How can Customs better leverage emerging AI technologies for more sustainable and smarter operations?

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Key Questions

Key questions to ask when you want to leverage AI-driven technologies to support Customs operations
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WHO
WHAT
HOW
WHERE
WHEN
AI Adoption Framework

**Business Ecosystem Level**
- Trend and drivers
- Stakeholder involvement and relationship

**Business Level**
- Opportunities for New Value Creation
- Foundations for Value Creation
- Value Delivery and Transfer
- Value Capture and Appropriation
**Business Ecosystem**

Key Partners and Suppliers
- Project Sponsor, Trade Participants, other CBRAs, RMS Providers, IT infrastructure providers.

Collaborators and other Stakeholders
- WCO, Trading Community, Citizens, National Security Agencies, other Customs Administration.

**Resources**
- Human
- Financial
- Equipment & Facilities
- Legislation

**Capabilities**
- Multidisciplinary profiles (PM, RMS Experts, IT, Data Scientist)
- Data availability & quality.

**Activities**
- Needs gathering & analysis
- Prioritization & scoping
- Customization & Delivery
- Training & Change Mgt
- On-going operations
- Monitoring & reporting
- Support & Maintenance services.

**Products/Services**
- Tailor-made AI-driven RMS
- Upgraded IT infrastructure
- Data Management
- Staff trainings on required skills
- RMS SOP
- Effective change management
- Support & Maintenance services.

**Beneficiaries**
- Board Members of Customs
- Risk Mgt Division
- Custom control & clearance Dpt.
- Investigation & PCA Dpt.
- Customs IT Dpt.
- National traders
- Other CBRAs
- Government
- Consumers and society

**Value Delivery and Transfer**
- Conferences, workshops, and on-going communication on values and vision
- Stakeholders alignment
- Change Management Champions involvement
- MVP focussed on quick-win and gradual implementation
- On-boarding & engagement strategy

**Value Capture and Appropriation**
- Revenue streams: increase of collected revenue, time & cost reduction for trade,
- Public value: empowered and well-trained Customs, guaranteed fair services to traders, better society protection and more FDI.

**Costs**
- Investment costs (projects support, solutions customization & hardware acquisition)
- Variable costs (licenses, upgrades, maintenance)
- Skills acquisition costs (hires, trainings)
Key Considerations

1. Need for political commitment
2. AI-savvy workforce empowerment
3. Building on solid digital foundations
4. Personal data protection & privacy
5. Integration of AI technology with existing legacy systems
6. Black-box effect and usability
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Thank You