

# Final report activity 5.6 for **NECL II** **<WP 5: Logistic ICT solution for operative transport matching>**

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### Introduction

A logistic ICT solution (a *portal*) for matching of intermodal transports was pointed out in the former North east Cargo Link (NECL) project (2003-2006) as one of the most important issues for further development in the transport sector of the Mid Nordic Corridor. Since the end of the NECL project a prototype of such portal was developed and managed by the North East Cargo Link Association (NECLA), consisting of 63 organisations both public and private in the mid Nordic area, and the Mid Sweden University (MIUN). Further development of this portal started in this project in January 2011 as work package 5 and the activity 5.6 has ended during beginning of June 2013 according to the plan. This activity's focus was on performing a market analysis of the portal. This has been done with 30 companies in the Sundsvall region during the spring of 2013. This was the last activity in Wp 5.

### Purpose

The overall purpose is to evaluate the commercial potential and useability of the ICT portal for future development.

### Goal

The goal with the study is to answer the following questions at companies through a market survey

1. Do you feel that your current transportation solutions are optimal?
2. Can you actively make choices regarding your suppliers' environmental impact?
3. Have you ever seen any system handling three-way optimization like this one?
4. Would you use a system of this kind if you had the chance?
5. In what way do you think the system should be available?

### Deliverables

In the project plan the following activities is stated to be performed during activity 5.6.

- Evaluation of different aspects to be used for future development
- Commercial aspects evaluated
- Documentation and reporting of this activity

The above described activities is delivered in time. The market analysis has evaluated these aspects and more information can be found in the complete market analysis presented in [1].

### Result

#### Market Analysis

The method of this market analysis is to target companies with potential use of the system and demo the system along with asking targeting questions to try to build a perception of what use the system would fulfil. Another addition to this strategy is to target companies located in Sundsvall, Sweden. This decision we made since the real case used in the system and shown at demonstrations is from Delta Terminal, Sundsvall, which will be more relatable to local companies and focus more on the "product" itself rather than focusing on explaining the case.

The survey consisting of interviews we performed by 30 companies in the Sundsvall area with following roughly the following diversification.

- 50% is from the industrial and transportation line of business,
- 30% is from building and crafting,
- 10% is from the IT and data sector,
- 10% is from banking and healthcare.

The results from the survey are listed below.

1. 40% of the companies think that their transport solutions are optimal and almost the same amount are sure that this is not the case
2. Only 1/30 can actively contribute to their suppliers environmental impact today
3. No one of the 30 companies has seen this type of system before
4. 70% would use a system like the portal if possible
5. 70% think that the system should be free on line system and 30% that is should be a natural part of their own ERP system.

### Commercial aspects

During this study one investor with good relation to a local shipping agent and one of their biggest customers is interested to develop this open available portal further. Discussions have been initiated and further discussions will be held during the summer of 2013.

### Documentation and reporting

Documentation has been performed

- On regular monthly basis in status reports to the project manager
- As short summary in this report.
- A market analysis as a short report with more details [1]

## Discussion

According to the project plan and the purpose and goal for the activity 5.6 we feel that all parts, has been accomplished well in time.

Our conclusion that the interviewed persons at the companies think a system of this kind is very interesting, do not exist in this form, and most of them wan't it to be an open online system. Furthermore, currently there exists one interested investor for going on with the development of the portal on a commercial basis.

During this activity no real problems have occurred and this was the last activity, Hence, the operative part of the Wp 5 is now closed.

## References

- [1] Engström. P and Olsson. L, *Market analysis of an ICT portal for transport matching*, Report for Workpackage 5.6, Necl II, 2013. URL: [www.midnordictc.net](http://www.midnordictc.net)

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Leif Olsson

Wp 5 manager

A handwritten signature in blue ink, appearing to read 'Leif Olsson', is written across a horizontal line.