

# Compliance in the Cloud: HS classification system

## The Classification Desktop™ by GDM

I want to introduce you to an innovation that will dramatically boost the productivity of your global trade staff. My name is Matt Gersper. I am the founder and president of Global Data Mining (GDM). GDM and our sister company CUSTOMSInfo specialize in trade data management. We help companies eliminate profit draining inefficiencies and friction from global trade processes.

This briefing is for leaders managing the 4 P's... lots of **people**, working in lots of different **places** (multiple physical locations and/or in different countries around the world), responsible for customs compliance of lots of **products**, with **profit** and loss responsibility for cross border transactions.

There are **4 systemic problems** eroding profitability and slowing the supply chain of companies doing business across international borders. I'll give you an overview of each problem, and then I'll tell you **10 ways** the data management and workflow applications of Classification Desktop™ can lower costs and increase efficiency for your company.

1. **Inconsistent compliance processes.** Many companies struggle with inconsistent compliance processes that have been developed over time in various business units ... even within the same buildings; sourcing, finance, and trade compliance often work independently or in silos with little or no collaboration or management oversight of the end-to-end business processes.
2. **Inadequate data management.** Companies are finding it very difficult to manage the large and complex global trade databases required in their trade operations around the world. They store data in different systems... often using manual processes or outdated technologies like excel spreadsheets... often without an enterprise-wide standard for data structure... and often with conflicting information about the same product.
3. **Inefficient workflow.** Many trade professionals are overworked and understaffed. They spend time running from one crisis to another and find it nearly impossible to think and act strategically for the benefit of their company. They are working hard but not smart. They are working fast but are not effectively delivering on enterprise-wide objectives to support their company's mission.
4. **Lack of visibility & control.** Today's laws makes it clear... company executives have responsibility for Customs Compliance. However, few options have been available, until now, for executives to have transparency into and control over their trade operations.

4  
problems  
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profits



These four systemic problems are fueling an industry-wide epidemic of high-error rates non-compliance, incorrect declarations, inaccurate financials, and lost profits.

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## The Solution

GDM specializes in database and workflow applications that can dramatically improve the productivity of your staff and significantly bolster your management's capacity. The Classification Desktop™ was specifically designed to lower costs and increase efficiency of work related to customs classification and trade data management. We have developed a better way to work especially in today's flat or declining budgets. Here are ten ways the Classification Desktop™ can help you and your staff.

### Top ten benefits of the Classification Desktop™



1. **Powerful web application.** Every Desktop™ is a unique and secure state-of-the-art website accessible worldwide by any authorized user through the Internet. Your director or manager has complete control of the functions any given user may perform, the data any given user may see, and the responsibilities any given user may have based on the unique role each person provides your company.

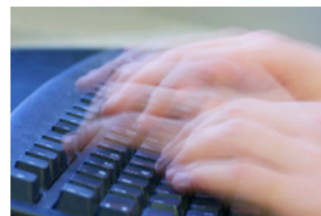
2. **Customized to your business.** Every Desktop™ is 100% configurable to your company's specific business needs and workflow requirements. Many applications force users to operate within their system, to work the way the application works. The Desktop™ is exactly opposite. It is configured to manage and control your unique customs requirements and amplify your staff's capacity to work collaboratively and effectively. The Desktop™ is custom tailored to optimize your specific business processes.

3. **One system of record.** Every Desktop™ comes with a unique and secure SQL database that becomes the system of record or the "single version of the truth" for customs information about every item enterprise-wide. It has powerful tools for document storage. Your SQL database is custom designed to meet your company-specific data requirements. It's easy to add new fields for unforeseen business or government requirements that may arise in the future.

4. **One data standard.** Data management apps make it easy to upload data from any system, from any business unit around the world, and provide mapping features to integrate and normalize data into one company-wide standard. An Intelligent Grid provides functionality for viewing, sorting, filtering and working with data that is easier to use than Excel. The system includes automated updates of the entire database as tariffs change for different countries at different times around the world.

5. **Integrates with existing systems.** Data integration apps make it easy to tie into your existing computer systems. The Desktop™ is the ideal solution to efficiently create and manage data for use by various business applications that require accurate and up-to-date customs trade data. Few companies have one single system to manage their entire enterprise. The Desktop™ is designed to be the enterprise-wide database providing accurate trade data to every system that needs it.

6. **Collective intelligence.** Our ongoing R&D effort has created powerful best-practice functionality that can help you increase productivity. The Desktop™ automatically updates users with the latest enhancements installed since their last login. It's like having a network of trade professionals working continually to improve your company's customs classification and trade data management.



**every  
person  
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more  
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7. **Dramatic productivity gains.** Leveraging state-of-the-art technology and industry-wide best practices, the Desktop™ empowers your staff to apply their experience and professional judgment more efficiently, and enables each person to work dramatically more effectively. These productivity gains not only improve the bottom line but create the time needed to think and work more strategically, creating even more productivity gains.
8. **Audit trail & oversight tools.** The Desktop™ puts powerful oversight tools in your hands. An electronic audit trail provides automatic record keeping of the critical data elements created in each step of the workflow in every business unit around the world – helping meet the reasonable care standards of customs agencies. Workflow apps help you establish enterprise-wide process controls, and measure & evaluate the performance of global trade staff or third party service providers.



9. **Standards you can rely on.** The Desktop™ is an enterprise-wide solution you can depend on. Our development team is required to meet four standards: rock solid reliability, client driven functionality, maximum scalability, and state-of-the-art security. Every Desktop™ is protected by the same rigorous encryption protocols for data transmission and security as on-line banking.
10. **Fast. Easy. Affordable.** Making superior decisions that deliver enterprise-wide impact is critical to your firm's success. Now is the time to get started. The Desktop™ is easy to use... easy to maintain... and best of all it is affordable.

Here's what some of our clients are telling us:

"Finally, a classification solution that marries the flexibility of a spreadsheet, the sophistication of an ERP and the low ownership cost of a web-based service" The Desktop™ can deliver enterprise-wide impact for you this year!"  
SAP GTS Practice Leader

"This is the first classification tool I have seen in my thirty years in trade compliance that will actually help a trade professional be truly compliant."

If you'd like to learn more, just give me a call or send me an email and I'll have one of our client representatives schedule a full demonstration for you and your global trade staff.

### Articles and References

1. 10+2 Compliance. 3 reasons executives should care and 6 tips to help!
2. New Classification System Helps Achieve True Compliance
3. FTZ's help Companies Save Millions during Tough Economic Times
4. The Optimize Solution™ Dependable Knowledge Drives process Improvement & ROI in Global Sourcing
5. An American Perspective on Global Trade Opportunities in Challenging Economic Times
6. Creating a Competitive Advantage in Global Trade
7. Five Global Trade Steps to Improve the Bottom Line
8. Time to rethink off-shoring
9. 10+2 Readiness... Beware! It's strategic, not tactical

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