

---

# Practical Considerations for a National Single Window – Implementation and Critical Success Factors

Workshop on Single Window Development  
for CAREC Trade and Customs Officials

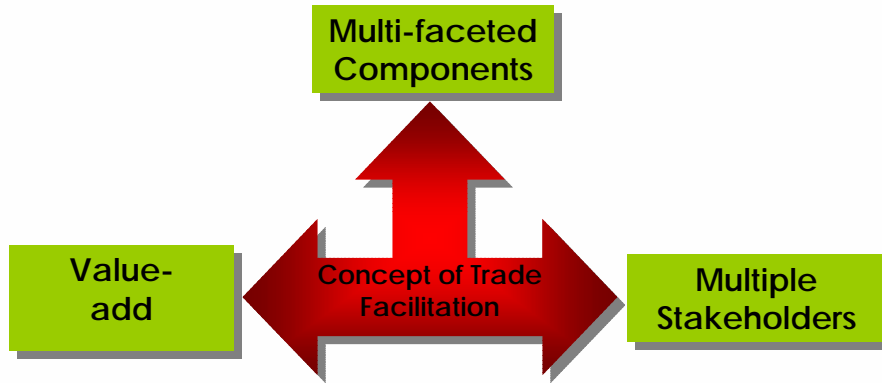
*9 July 2008*

*Jonathan Koh  
Director, Solutions & Consulting*

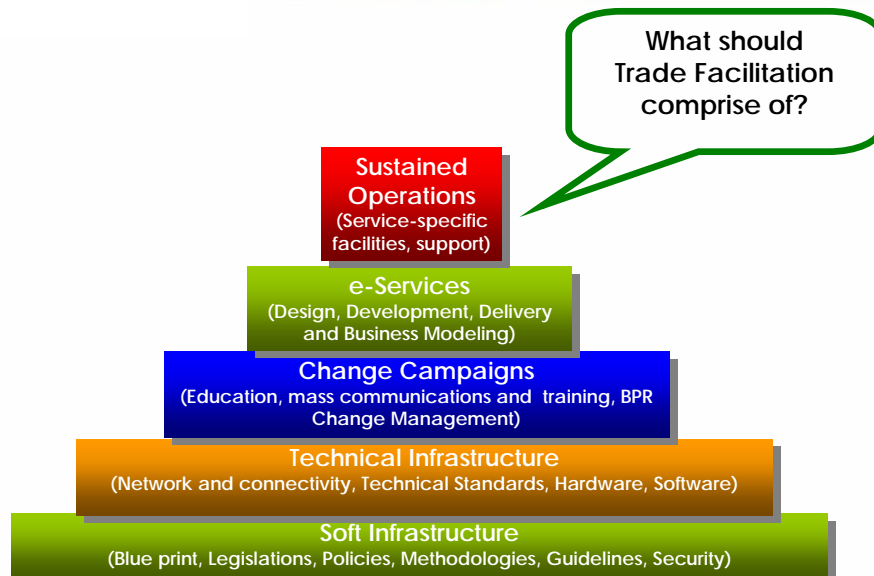
---

# Implementing National Single Window Key Implementation Considerations

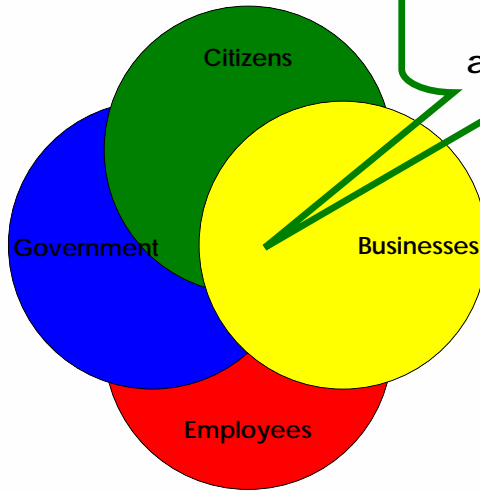
## Dimensions of Trade Facilitation



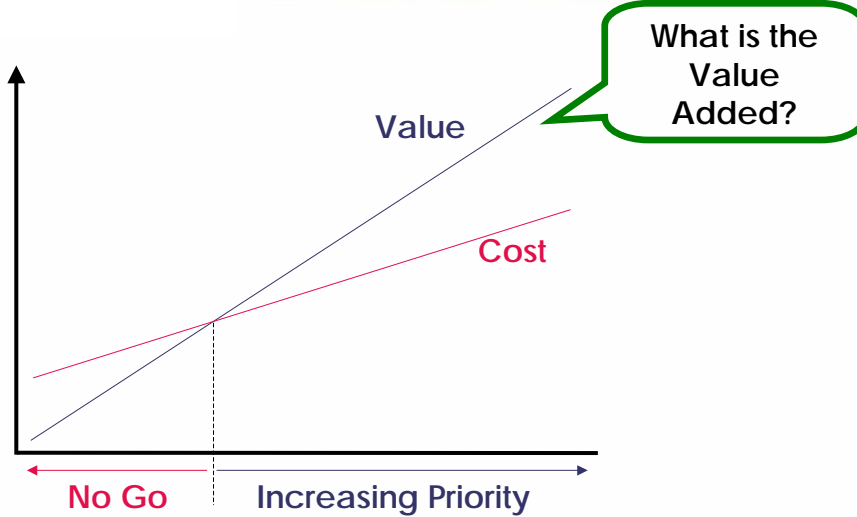
## Dimension 1 : Components



## Dimension 2 : Stakeholders



## Dimension 3 : Value Add



Trade Facilitation  $\neq$  All about Technology

Trade Facilitation  $=$  All about People



- Technology is only a TOOL
- Need change in mind-set
- Need change in policies/procedures
- Need change in behaviours

Trade Facilitation  $\neq$  Electronizing Manual Processes

Trade Facilitation  $=$  Improving Processes



- Rubbish in, Rubbish out
- Leverage on IT to achieve more streamlined processes that are not possible before

## What's Not & What Is

Trade  
Facilitation



Single Window to All  
Services

Trade  
Facilitation

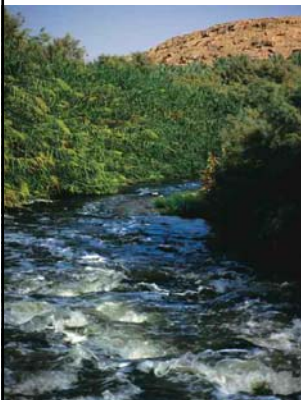


Integrate Related Services



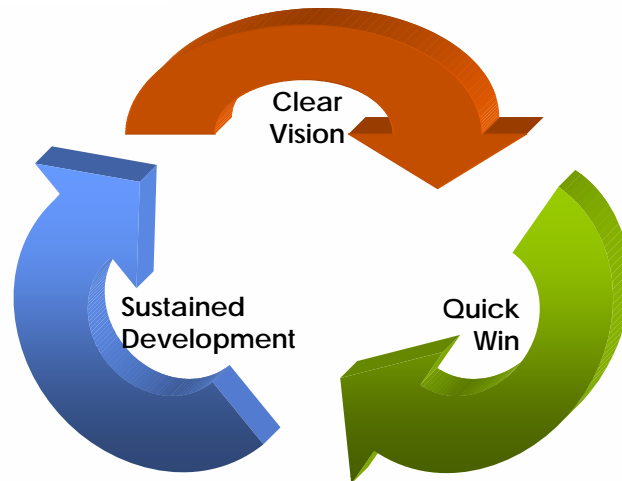
- Customer-oriented perspective
- Over-centralization is a fad
- Over-centralization destroys value

## Do all at one go?



- No to "Big Bang"
- Should be a Phased approach to:
  - Avoid huge upfront investment
  - Devote resource to priority needs
  - Learn and grow

## What needs to be done?



## What are the imperatives?



- **Clear Vision** to guide development and prioritize needs
- **Quick Wins** to meet immediate needs and sustain organizational interests
- **Sustained Development** to ensure continued enhancements and relevance

- **Establish clear objectives**
  - NSW scope of services for the trade community and the value-added service providers
