Greener means better informed -
The Information Broker

EAST WEST
TRANSPORT CORRIDOR II

Lead partner:
REGION BLEKINGE

Baltic Sea Region
Programme 2007–2013

East West Transport Corridor

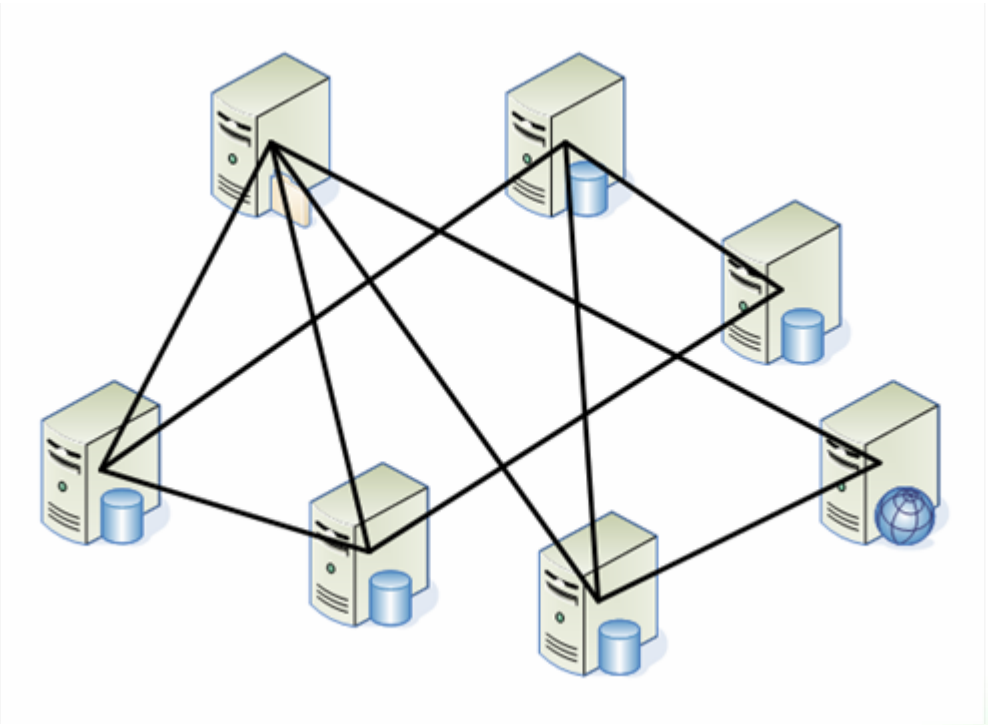
www.ewtc2.eu

EAST WEST
TRANSPORT CORRIDOR II

Lead partner:
REGION BLEKINGE

Baltic Sea Region
Programme 2007–2013

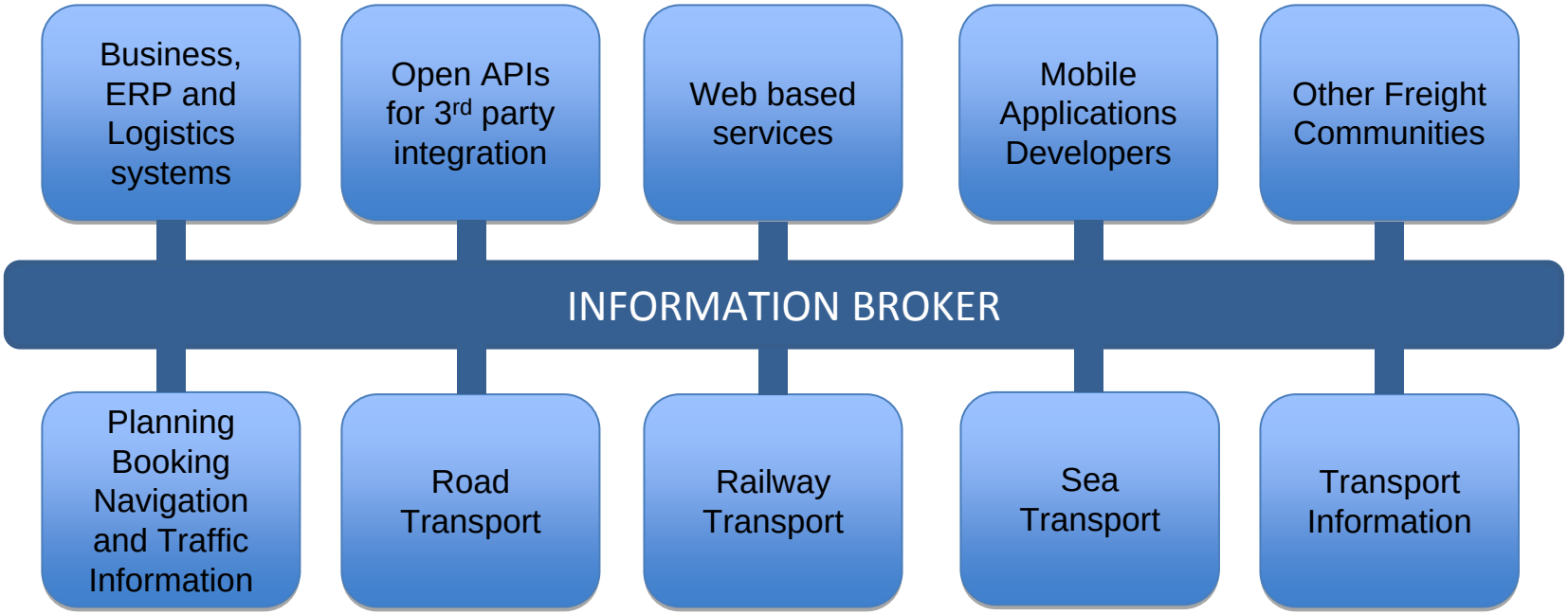
Typical situation today for exchange of transport information



