

*B.O. Kushym, I.O. Silantieva, candidate of sciences in engineering, associated professor
(National Transport University, Kyiv, Ukraine)*

Computer Expert Systems for Transport Platforms

The article considers the information technologies used in transport companies work and the transport platforms activities in Ukraine on the basis of the review of the transport market. The effectiveness of intermediary activities in Ukraine is proved by the saturation of the transport market with offers, therefore expanding the range of services and increasing the level of information resources security could become a competitive advantage. The list of services transport platforms, popular in Ukraine, turned out to be diverse, but insufficient, given the rapid development of social networks, IoT and disruptive transport innovations.

Today, more and more people can't imagine their lives without information systems and technologies, as they significantly help both in work and in everyday affairs. Modern information technologies cover almost all sectoral structures of a particular state. An information site is a resource oriented to the outside audience, its task is to present its services to potential customers. In the research information portals used by the participants of the transport process are considered. At present, there are many transport platforms and in Ukraine the most popular are Lardi Trans, Della, Cargo.lt, Trans.eu, Degruz, Timocom.

Transport platforms are the fastest, most convenient and affordable way to find partners for themselves. Each resource has its own interface, functions, services, price policy and etc. They should maximally satisfy the requirements of absolutely all categories of users to achieve their desired result and provide their services promptly. Therefore, a comparative characteristic of the most popular transport platforms in Ukraine was carried out (Table 1). With the help of transport platforms, users have the opportunity to find potential partners for themselves, both nationally and internationally, as they provide a detailed and operational review of the state of the freight transport market. Earlier, forwarders spent extra time looking for new business partners through directories and now they are using a simple software application. With the help of the Internet resource, you can set the parameters for finding the necessary information (in terms of proposals for the type of cargo or transport, countries and places of departure (destination), etc.). As a result of surveys and studies, participants in transport platforms that do not yet have regular partners start their cooperation only with companies that are registered on relevant Internet resources, which does not guarantee, however, it reduces the risks of unscrupulous partners. One of the advantages of using the transport platform for them was a significant reduction of empty mileage of vehicles. Even when the "reboot" breaks down, in most cases you can quickly find another batch of cargo through a particular transport platform. Table 1 is based on the analysis of services provided by each transport platform. Consequently, the work of each of them can be classified according to three criteria (Figure 1). In addition, access may be fully or partially paid.

Table 1.

Comparative characteristic of the functionality of transport platforms

Resource name	Main functions					Additional functions	Price policy
	Applying for applications	View applications	Catalog	Advanced access to company data	Feedback		
LardiTrans	*	**	**	*	*	forum / trans blog / calculation of distances / reliability zone / automarket / advertising / insurance / news	Depending on the tariff plan: 150- 3500 UAH / month.
Della	*	**	*	*	*	distance calculation card / statistics of price policy for shipping / search for related cargo and transport / advertising	The site management provides information on the tariff only after registration.
Cargo.LT	*	**	*	*	*	forum / bulletin board / auction / map / certification system for managers and companies / news / advertising / debt collection service	From 30 Euro / month
Degruz	*	**	**	***	-	distances between cities / freight rates / the cost of transportation	399 UAH / 3 months
Trans.eu	*	**	*	*	*	news / legal support / shop for the transport industry civil liability insurance / fund for driver support / debt support ISO certification / GPS navigation online	828 euro / year
Timocom	*	**	*	*	*	news / tenders for freight transportation / transportation orders / international debt collection / tracking	Approximate price up to 1000 Euro / year

Legend: * - only registered users; ** - available without contact information;
*** - available without registration; **** - full access, except for contact details of
the cargo owners

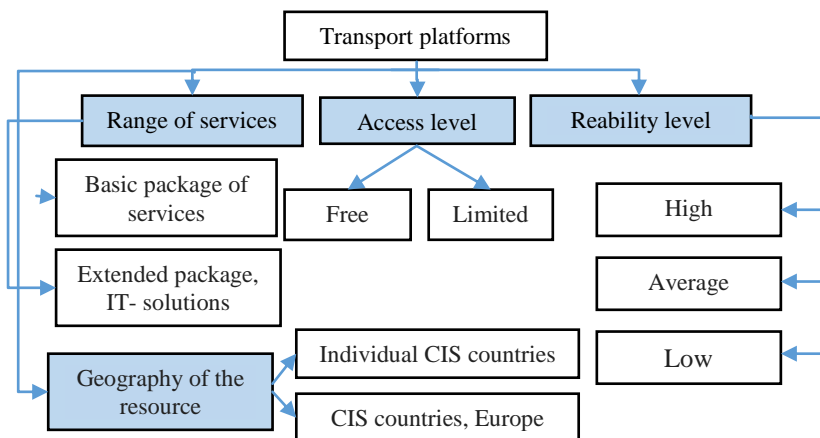


Figure 1. Classification of transport platforms

Transport platforms have a convenient mechanism for finding operational information on the goods to be transported and vehicles freely available for further work. Their users have the opportunity to accelerate the daily planning of transportation, find potential Ukrainian and foreign partners, assess the current state of the cargo transportation market and get legal advice. In addition, the procedure for registering on transport platforms and the terms of exclusion from it give an idea of the level of reliability of its users. The effectiveness of mediation in Ukraine is proven by the richness of the market proposals, therefore expanding the range of services and increasing the level of information resources security can be competitive advantage. Regarding to the shortcomings of the platforms, even if only companies that have undergone the appropriate inspection are allowed to work and provide a high level of security of the information resource, fraud cases still arise. Company employees need to know what is the situation at the market of carriers and forwarders, as well as the conditions on which the partners work, in order to achieve positive results and solve the tasks.

Conclusion

Consequently, thanks to the transport platforms, almost all the carriers have had the opportunity to place their offers without any effort, to review the offers of other companies, to easily find partners for themselves. In case of force majeure, you can find downloads for you anywhere in the world. In spite of the advantages, in order to strengthen the position of the transport market, transport platforms must constantly develop the reliability and diversity of their services, given the rapid development of social networks and the emergence of new subversive transport technologies. And given the steady increase in the level of harmful emissions as a result of the work of cars, new services that will reduce the empty mileage, build the optimal route of transportation with the use of other, less harmful modes of transport, determine transport conditions that will ensure energy efficiency, can attract the attention to transport platforms of foreign investors.