CASE STUDY

Amber Road
POWERING GLOBAL TRADE®

Medical Technologies Company Remedies Complex Compliance Operations

THE COMPANY

This multi-billion dollar division of a larger diversified corporation provides transformational medical technologies and services to improve patient care. The company specializes in medical imaging, medical diagnostics, clinical systems, patient monitoring systems and biopharmaceutical manufacturing technologies. This broad range of products and services helps healthcare providers to more accurately diagnose and treat cancer, heart disease, neurological diseases and other conditions. The company has tens of thousands of employees committed to serving healthcare professionals and their patients in more than 100 countries worldwide.

THE CHALLENGE

The medical technologies company ships products from over 145 locations and faces an increasingly complex supply chain spanning multiple international borders, time zones and regulatory environments. With subsidiaries, suppliers, distributors, manufacturing facilities, carriers, brokers and customers located all over the globe, operations were fragmented and difficult to manage.

The trade compliance team sought a unified solution to automate the end to end process and centralize compliance across its global supply chain. A high level of accuracy was needed in order management to determine proper export controls and create shipping documents to avoid potentially significant fines and delays.
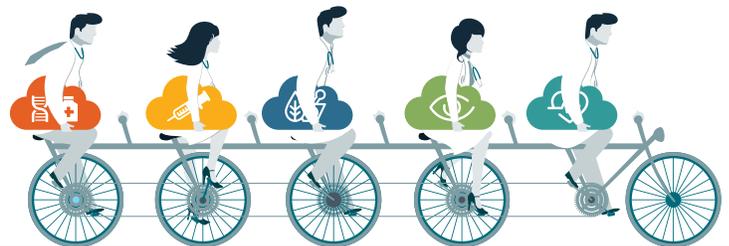
Specifically, each business unit required automation of product classification, restricted party screening, order to shipment compliance screening and export document generation. Since the business units were operating on different ERP systems, including Oracle, SAP, PeopleSoft and JD Edwards, the company needed a solution that seamlessly integrated all these systems using a common framework.

THE SOLUTION

Following a competitive vendor bidding process and a complete evaluation of the technology's functionality and integration capabilities, Amber Road's Trade Automation solution was selected to manage the global trade compliance process.

A key differentiator is that "Amber Road's Trade Automation allows our trading partners to receive information rapidly, reducing cycle time and improving internal satisfaction," according to one export team leader. The Trade Automation solution creates a flexible environment for sharing information with supply chain partners and establishes a "global transaction" for managing related party trade. This enables users to view information on imports and exports simultaneously. Users can email the invoices directly to brokers without waiting for the physical goods to arrive, thus expediting cycle times and improving overall efficiency. This ability to rapidly coordinate information was a key factor in selecting this solution.

THE BENEFITS

- Visibility of compliance checks to legal and compliance teams across disparate units

- Reduced risk by complying with country specific regulations

- Minimized fines by improving licensing accuracy and efficiency

- Access to compliance matrix across different business units on a global level

- Significantly expanded export operations and roadmap

"We needed to add more volume and more entities without increasing the wait time. Additionally, we needed one common global standard so that all business units would have the same level of automation and access to information."   Global IT Program Manager

With the solution in place, management also recognized the potential advantage of accessing an extensive database of trade content to facilitate international transaction clearances. Compliance administrators can retrieve local data for each of the 100 countries in which the company does business, as the database covers tariff and ECN controls, import and export controls, and restricted party lists for over 95% of the world market.

Most importantly, the company needed a solution and partner that could grow with them, adapt to changes in business processes, perform systems upgrades, and integrate new compliance regulations. Amber Road provides both scalability and flexibility as more business divisions are added to this global compliance initiative.

THE RESULTS

By implementing Amber Road's Trade Automation solution, the company was able to establish a unified and automated process across five divisions in multiple countries. Each division reduced operating costs and increased client and internal satisfaction. Users maintain accurate, up-to-date classifications and remain compliant with country-specific export and import regulations, resulting in significant savings in duties, taxes and potential export fines.

The corporation now has a central repository for compliance data that is directly accessible by all trade parties. It has dramatically improved its supply chain visibility, facilitating timely, accurate communication across its business units and with its trading partners. Meanwhile, the company reduced the risks and costs associated with inaccuracies by configuring the system to perform validation of required attributes prior to shipping.

Full export documentation is generated in several languages with just a click of a button. This provides a full audit trail on all transactions, trading partners and product data, and enables quick responses to both Customs' and internal audit requests. After automating the process, many compliance steps are processed in a parallel fashion, which provides greater flexibility and control when prioritizing shipments.

Since Trade Automation is a web-based application, the solution is accessed by users in any location worldwide, prompting the Global IT Program manager to state, "We have significantly expanded our export roadmap and are currently working to further increase its scalability to meet our growth."

To facilitate global rollout to additional divisions, the IT team established a guideline to implement a unified process regardless of the ERP system used. The end result is a global compliance system that allows the company to manage risk in all businesses and countries where it operates. "Our goal is to create a long-term, robust solution, and by working with Amber Road we have already seen tangible results and look forward to further expanding the solution across our global network," summarized the Global IT Program Manager.

ABOUT AMBER ROAD

Amber Road's (NYSE: AMBR) mission is to dramatically transform the way companies conduct global trade. As a leading provider of cloud-based global trade management (GTM) software, trade content and training, we help companies all over the world create value through their global supply chain by improving margins, achieving greater agility and lowering risk. We do this by creating a digital model of the global supply chain that enables collaboration between buyers, sellers and logistics companies. We replace manual and outdated processes with comprehensive automation for global trade activities, including sourcing, supplier management, production tracking, transportation management, supply chain visibility, import and export compliance, and duty management. We provide rich data analytics to uncover areas for optimization and deliver a platform that is responsive and flexible to adapt to the ever-changing nature of global trade.