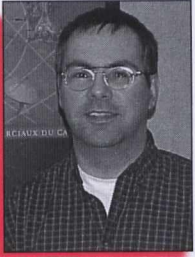


Now that you have WIN 4.5



by Gilles Potvin
Export Development Division (TCE)

What comes next? ... eService

A new vision for trade systems

All current versions of WIN Exports will be replaced by an integrated system allowing you to deliver service electronically. We call this **eService**. But don't worry, your data will be migrated to the new system.

What will eService give me that I don't already have?

- A Web based application
- Integration with other applications such as InfoExport, Outlook Contacts and Calendar,
- More speed!
- Better information on Canadian industry

- Better local contact management shared with colleagues and neighbouring posts
- Access to the system anytime, anywhere (portable office)
- Workload management

What will eService help me do?

eService is a component of continuing of and building on the New Approach. The objective is that **eService** will allow the Trade Commissioner Service (i.e. you) to:

- Let more clients be served in a self-serve mode through InfoExport
- Dedicate more time to key clients (focus on high potential for results)

- Spend less time on non-client activities
- Further develop your local network
- Generate more business leads

When will these changes come into effect?

- In 2000, we articulated the eService vision. You can find it at http://intranetapps/tools/outils/english/users/presentations/presentations_e.htm
- We also defined the requirements and project plan.
- In 2001-2002, we plan to acquire and deploy systems and hardware.
- We will also train all trade staff on how to use these new tools.

A workday of the future?

This morning, Jane is not going to the office. She has a breakfast appointment with a visiting Canadian company. Her client is a little late, so she uses that time to check her voice-mail, sort e-mails, answer some, forward others, and review new calendar items on her portable device. Over breakfast, she provides her client with a few useful contacts from the local contacts database.

Next, Jane visits a local company. She provides her contact with information on Canadian companies by accessing the

Canadian company database. This morning, she received a few relevant items in her Dow Jones Interactive folder, which she passes on to her contact.

Later at the office, she reviews enquiries from Canadian companies. Although most are handled by the post "Information Officer," Jane adopts a proactive role and answers the ones that, given her knowledge of local demand, she feels have the best potential for results. She also plans calls to a few local companies that might be a good match for these companies.

eService alerts her to companies interested in her market that have recently registered in InfoExport. Whenever she has a moment, she reviews their company records and Web sites. She will take the initiative and contact the companies with good potential for results in her market.

The eService environment makes Jane's workday easier. The improved remote access and mobility means more flexibility; she also wastes less time in traffic!