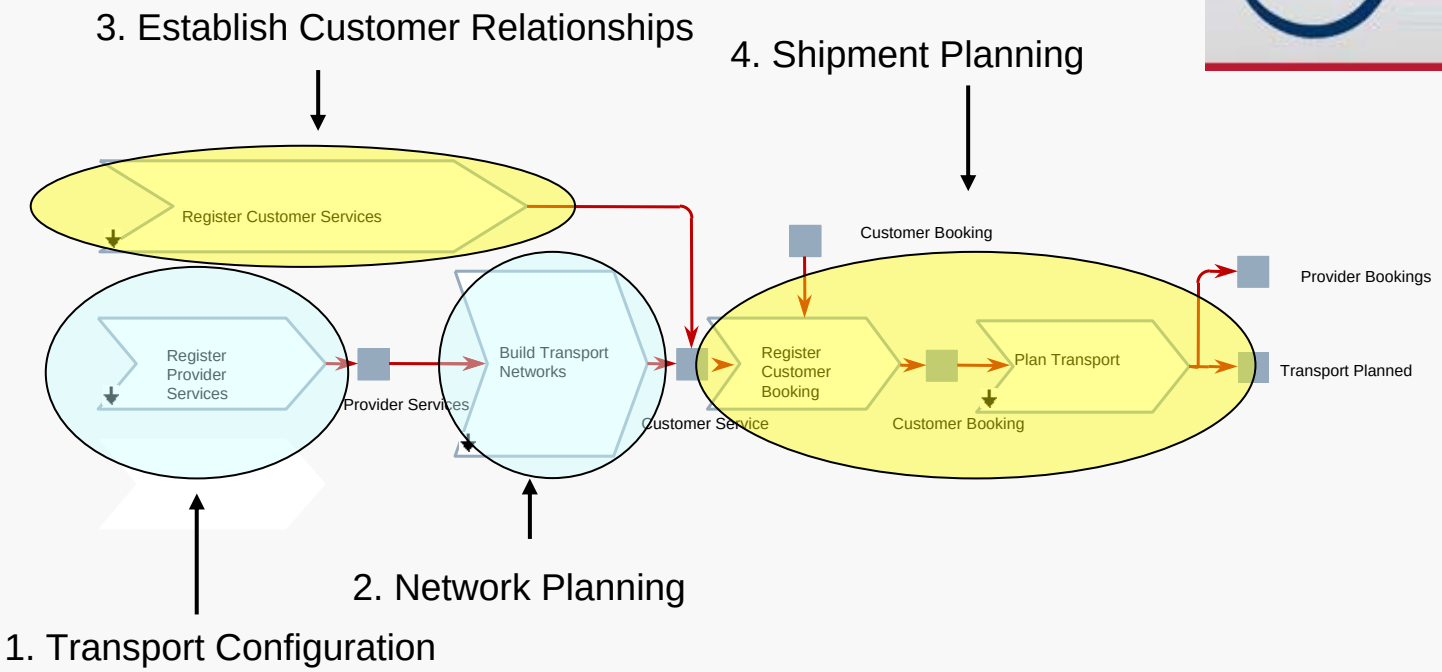
An Internet application for optimizing modal choice and planning intermodal supply chains

An internet ICT is designed for supporting entrepreneurs :

- comparing transport services of different operators representing all modes in the given transport corridor according to lead-times, freight rates, CO emission and KPI's
- creating own supply chains (leg by leg) basing on current timetables and tariffs concluding electronic freight transaction
- monitoring transport progress
- invoicing and effecting electronic payments

