

# WESCCON 2024

## Guide to implementing AI in your business

### Moderator:

- Sandra Langford-Coty, Director of Operational Development, A.N. Deringer.

### Panelists:

- Cindy Allen, CEO and Managing Director, Trade Force Multiplier LLC
- John Pennypacker, VP of Sales and Marketing, Deep Cognition
- Mark Ketcham, Senior VP of Sales, Raft AI
- Vincent Iacopella, President of Trade and Government Relations, Alba Wheels Up



Saturday October 19, 2024

# WESCCON 2024



# Let's Talk About AI – What is it?

Literally: Artificial Intelligence

Taking a lot of disparate data, comingling it together, analyzing it, and **drawing conclusions.**



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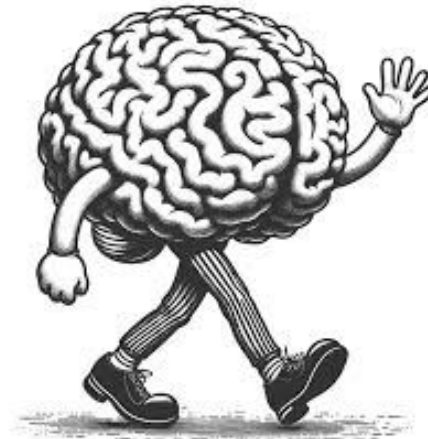
# Let's Talk About AI – Drawing Conclusions





# Let's Talk About AI - Challenges

- How did it draw the conclusions
- This is why we seem sometimes hilarious results from ChatGPT or TradeGPT
- The data that comes together doesn't always make sense – until knowledge gives it context.
- How can an analytical tool give context?
- That's where a human comes in



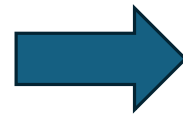
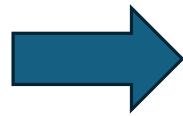
# Let's Talk About AI – How it Learns

- What data is feeding the AI tool?
  - Most AI tools have a vast amount of data to draw on, more than what is stored in a normal brain
  - This is where some AI companies hear challenges from potential customers
  - There is A LOT OF DATA OUT THERE
  - Especially if you are CBP – who are procuring and using these tools to identify anomalous behavior



# Let's Talk About AI – What Do You Need?

- What problems do you have, that you are trying to solve?
- What problems are your clients trying to solve?
- What can a tool do for you?



# Let's Talk About AI – What is Out There?

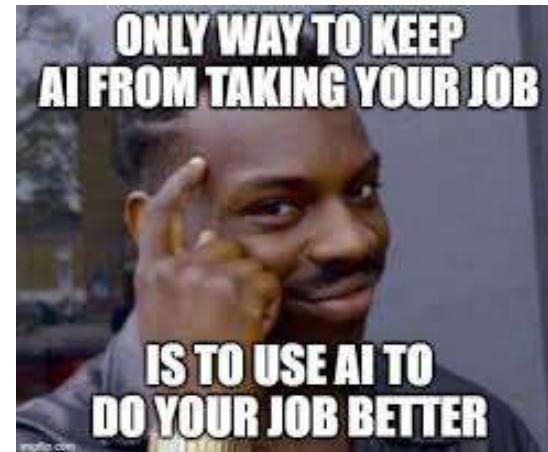
- Supply chain tracing from an entity perspective
  - UFLPA Compliance
  - IPR
  - Fraud in the supply chain
  - Unauthorized suppliers
  - Leads for forwarders
- Product tracing back to origin? (GBI)
- Both in one tool?
- Classification tool for both import and export?
- DPS tool?
- Auditing tool?
  - Identification of AD/CVD Products
  - Mismatches of products and likely country of origin
  - Improbable classifications
- Automate part of the entry process
  - Complete pass through if all data is there
  - AI can add another layer in top of that
  - There are 1.3-1.4B entry type 86 transactions





## But Cindy – That’s the Core of What Brokers DO!!!

- We heard the same argument when:
  - ABI came into being
  - Importers could self file
  - RLF was invented and implemented
  - District permits went away
- These advancements allowed smaller brokers to compete on a larger scale if they chose to do so
- This is the next big advancement in our industry



Thank you

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# Making the Case for AI



## Don't Be A Hammer Looking For Nails

- Start by identifying a specific problem in your business that AI can solve. Don't adopt AI just because it's available; ensure it directly addresses your needs.



## Size & Sequence Your Problem(s)

- Focus AI on high-impact areas first. For example, prioritize complex CIVs with multiple line items, rather than simpler one-liners where the benefits are smaller.