Information Broker

- Information Broker manages various information sources (transponders, vehicles, vessels, business systems, traffic information systems, weather services and others)
- Makes the information available for application development through harmonized interfaces.
- Information services can thus be developed with the purpose of streamlining transport flows and create seamless transport chains.

Information Broker



EAST WEST TRANSPORT CORRIDOR II
Lead partner: REGION BLEKINGE
Baltic Sea Region Programme 2007-2013

Core concepts of the IB

- **Open** – To all professional transport actors who wants/needs to share information
- **Neutral** – Does not compete with the transport actors
- **Standardized** – Is based on open published standards
- **Trusted** – Is a trusted 3rd party on an open market
- **Secure** –High level of information security for its users

Challenges – mapped user needs

- Increase load factor for carriers
- Replacement of manual waybills
- Intelligent truck parking
- Reduce waiting times for loading and unloading
- Notification of traffic network disturbances
- Increased use of AIS-data
- Increased use of weather data
- Adequate transport related information
- Facilitate intermodal transport
- Efficient management of oversized cargo
- Intelligent port access control
- Increased capacity utilization of cargo carriers
- Facilitate small cargo shipments by rail and sea
- Unified tracking of cargo
- Hub-to-Hub data exchange

EAST WEST TRANSPORT CORRIDOR II

Lead partner: REGION BLEKINGE

Baltic Sea Region Programme 2007–2013

Testing the concept with the On-time test case

EAST WEST TRANSPORT CORRIDOR II
Lead partner: REGION BLEKINGE
Baltic Sea Region Programme 2007–2013

The On-time test case

- Live implementation of the Information Broker
- Enabling a more accurate Estimated Time of Arrival (ETA) for cargo carriers
- Multiple modes of transport (road, rail, sea)
- Cross border

Test case “On Time” – Information sharing for more accurate ETA predictions

- Combination of
  - Road traffic disturbances
    - Type of disturbance (congestions, accidents, road works, weather conditions etc.) leading to updated travel time
  - Rail traffic disturbances
    - Cargo train departures, arrivals and information on estimated delays.
  - Tracking of cargo carriers
    - Cargo carrier ID-number and position (trailers, swap bodies, containers). Use of RFID to track freight wagons
  - Tracking of vessels
    - AIS data (vessel ID, location, speed, direction, port of departure, departure time, destination port and ETA)
- All parameters have impact on calculating predictions of Estimated Time of Arrival (ETA)