ITC application for planning intermodal supply chains



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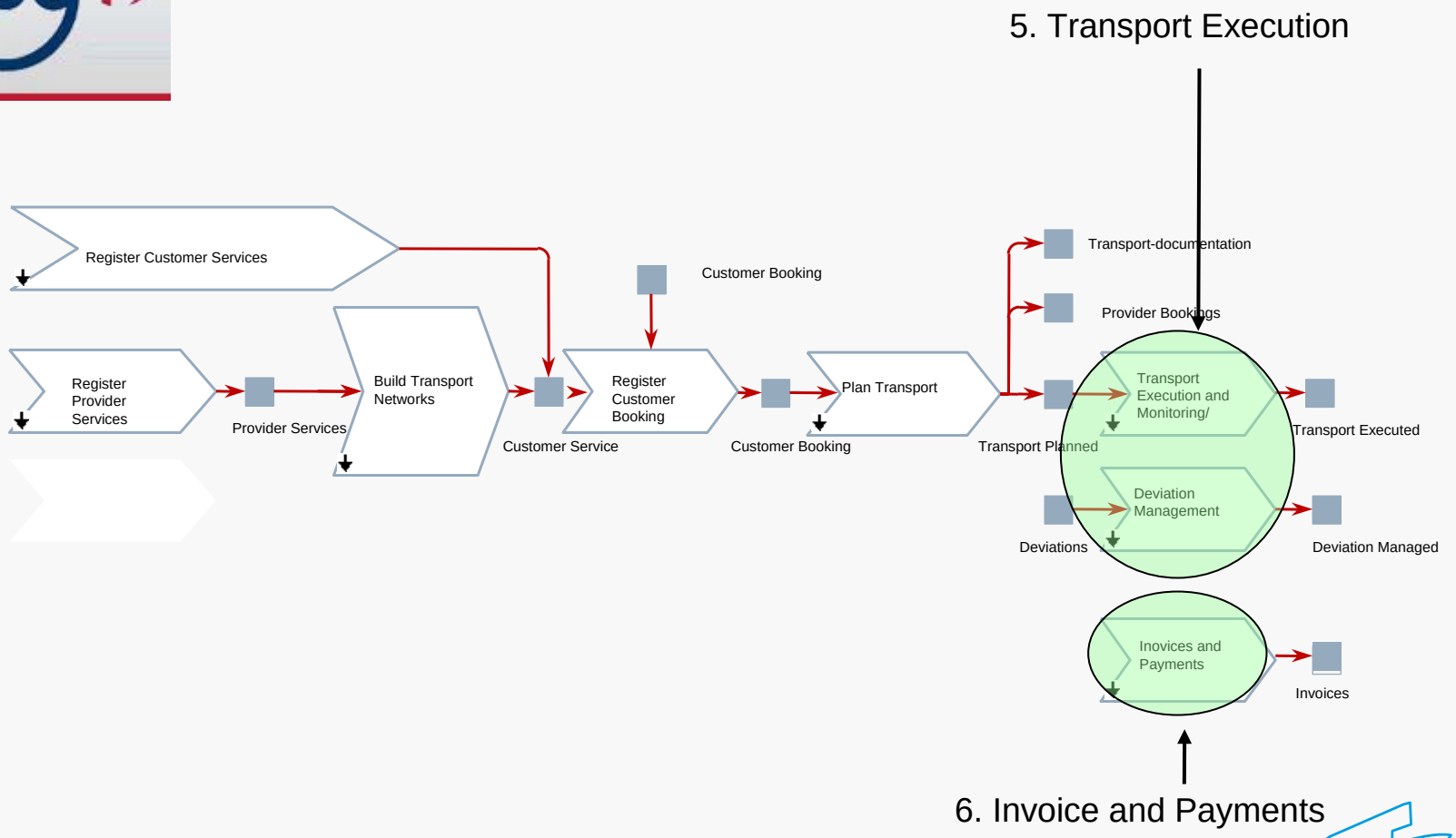
ITC application for planning intermodal supply chains