## Futureproof Your Business With AI

- AI goes beyond cost-cutting. It boosts efficiency, enhances productivity, eases pressure to fill talent gaps, improves accuracy, & lowers risk. Its value lies in doing work better.



# Considerations When Implementing AI



## Get Your House In Order First

- Ensure you have strong processes and databases so AI can seamlessly integrate and succeed. Good data quality is key to effective AI implementation.



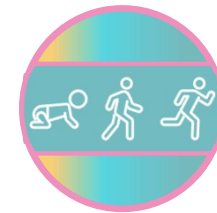
## Find An Internal Innovation Champion

- Identify leaders within your organization to drive AI initiatives. Their support will align the project with business goals and foster a culture of innovation.



## Human in Charge, AI is the Assist

- AI should complement human expertise, not replace it. Keep people at the core of your transformation and let AI handle the repetitive tasks.



## Remember to Crawl → Walk → Run

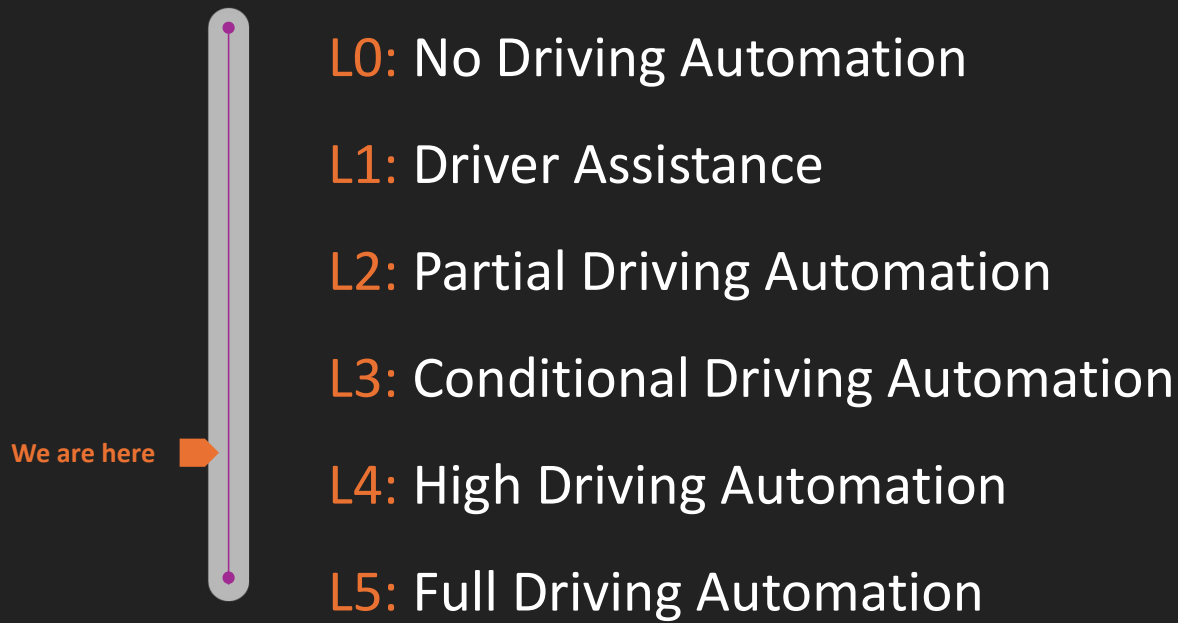
- Take a phased approach to implementation by starting with a focused scope or pilot program to learn, then expand AI solutions as confidence grows.



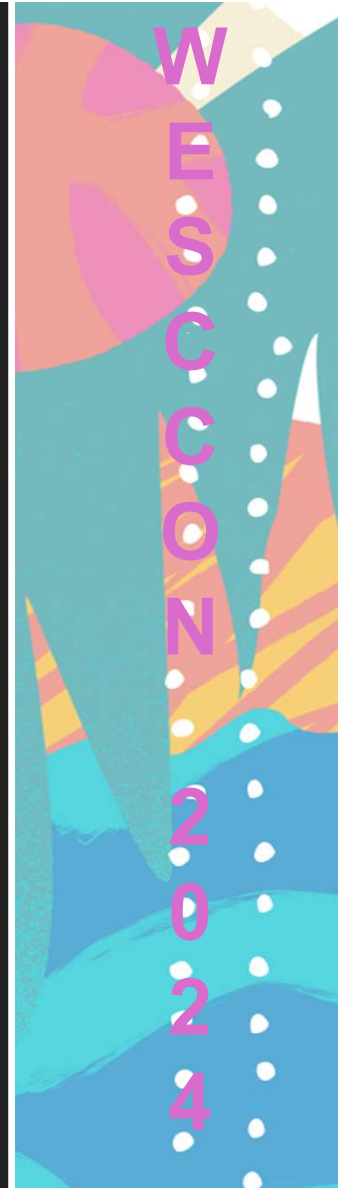
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# Self-Driving Cars Levels of Autonomy