Two companies already seeing potential with the Information Broker

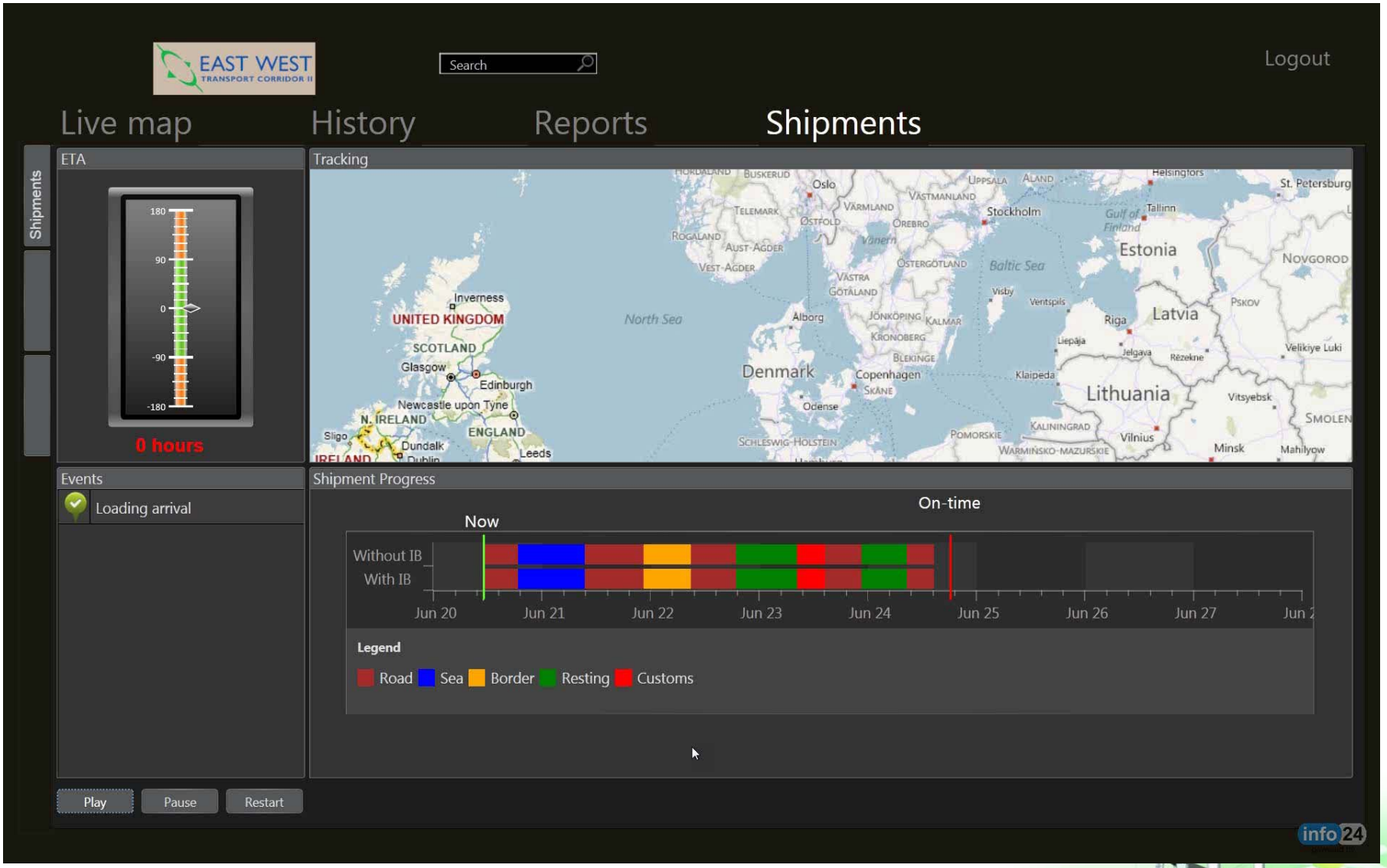
KARLSHAMN EXPRESS

STORAENSO

EAST WEST TRANSPORT CORRIDOR II

Lead partner: REGION BLEKINGE

Baltic Sea Region Programme 2007–2013



EAST WEST TRANSPORT CORRIDOR II

Lead partner:

REGION BLEKINGE

Baltic Sea Region Programme 2007–2013

Customers will be provided with more relevant information

- Transport priority = On-time delivery
- Today – Historic data
  - The cargo was there at that time
- Tomorrow – Prediction of ETA
  - The cargo will be delivered at that time

EAST WEST TRANSPORT CORRIDOR II
Lead partner: REGION BLEKINGE
Baltic Sea Region Programme 2007–2013

Benefits to stakeholders

- Give customers a more accurate ETA
- Real-time visibility into the transport chain
- Can take action in case of disturbance
- Low barrier to entry – Open up for SME's
  - As suppliers of data
  - As users of data
- More efficient resource usage

Green Corridor Demo Day

EAST WEST
TRANSPORT CORRIDOR II

Lead partner:
REGION BLEKINGE

Baltic Sea Region
Programme 2007–2013

Next steps

- Calculating the actual benefits of the test case
- Full scale implementation?
- Business model?
  - Who will administrate, provide, develop applications etc.?

Thank you for your attention!

Mathias Roos
EWTC II Project Manager
mathias.roos@regionblekinge.se
+46-455-30 50 53

www.ewtc2.eu

EAST WEST
TRANSPORT CORRIDOR II

Lead partner:
REGION BLEKINGE

Baltic Sea Region
Programme 2007–2013