Many internationally active middle market companies lack full visibility into their cross-border trading activities. The sheer volume of imports and customs entries leads to blind spots that exacerbate compliance risks and missed opportunities for cost savings. Taking control requires seeing the whole picture.

RSM created Trade Profiler to enable dynamic processing and visualization of critical import data. Trade Profiler can analyze up to five years of an importer’s information, converting trade data into actionable intelligence. By revealing inconsistencies, inefficiencies and redundancies, Trade Profiler enables companies to identify and quantify opportunities to lower tariff costs, reduce trading risks and improve supply chain performance.

**Data, data everywhere**

Forty-three. That’s how many data elements are required on every CBP Form 7501—otherwise known as an Entry Summary—that’s filed with Customs and Border Protection (CBP). That’s how much detail a company must disclose when goods are imported into the United States. Internationally active businesses can file dozens, maybe hundreds—or more—customs entries each week. The sheer volume of required information and documentation can overwhelm middle market companies, compelling them to engage customs brokers to help manage the burden and keep pace. External support can all too easily transform into dependency when other demands take precedence. And when a company isn’t managing or measuring a part of its business, it is not controlling it.

**Transforming data into intelligence**

The volume of import transactional information and documentation creates several key challenges: organizing data, analyzing it and reporting it. RSM’s Trade Profiler does all three.

The process begins with the company requesting that its broker retrieve five years of entry summary data from the CBP’s Automated Commercial Environment system. The data is then loaded into RSM’s Trade Profiler to standardize and analyze. RSM's trade advisory team applies their extensive experience and skills to review the data and create a summary report that drives a conversation to identify cost savings, recover cash and control risks.

The report analyzes information such as quantity, origin country, Harmonized System classifications, value, foreign sources, customs duties and fees, and other details of a company’s U.S. imports. This establishes a fact-based foundation from which RSM can engage corporate leadership to review trading activity, co-develop outcomes, and deliver immediate and enduring value.

**See the whole picture**

The Trade Profiler dashboard helps to quickly assess the what, where, when and how of the company’s international trade activities. It effectively illuminates issues such as

![Graph showing data analysis and visualizations for RSM's Trade Profiler](image-url)
inconsistencies in classification codes and supply chain inefficiencies related to the country of origin. By highlighting vendors by dollars, countries and entries, RSM’s team can identify whether a company can reduce costs by concentrating on sourcing to different, or fewer countries. Its automated presentation of imported value, duties paid and effective duty rates spotlight important measures that are often unknown or seen only in isolation.

RSM can pair origin country data with trade agreements and special programs such as foreign trade zones to help lower, defer, recover or even exempt customs duties.

**How can we help?**

We bring our extensive knowledge and experience to assess risks and opportunities, develop practical approaches to address complex issues, and help implement strategies that deliver real improvements in supply chain performance, trade compliance and greater duty savings.

RSM recognizes that every client and engagement is unique, deserving of a full understanding and thoughtful consideration of the facts, context and environment within which it operates. Contact us today to learn how we can help your business.