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# Logistics Levels of Autonomy

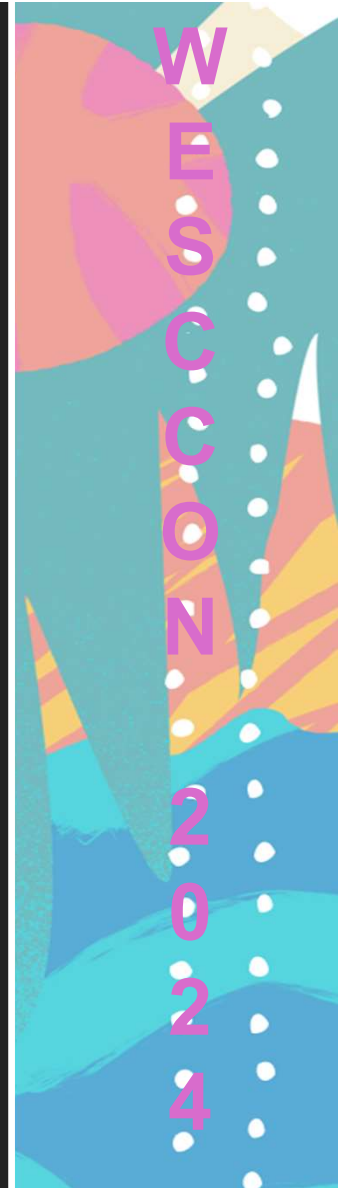


As an Industry we are here

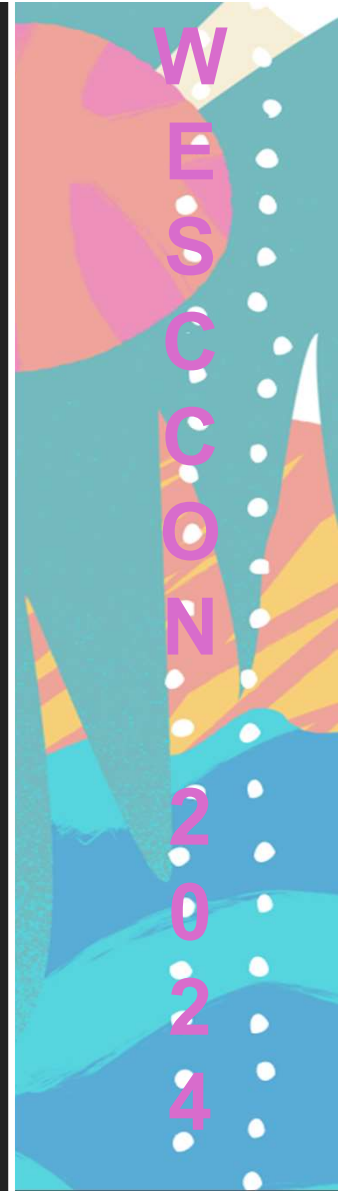
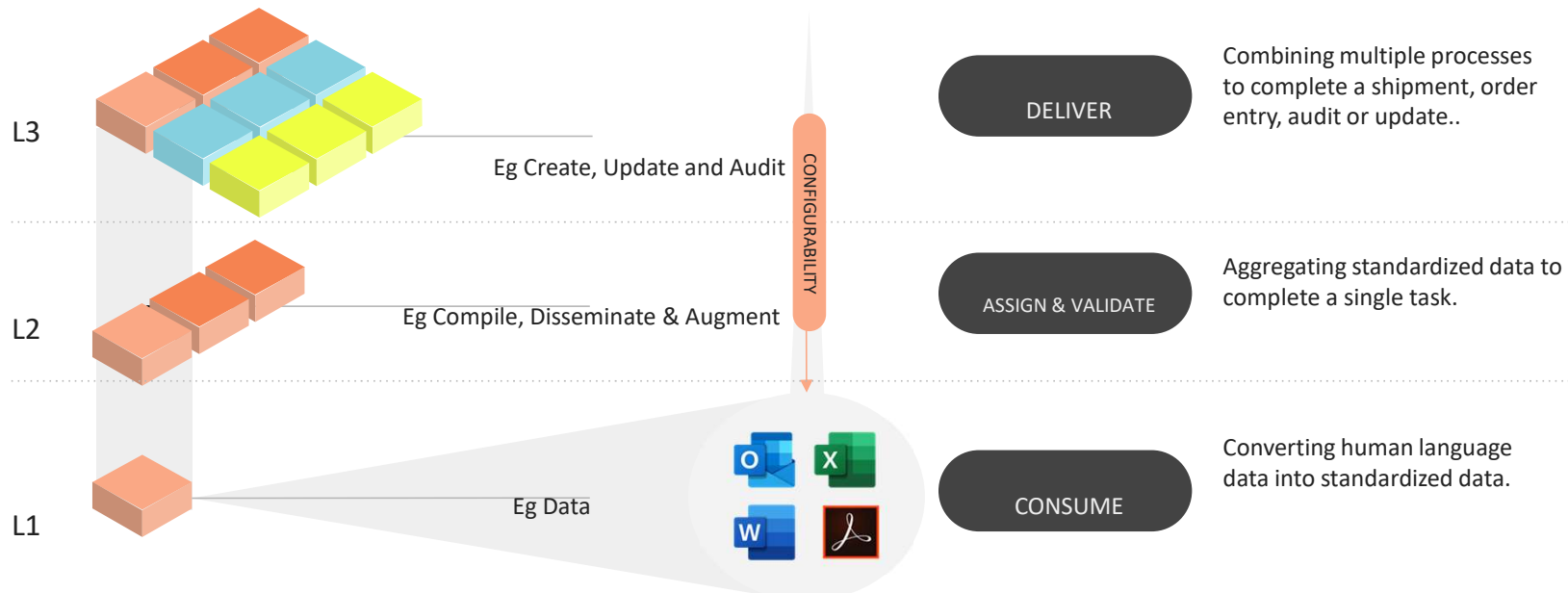
- L0: System of Record
- L1: Capturing Unstructured Data
- L2: Workflow Automation
- L3: Macro Workflow Automation
- L4: Predictive Planning (Up & Downstream)
- L5: Fully Autonomous End-to-End Execution



