

ADSI Helps Leading Medical Equipment Company Optimize its International Shipping Operations

Gyrus ACMI, a wholly owned subsidiary of Olympus, is one of the world's leading suppliers of medical visualization and energy systems for surgical procedures.

With major distribution operations located in Maple Grove, MN, the company supports its customers via its network of facilities in Bartlett, TN; Norwalk, OH and Stamford, CT with international distribution centers in Germany, Canada, Australia and Japan. The company also ships directly to customers in Latin America and Asia.

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—Aric Dols, Senior Manager

Challenge

Like many other companies, Olympus had automated its domestic shipping process, but export shipping was still largely a manual process.

- International orders were diverted from the general workflow to be handled by the international team.
- The team picked, packed and staged international orders and produced the export

documents by manually entering order details into document templates. Decisions regarding which Harmonized Tariff Schedule (HTS) numbers should be used and how documents should be filled out were subject to staff interpretation.

- Shipments that required Automated Export System (AES) filing were keyed into AESDirect.gov manually.

“We were using compliance data from several manual sources, which made the risk of non-compliance too severe,” said Aric Dols, Senior Manager of Logistics and Repair at the company’s headquarters, “After consolidating and validating all of our data on thousands of exported items into one secure database, we began looking for an automated solution for export documentation that would enable us to eliminate that risk.”

Solution

ADSI’s Ship-IT™ solution was customized for Olympus to allow current compliance data to be included on every line item for every shipped order.

Olympus was already using Ship-IT multi-carrier software to automate domestic shipping in its U.S. facilities. Dols knew that it could also rate and route international shipments.

Dols asked ADSI if Ship-IT could be configured to produce a broader set of export documents and handle the AES filing process. Together, ADSI

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and Olympus developed a completely automated approach:

- Ship-IT is an integrated solution that receives international orders from the host Enterprise Resource Planning (ERP) system.
- The ERP system passes a barcoded pick ticket to the international team. The team scans the bar code and begins picking and packing the order using a handheld computer to verify details.
- Ship-IT also passes the team the information it needs to consolidate export orders.
- Once the order is completed and closed, Ship-IT analyzes each order according to a database that includes Harmonized Tariff Schedule codes, NAFTA information and other international information. Ship-IT produces the Commercial Invoice, Shipper’s Letter of Instruction, NAFTA Certificate, Certificate of Origin and more.
- Ship-IT also files the Shipper’s Export Declaration with AESDirect.
- Shipping details such as tracking numbers, weights, freight charges and service levels are uploaded to the ERP system where they are used for customer satisfaction and invoicing.

Benefits

Dols noted several benefits:

- **Greater accuracy.** The new approach ensures that export shipments are handled correctly, every time. “We computerized our business rules and embedded them into the system to ensure that we’re meeting export regulations on every product shipped. This eliminates our risk of fines related to filing errors,” said Dols. The system also ensures that the right documents are produced for every customer, product and country profile.
- **Elimination of manual keying.** Rekeying of data into templates has been eliminated, saving time and reducing the risk of keying errors.
- **Time and labor savings.** “We’ve reduced document production from a period of 30-40 minutes to five minutes per shipment,” said Dols.
- **Professional export documentation.** The new system has introduced a high level of consistency and professionalism across all documents.
- **AES filing.** Filing is managed by the system, requiring no intervention from the staff.
- **Freight management improvements.** Consolidations are much easier to manage, enabling the company to benefit from better freight rates.
- **Streamlined Customs clearance.** Consolidating shipments also make for a simplified clearance process at Customs.



Multi-Carrier Shipping Software ■ Barcode Solutions ■ Integration Services

877-755-2374 ■ sales@adsionline.com ■ www.adsionline.com

955 N. Plum Grove Road, Suite E ■ Schaumburg, IL 60173