

## Case Study

# Fortium Partner Successfully Leverages AI to Streamline Business Processes

## The Challenges

An international logistics company relied on manual review by experts to verify import compliance for consumer goods purchased from Chinese sellers. While this provided a competitive advantage in faster US Customs clearance, scaling the labor-intensive process was challenging.

The company needed to evaluate technology solutions to automate package reviews against customs regulations. This would maintain their speed advantage while removing the headcount barrier to growth.

## The Solution

- Minimize/eliminate inconsistency in the acceptance/rejection decisions
- Eliminate the Human Resource Bottleneck
- Improve/automate the communication of acceptance or rejection of packages.
- Maximize speed and accuracy of comparison of product descriptions against Customs rules.

## The Results

Originally, the client planned a communication/workflow management tool to streamline the manual review process. However, the Fortium Interim CIO proposed an AI solution to automate reviews and eliminate the headcount bottleneck fully

The AI system was designed to replicate the review experts' work with consistent and accurate decisions. Whenever the AI encountered an unfamiliar product description, the human reviewers provided training to expand the system's capabilities.

By switching to AI, the company was no longer limited by the speed of manual package reviews. Instead, their logistics warehouses and operations could operate at maximum capacity, improving utilization and profitability.

## Client Profile

- An International Logistics company transporting packages from China to the US for leading e-commerce Marketplaces
- A unique process to review and pre-clear items in the shipments to ensure portability
- Headquartered in the US with warehouses in the US and China
- Logistics company for consumer products
- Privately held