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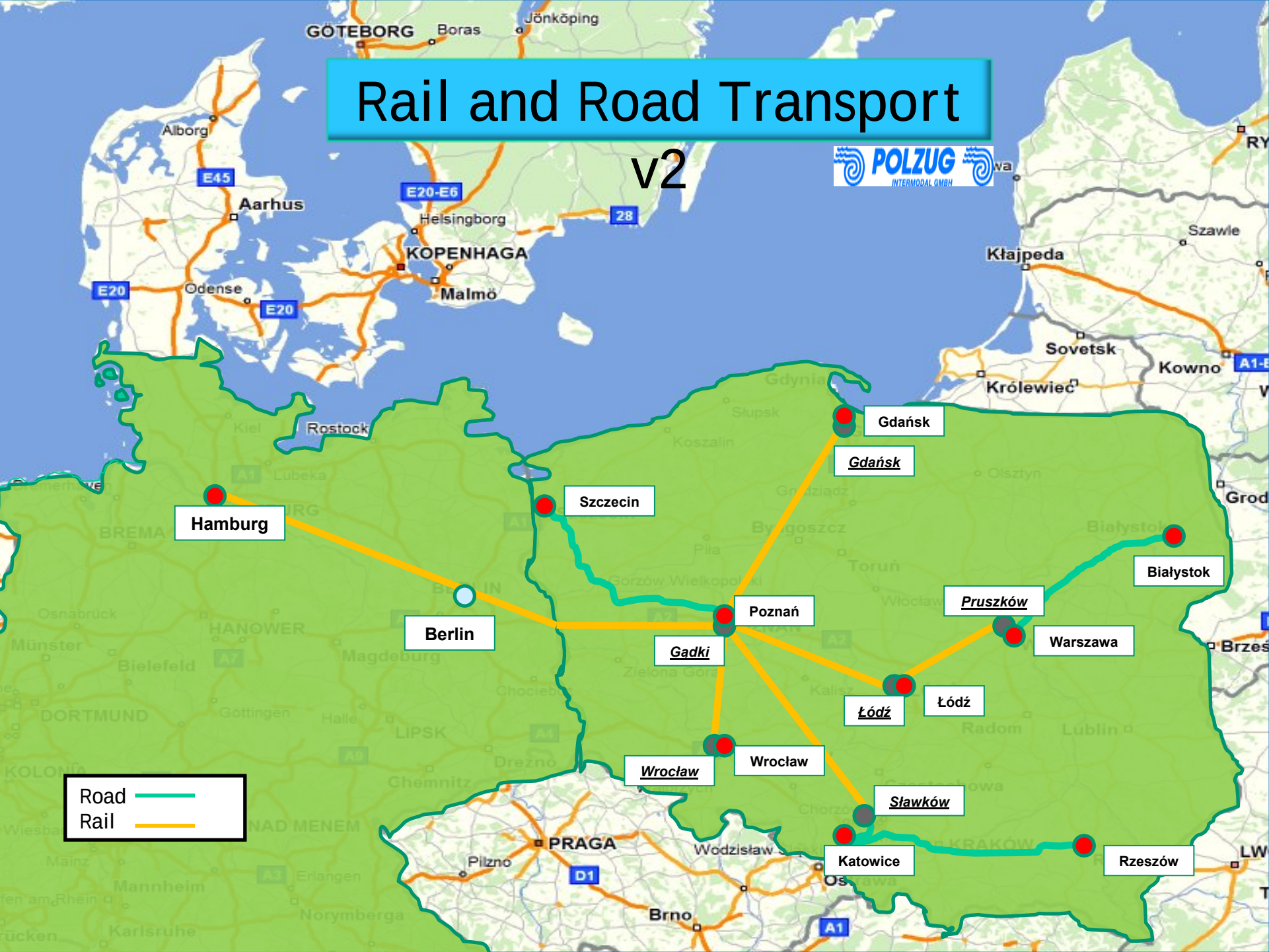
Background

Sustainable modes of transportation rarely considered as real alternative due to:

- rising customers' requirements for
  - short delivery time
  - more frequent and smaller shipments
- general lack of awareness of the benefits offered by the various modes of transport
- not easily accessible and not transparent offer from railway or sea carriers

