

Communi-  
cation  
facility

eCatalogue  
of  
products/  
services

Distributed  
process  
modelling  
  
eService

What if  
network

Shaping  
eService

Performance  
evaluation  
eService

Distributed  
process  
planning  
  
eService

Aggregated  
transport  
planing

eService

Exeption  
handling

eService

Document  
transformation

eService

## Advantages of essence platform

- Helps to extract and formalize critical hidden knowledge of SME
- Pushes SMEs to clarify with partners the collaboration conditions
- Facilitates information exchange
- Involves carriers and logistic operator as network nodes to optimise jointly generated freight traffic
- Makes reaction to users requests and perturbations faster
- Traces operational steps thus making transactions more transparent to the parties
- Reduces linguistic divide



## essence

Easy eServices to Shape  
and Empower SME Networks  
in Central Europe



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## Project Partners

**Marshal Office of the Wielkopolska Region**  
(Wielkopolska Region, Poland) as the Lead Partner

**Institute of Logistics and Warehousing**  
(Wielkopolska Region, Poland)

**Province of Bologna** (Emilia-Romagna, Italy)

**Institute for Transport and Logistics Foundation (ITL)**  
(Emilia-Romagna, Italy)

**S.A.T.A. Advanced Technology Application srl**  
(Emilia-Romagna, Italy)

**Aufbauwerk Region Leipzig GmbH** (Saxony, Germany)

**University of Leipzig** (Saxony, Germany)

**AREA m styria GmbH** (Styria, Austria)

**SINERGIJA** Development Agency (Pomurje Region, Slovenia)

**ICEG RESEARCH AND POLICY** Public Benefit Nonprofit Plc  
(Közép-Magyarország, Hungary)

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**essence**  
ICT solutions for enterprises and logistics

**essence**  
Developing a company by networking

**essence**  
Optimizing transport and logistics activities

## Objectives

The project's general objective is to create an ICT platform that will help enterprises to make transport more effective and reduce its environmental burden, as well as to overcome current deficiencies in SMEs and to increase their productivity and competitiveness. SMEs will be enabled to customize an individual network coordination model from a general collaboration framework. They will be free to enter and leave the system with no constraints and, while in, to select and use the eServices of interest when wanted.

ESSENCE faces these issues by developing eBusiness, eNetworking and eLogistics services as cornerstones for competitiveness and economic development.

The eServices include: communication, catalogues, business network shaping – planning – operation, document management and performance evaluation, offering the promotion and intelligent use of ICT and non-technical solutions for companies.



### Back ground

SMEs working in different networks with business partners, suppliers, subcontractors

Each company in the network provides components & adds value to the final products

It generates business relations and related freight traffic

### Problems

Network is usually static and seldom involves best possible partners

Tasks assignment is often based on habits rather than on objective business criteria

Transport is not optimised

Information flow in network is slow and not traced

The ESSENCE platform will become a useful tool for eService infrastructure that will assure valuable business and networking functions to user companies. It could be adopted to a simple and self-sustainable business model. The knowledge base will stay as a common repository shared and fed by user SMEs and including a multilingual catalogue,

a multilingual ontology of business documents, and a set of up-to-date performance indicators. Further information and project developments are published on the official project web site:

[www.essence-project.eu](http://www.essence-project.eu)

## essence is based on

- networking of existing ICT capacity-building initiatives,
- construction of a business- and collaboration-related multilingual knowledge base,
- development of easily accessible eServices,
- creation of an infrastructure eService platforms in different regions,
- setting up of transnational pilot actions covering different industrial sectors,
- setting up of transnational dissemination and capacity-building initiatives.

## Potential benefits for enterprises

Developing eBusiness, eNetworking and eLogistics services for SMEs by:

- Comprehensive business network management framework
- eService platform serving every single SME with preferred ICT functions for daily business activities
- Access to eServices for SME in pilot projects during project and after its end