GoSwift
Queue Management Service

Madis Sassiad, Sébastien Mure,

Jaan Oruaas

October, 16th, Warsaw

Who are we?

- Girf   est. 2000
  - software development
- FocusIT   2003
  - consulting, cyber security
- GoSwift   2011
  - queue management services

GoSwift – Queue Management Service

GoSwift Ltd.

- Established 2011

- 45 employees, 3 countries

- Main implementations:
  - border crossing: Estonia, Lithuania, Finland
    - ~3000 vehicles in a day
  - TV towers: Tallinn

GoSwift
QUEUE MANAGEMENT SERVICE

GoSwift - history

→ 2011 - Estonia

→ 2012 – Service started in Russia

→ 2013 - Lithuania

→ 2014 - Finland

→ 2013 - Tallinn TV Tower

GoSwift
QUEUE MANAGEMENT SERVICE

GoSwift – Queue Management Service

1

2

Border Queue Management Service

Tourist Attraction Service

The beginning ...

→ Continuous problem over 10 years.

→ Over 600 000 vehicles crossing the border from Estonia to Russia per year.

→ A need for a political decision.

GoSwift
QUEUE MANAGEMENT SERVICE

Political decision

→ Law

→ The model of operation

→ Tender

→ Political solution – PPP

→   public private partnership

GoSwift
QUEUE MANAGEMENT SERVICE

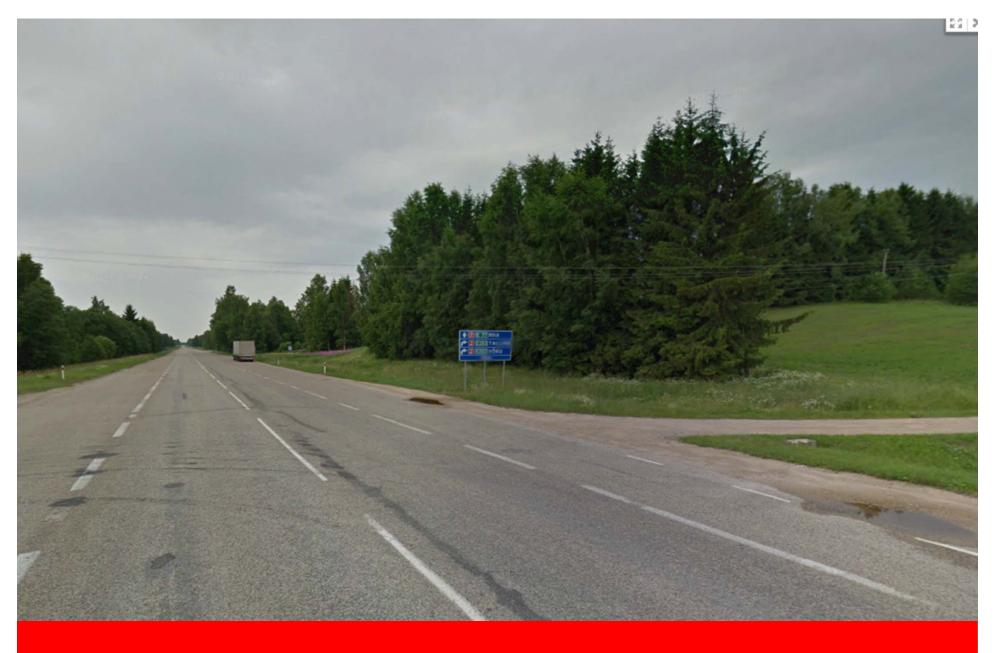Situation before 01.08.11

Situation before **August 2011**

- Long queues at the borders – up to 5-6 days
- Profit loss for owners of the goods and carriers
- Poor working and rest condition for drivers
- Garbage and pollution problems
- Traffic safety and security problems for the trucks
- Illegal sale of places in queue

GoSwift
QUEUE MANAGEMENT SERVICE

Main goals

→ Move a physical queue to a virtual one

→ Predictable border crossing time for goods and tourists

→ Opportunity to wait far from border (Tallinn etc)

→ Better service for tourists, business people

→ Better information, who will cross the border

→ Not to allow black market

→ Solve security, waste and pollution problems

GoSwift
QUEUE MANAGEMENT SERVICE

After 1st August, 2011 – GoSwift is up and running

Please attention – GS video

QUEUE MANAGEMENT SERVICE FOR BORDERS

Outcomes

→ Investment 0 € from national budget

→ Estonian carriers save annually 4M €

→ might it be ~ ??? M€ for Poland? Bulgaria? Hungary?

→ Improve Your country's image

→ New jobs – central management, call center, border operations

→ Environmentally friendly!

GoSwift
QUEUE MANAGEMENT SERVICE

9+2 Road Border Control Points

1.7 million vehicles use our service in a year.

_____

"The researcher said that rather than heading for Finland, Russian tourists were instead plotting trips to Estonia. He said that the economy aside, other factors such as improved transportation links **and shorter border queues also affected visitor choices**."
Source:
http://yle.fi/uutiset/researcher_russian_tourists_choosing_estonia_over_finland/7020953

Situation after **August 2015**

1 PLAN > **2 BOOK** > **3 DRIVE** >

→ New markets
  → ports
  → tourist attractions
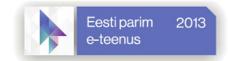 → several light weight version of QMS

GoSwift
QUEUE MANAGEMENT SERVICE

Awards

- **European Business Award National Champion 2015**
- **The International Transport Forum at the OECD** awarded GoSwift with the Transport Achievement Award 2015, for improving trade and tourism
- **World Summit Award – Global Winner 2013**
- Baltic Innovation Award 2013 – one of the most innovative companies
- Estonian Best e-Service 2013 in Estonia, in e-governance category
- The Logistics Deed of the Year 2011 in Estonia
- GoSwift has been marked in several EU reports as good example how should state solve the border crossing queue problem
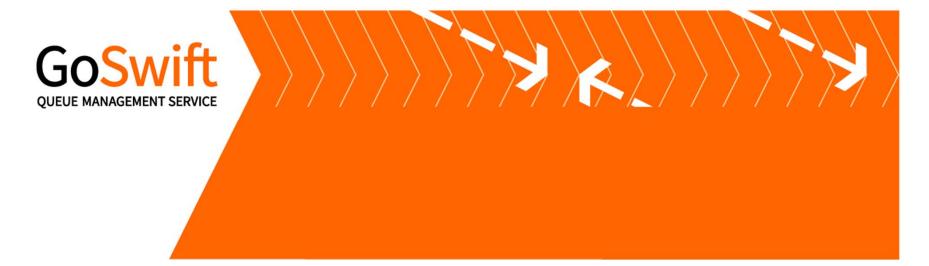
WSA - Winner 2013

→ World Summit Award (WSA) is a global initiative within the UN framework

→ WSA awards outstanding e-content and e-services

→ 77 e-services were submitted to Estonian national contest, 7 category winners were selected, 2 were selected to take part of the WSA Global contest.

→ 461 e-services took part of the WSA 2013 contest, 40 winners were selected.

→ GoSwift was selected as winner in „e-Government and Open Data" category

Thank you!

Jaan Oruaas

Sales Manager, Eastern Europe
Jaan.Oruaas@goswift.eu