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# 3 Initial Levels of AI in your logistics automation journey



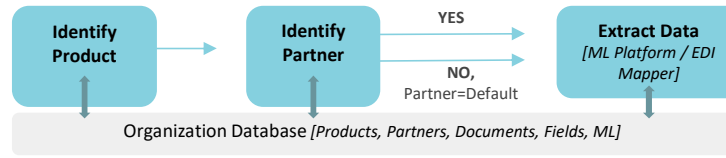
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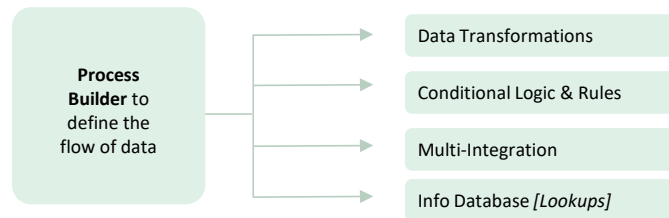
**CONSUME**

Entry Sampling: Deliver via API, email forwarding or RaftMail connection

**INTERPRET**



**ASSIGN**

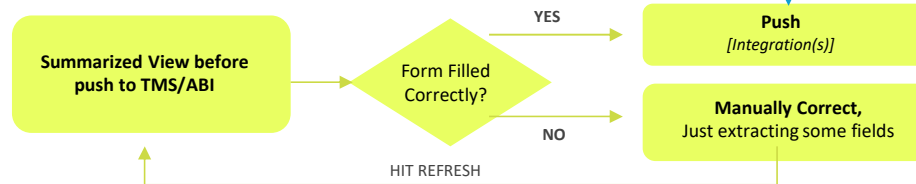


**VALIDATE**

Standard &/or Custom validations on extracted, enhanced and transformed data

**DELIVER**

Update a TMS, database, output an Excel file, Email, and more...