Permanent need of optimizing logistics costs


Rail and Road Transport
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INTERMODAL GMBH
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Berlin
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Gądki
Wrocław
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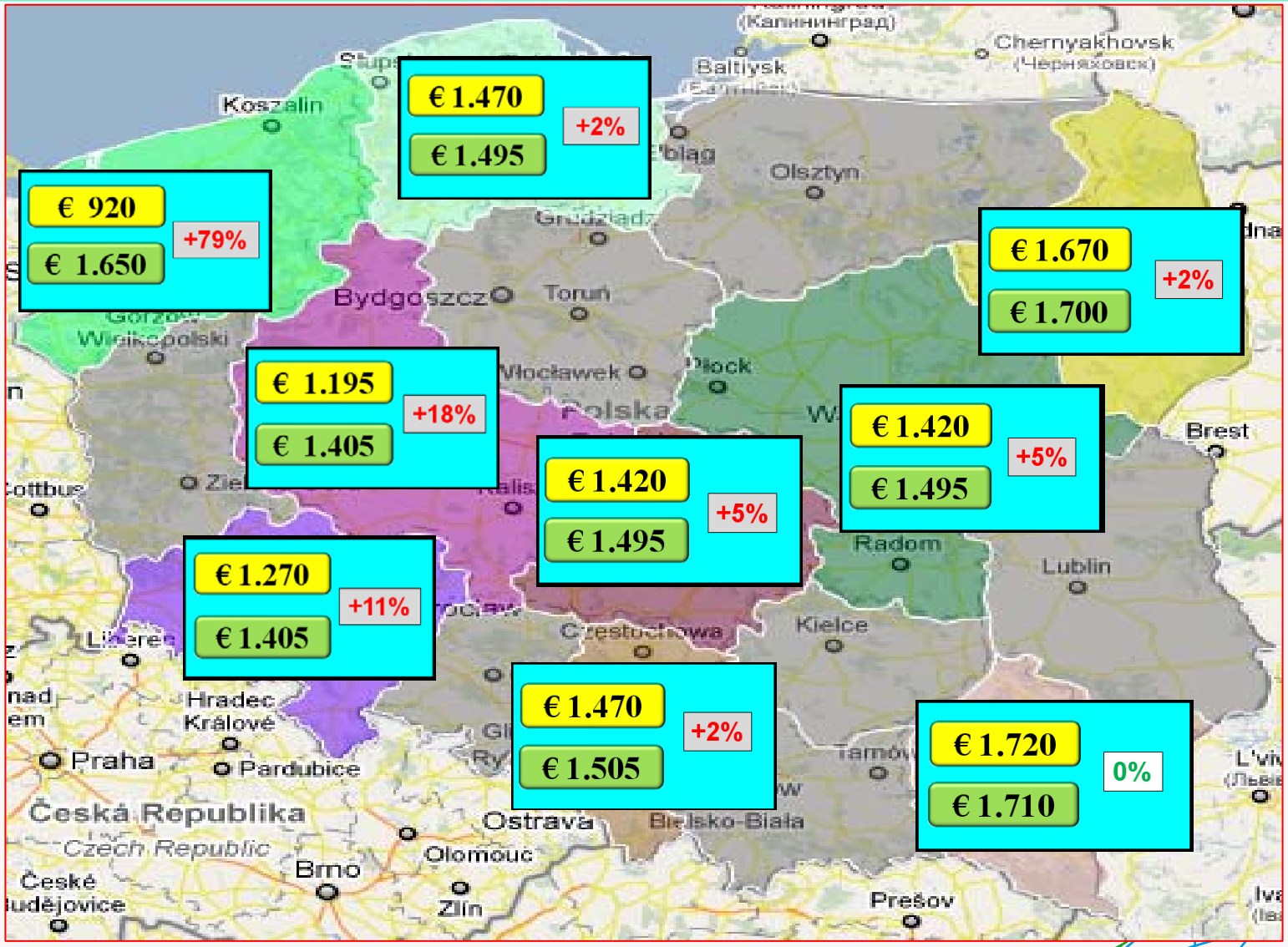
Białystok
Sławków
Katowice
Rzeszów
Road
Rail