  - NSW scope of services for the government
- **Determine business / outsourcing model**
- **Formation of project team**
  - Establish clear roles and responsibilities
  - Examples, system development team, business team, marketing and adoption team, OGA engagement team

- **Involvement of trade and IT community**
  - Examples, logistics association, business associations, banks association, national EDI committee, value-added service providers, other community systems
  - To also understand the various level of IT readiness
- **Establish Legal Framework**
  - End user's T&Cs with NSW and 3rd parties
  - NSW's service level and interconnect agreements with 3rd parties
- **Develop marketing and adoption plans**
  - Examples, government funding, outreach programs, pilot programs etc

- **System Architecting and Identification of technology partners**
  - Examples, system network design, interfacing with external systems, integration with 3rd party software, server sizing, etc
- **Infrastructure Support Provisioning**
  - Call Center (establish FAQs, strive for 1st level problem resolution, etc)
  - Data Center (secure facility access, etc)
  - Service Bureaus
  - Training (room based, web based, through 3rd party vendors, etc)
  - Customer management (handling registration, feedback, etc)
  - Business Continuity (DR facility, etc)

**Thank you very much for your attention**

**email: [jonathankoh@crimsonlogic.com](mailto:jonathankoh@crimsonlogic.com)  
mobile : +65 9835 5198**

All rights reserved. 'CrimsonLogic' and the Shell Device are trade marks of CrimsonLogicPte Ltd (Regn No: 198800784N). All information contained in this presentation is disclosed to you on the basis of a prospective business relationship and is proprietary to CrimsonLogic Pte Ltd and may not be used, disclosed or reproduced without the prior written consent of CrimsonLogic.