



Adore4customs

An AI-powered user-centric solution that saves at least 50% in the workload of customs declarants, allowing companies to process more volume with the same workforce

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AE NV

The BA Achievement Award is organised by



AUG30-3 FW: DEMO IMPORT: Demande d'IMPORT - Jansson AB - ASN 442002

Proposal details

- General
- Party
- Customs office
- Transport
- Voyage
- Valuation
- Tariff lines
- Invoice lines
- Tariff lines

Invoice lines

Use control + click to select multiple invoices.

GO TO TARIFF LINES >

01

Invoice details and totals

REFERENCE	DATE	# OF COLLI
442002	11/04/2022	52

TOTAL GROSS	TOTAL NETT	# OF LINES
0,000	0,000	21
<small>CALCULATED</small>	<small>CALCULATED</small>	<small>CALCULATED</small>

TOTAL QUANTITY	TOTAL PRICE	# OF LINES
2 361	53 948,39	21
<small>CALCULATED</small>	<small>CALCULATED</small>	<small>CALCULATED</small>

Invoice lines

EDIT DUPLICATE DELETE + ADD LINE

Qty	HS Code	Description	Gross weight (kg)	N
01	8708999790	Muffler	7 kg	
01	8708809990	Anchorage Suspension	7 kg	
01	8708999790	Anchorage Suspension	7 kg	
01	8708999790	U - Bolt Anchorage Front	7 kg	
01	8708999790	U - Bolt Anchorage Front	7 kg	
01	8708999790	Anchorage Suspension	7 kg	
01	8708999790	Anchorage Suspension	7 kg	
01	8708999790	Anchorage Suspension	7 kg	
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Proposal incomplete
2 checks failed, 1 open task

PREVIEW PUBLISH

Invoice 01

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INVOICE

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LOCATE OPEN IN NEW WINDOW

Achievement summary

What was delivered and what was the result?

The growth in international trade and the consequences on the administrative burden that was caused by Brexit, triggered us to learn more about logistics processes and customs declarations in general.

We quickly learned that there exists a massive opportunity space to solve a business problem: customs declarations require a lot of time to be prepared because people need to look for information in a highly variable set of documents.

We also learned that available technologies like OCR and RPA are not suitable to handle the high diversity in document layouts.

We used a lean startup approach to validate the problem and the solution and also learned that the competencies needed to build such a solution are not easy to find in the market and that a project to realize such a solution would be too expensive for many companies.

We decided to invest in such a solution ourselves and offer it in a SaaS model so that many could benefit from the time gains (50% in general), increased employee experience and a reduction in ecological footprint.

The solution went live in October 2021 and is now serving 6 customers. Our next goal is to scale.

Achievement details

Please explain the details of the initiative and the approach that was taken.

When the Covid pandemic and the lockdowns hit our economy hard, consultancy firm ae decided to take an atypical approach and take up the challenge to create a new opportunity.

During the lockdown periods, many investments were temporarily put on hold by our customers, resulting in many consultants that suddenly had time to spend. We opted to invest that time in various innovation tracks & market research.

One of the initiatives we explored focused on natural language processing and business solutions that would benefit from this technology.

We built a proof-of-concept together with a company that specializes in the administrative processes around customs declarations. As we learned that our ideas

were technically feasible, albeit quite challenging, we decided to initiate market validation, using the lean startup approach. The goal of this validation was to check the business viability and market potential if we'd decide to build our own solution and create a new revenue stream, next to our traditional professional services offering.

We used a lean canvas to structure our first business model, identified the biggest risks and a validation approach that was based on structured experiments.

After a first validation round that involved many interviews with companies in the customs (and logistics) domain, we learned that we had a validated problem and that the solution we had in mind was also considered something they would buy.

In the next round of experimentation, we focused on value and pricing. This phase ended with signing the first 'letters of intent' by what would be our first 3 customers (and partners) if we would build the solution.

We finalized a business plan and got approval to build our first MVP from the ae management.

In our next round of exploration, we invested in getting to know our future users and applied user experience design techniques. Interviews, observations, drafting solutions, asking for feedback, ...

While other AI players focus on generic solutions, we decided to find a balance between generic technical components and the customs declarant's context. The user interface we designed is completely focused on the declarant's tasks and mimics their workplace although we made it fully digital.

In our development approach, we opted to work agile with 2-week sprints to gather user feedback as soon as possible. We developed an analysis method (approach, templates, guidelines, glossary, ...) to bridge the gap between business requirements and the specific needs for extracting information from customs and logistics documents using natural language processing and other machine learning techniques. We also invested in performance reporting in the software that allows us to factualize the performance of our AI components and the application as a whole.

In October 2021, our first customers started to process their first declarations making use of our solution.

Today, we have 6 active customers. Product market fit has been proven and we are now on the verge of scale-up. We're still writing red numbers as many start-ups face

in their first years, but we keep focusing on improving the product and building our customer base and growing volumes.

Key achievement

Why do you think this initiative should receive the award?

Our project is a great example of intrapreneurship. It shows that by applying the right techniques and having the right mindset, companies can truly expand their value proposition in the market.

We used a lot of experience that was available at the time and chose to invest further.

Our solution is solving a real business pain in the logistics sector, not only in saving time but also in improving the employee experience and reducing the ecological impact by avoiding the need to print lots of documents.