Freight rates comparison1x 40FT

Mode of transport

road

rails



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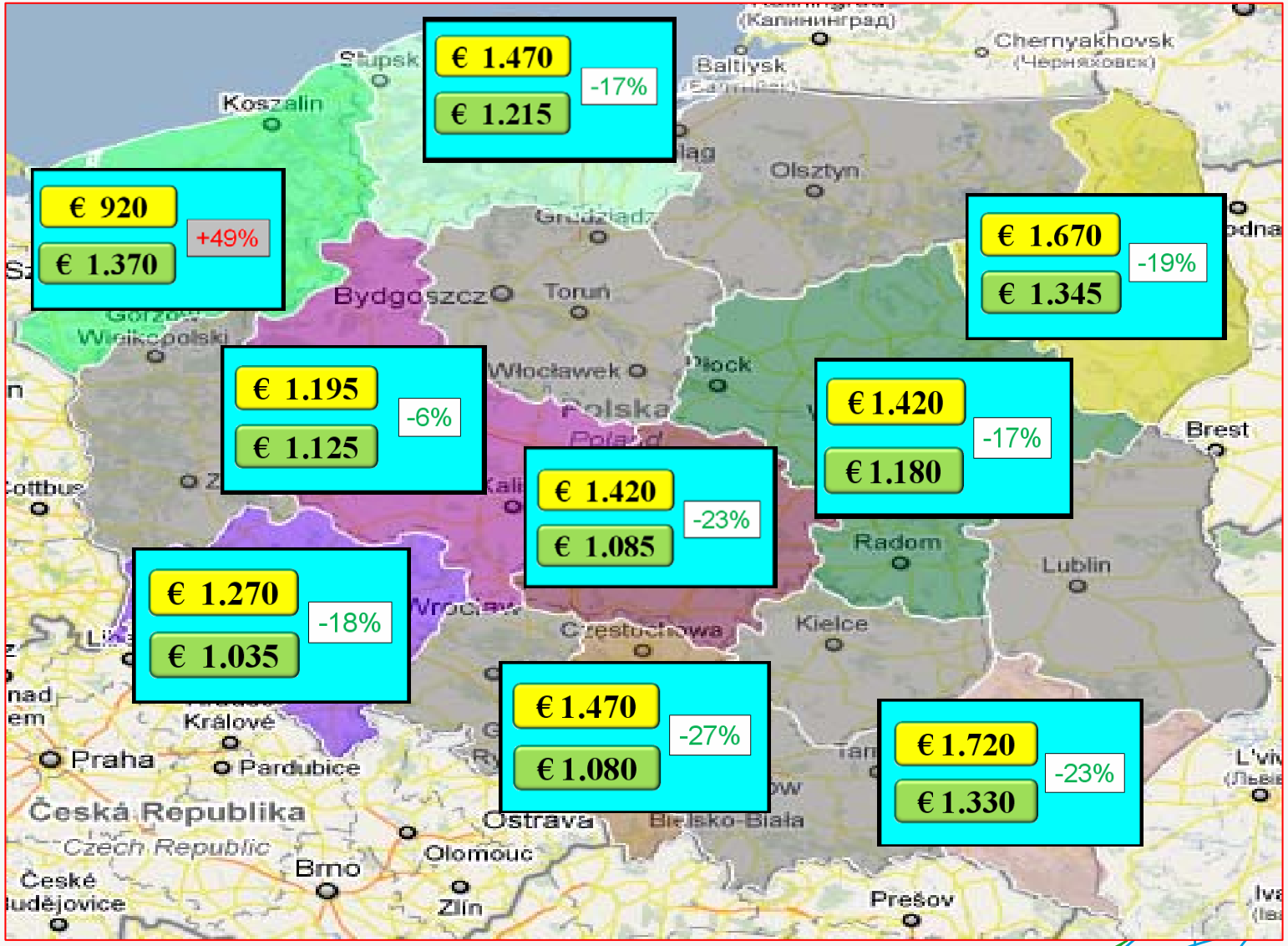

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Baltic Sea Region

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Which are the most critical factors for Your effort to become successful?

- Sea and rail carriers' focus on large customers mainly
- Reluctance of many carriers and freight forwarders to offer their services through open internet platforms what results in incomplete data bases
- Difficult co-operation of transport operators/competitors within supply chains
- Difficulty in constructing compatible for all participants ITC environment for electronic cooperation between customers and carriers (different applications, communication standards, documents patterns, business models , etc)

Which are the most important milestones in Your roadmap to implementation?

- Development of case studies demonstrating the degree of competitiveness of the various modes of transport for selected routes based on data received from carriers.
- Demonstration of the results to the freight market stakeholders
- Definition of application's improvements required (e.g. negotiation module, automatic ranking of transport alternatives)

Deployment attempt on selected corridor (next project)

- Selecting transport corridors (volumes / modal alternatives)
- Selecting operators of application (network)
- Building data bases of transport operators and their services (time schedules / freight rates , KPI)
- Customize the information exchange system (communication standards, scope of information required, business models for co-operation, forms of electronic documents)
- Test the system on real freight transaction
- Actual implementation of the system in selected corridors.

What could public administrations do to help pave the way….apart from funding?

General rules:

- ❑ Acknowledge an implementation of the ICT tool for optimising modal choice as an essential element of certified green transport corridor.

Local initiatives:

- ❑ Co-ordination of dissemination among local entrepreneurs
  - optimization of supply chains by considering also alternative to road transport modes
  - creating purchasing alliances among clusters of companies to consolidate volumes in order to reduce freight expenses.

Thank you for your attention

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