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# Shipment Automation Platform



## BUSINESS PROCESS APPLICATIONS



Finance  
Accounts Payable  
Statements & Accruals



Customs  
Import, Export,  
Audit



Operations  
Import, Export,  
Domestic



Visibility &  
Analytics

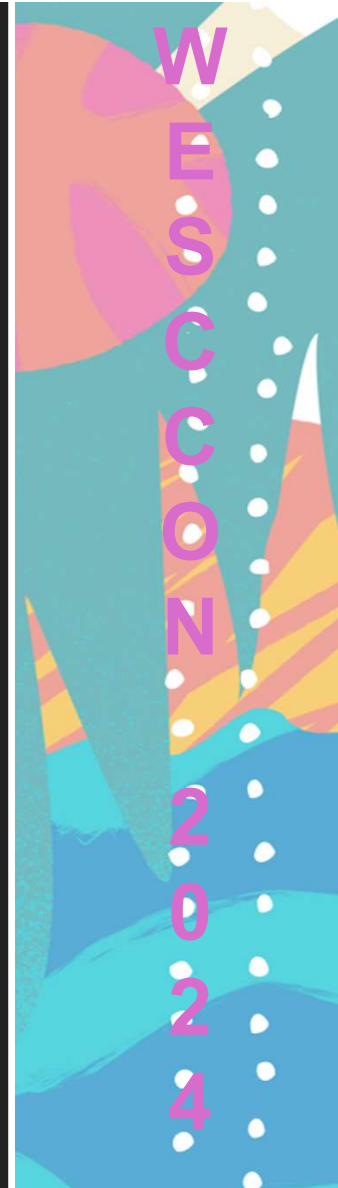
## INITIAL VALUE

- Summary View & Task automation
- Profitability & Process Efficiency
- Information Accuracy & Augmentation
- Compliance & Error Reduction
- Analytics & Insights

## LONG TERM VALUE

- Business process improvement / Predict
- Employee Training & Retention
- Shipment (Job) Automation
- Customer Retention & Sales Growth
- Sustainable profit through market volatility

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ARTIFICIAL INTELLIGENCE IN CUSTOMS BROKERAGE AND SUPPLY CHAIN MANAGEMENT...STREAMLINE PROCESSES, ENHANCE EFFICIENCIES

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ARTIFICIAL INTELLIGENCE IN CUSTOMS BROKERAGE AND  
SUPPLY CHAIN MANAGEMENT...STREAMLINE PROCESSES,  
ENHANCE EFFICIENCIES





# ARTIFICIAL INTELLIGENCE IN CUSTOMS BROKERAGE AND SUPPLY CHAIN MANAGEMENT...STREAMLINE PROCESSES, ENHANCE EFFICIENCIES

**Presented by**

**Vince Iacopella**  
CUSTOMS BROKERS: CUSTOM TAILORED  
LOGISTICS

**President Government and Trade  
Alba Wheels Up International, Inc.**



# Artificial Intelligence in customs brokerage and supply chain management...streamline processes, enhance efficiencies

- 1. Automation of Processes:** AI can automate tasks such as data entry, document analysis, and product classification, which reduces human error and speeds up processing times.
- 2. Predictive Analytics:** AI uses historical shipment data to predict and mitigate compliance risks, helping companies anticipate and adapt to potential supply chain disruptions.
- 3. Compliance Management:** AI helps in mapping supply chains, classifying Harmonized System (HS) codes, and ensuring adherence to international trade regulations, making compliance less error-prone.
- 4. Operational Efficiency:** By processing large volumes of data quickly, AI allows customs brokers to focus on strategic activities like providing advice to clients

# AI in Mapping the supply chain offers several key benefits:

- 1. Enhanced Visibility:** a clear view of the entire supply chain, helping companies understand the flow of materials, information, and finance, better decisions making, efficiencies...service offering to your customer
  - a. Tracking and Tracing
- 2. Risk Management:** By mapping out the supply chain, businesses can identify potential risks such as over-reliance on single suppliers, geopolitical issues, or natural disaster-prone areas. This enables proactive risk mitigation and contingency planning
  - a. De-risking for supply chain disruption
  - b. Leveraging AI for ACE 2.0-verifiable credentials
- 3. Compliance and Sustainability:** Supply chain mapping helps ensure compliance with regulations and standards, including those related to environmental, social, and governance (ESG) criteria.
  - a. De-risking for forced labor
  - b. Leveraging mapping technology for carbon emissions

# Incorporating AI into business operations take aways:

1. What are customs brokers and forwarders buying? For What purpose?- A real use case example...how does what I bought work for me?
2. How do we use the services and products in our environment? Do they drive value? Output and reporting
3. Integration with Existing Systems: Integration can be complex and costly. How much do I have to change my current systems and processes
4. Is my software provider already working on these solutions on my platform? Example: Track and Trace
5. Leveraging partnerships for mapping for Risk Management,
  - a. Partner for product offering
  - b. Partner for referrals
6. Resistance to Change-Get ahead of it: Employees may fear job displacement or be resistant to adopting new technologies. Addressing these concerns through clear communication and demonstrating how AI can augment rather than replace human roles is essential



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TALK WITH US ABOUT YOUR CUSTOMS AND LOGISTICS NEEDS

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