



CASE STUDY

International Bridge Improves Screening Accuracy with Sparkling Logic SMARTS



Summary: International Bridge has been providing high-quality, small parcel shipping services to the largest retailers in the world. By designing solutions focused on consumers that are demanding low-cost or no-cost shipping from their e-commerce providers, International Bridge is changing the small-parcel shipping paradigm by enabling high-volume shippers, domestically and internationally, to efficiently and effectively reach consumers in all areas of the U.S.

Problem: International Bridge relies on a prompt customs clearance process and 100% compliance with importation laws. They identified that their manual screening process was an inhibiting factor to the growth of their business.

Solution: International Bridge selected [Sparkling Logic SMARTS](#) as the decision engine and core component of their product classification and import screening system (PCE).

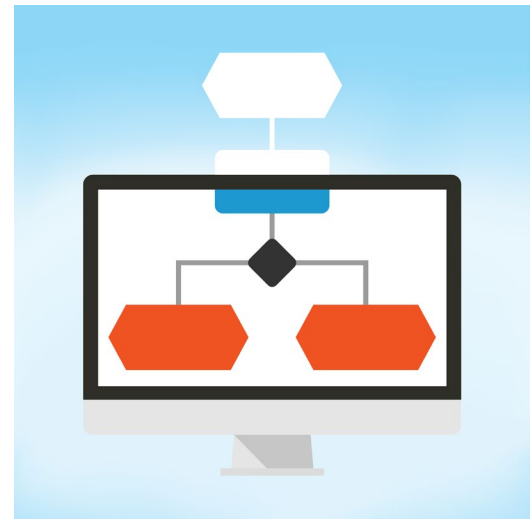
SMARTS can streamline your processes, improve the quality of your automated decisions, and shorten the time it takes to adjust to new insights gained from market, customer, and competitor changes.

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Benefits: With the implementation of SMARTS in the new PCE system, International Bridge was able to:

- Unlock new workflows that were not previously possible
- Reduce package screening from several hours to seconds
- Improve the accuracy of screening vs. the manual process
- Make, test, and deploy daily rule changes with a team of non-technical customs experts



Automating Product Classification and Screening with Sparkling Logic SMARTS

Since 1999, International Bridge, Inc. (www.myib.com) has offered a breadth of innovative international and regional shipping solutions that offer small, medium, and enterprise eCommerce shippers the lowest costs, fastest delivery and best customer experience. As a small parcel shipping company, International Bridge relies on a prompt customs clearance process and 100% compliance with importation laws. The manual screening process was an obstacle to growth so International Bridge decided to automate.



International Bridge selected Sparkling Logic SMARTS as a key component of PCE, their e-commerce product classification and import screening system. Their goals were to facilitate smooth importation and reduce transit time and operational costs.

Rule Changes Deployed Daily

The core component of the PCE system is its programmable rules engine which is implemented as a SMARTS decision. International Bridge has hundreds of rules which change daily. The rule changes are made by a team of non-technical customs experts. They are able to rapidly update and modify the decision and validate changes against real data. Prior to deployment, the rule changes are validated using simulations run in SMARTS. Metrics defined in SMARTS allow International Bridge to identify and quantify actual vs. expected outcomes to measure the impact of rule changes.

Fast Execution to Support Operations and Expand Capabilities

Once deployed, the PCE system performs fast enough to support the dynamics of International Bridge's warehouse operations. Using Sparkling Logic, the screening of international shipments now takes seconds rather than hours.



During peak season, the PCE system screens over 500,000 items per day. As a result of the new PCE system, International Bridge has increased operational capacity tenfold while keeping costs low and predictable. In addition, fast screening has unlocked new workflows that were not possible before and has allowed International Bridge to onboard new clients they could not previously serve.

International Bridge highlighted many capabilities of SMARTS that contributed to their success:

- 1** Highly intuitive user-interface and ease of use that allowed non-technical business experts to manage and maintain rules
- 2** Simulation and decision analytics capability that allowed validation of changes prior to deployment
- 3** High-performance and scalable execution to meet operational requirements

A Trusted Vendor Partner

“We found Sparkling Logic SMARTS to be a highly intuitive and well thought out piece of software. When needed, the Sparkling Logic support team was amazingly responsive, approachable, and flexible with scheduling. They were able to accommodate different time zones and quickly provided solutions to our technical challenges. We would highly recommend Sparkling Logic SMARTS for operational decisions that need quick and frequent updates, version tracking, and fast execution and that can be successfully managed by non-technical personnel.”