

GE Healthcare Remedies Complex Trade Compliance Operations

Massive Global Medical Technology Company

GE Healthcare, a division of General Electric®, provides transformational medical technologies and devices to improve patient care. The company specializes in medical imaging, medical diagnostics, clinical systems and patient monitoring systems. This broad range of products and services helps healthcare providers diagnose and treat cancer, heart disease, neurological diseases and other conditions more accurately. The company has more than 50,000 employees committed to serving healthcare professionals and their patients in 160 countries worldwide.

Tying Together Compliance Across Systems and Locations

GE Healthcare ships products from over 145 locations and faces an increasingly complex supply chain spanning multiple international borders, time zones and regulatory environments. Over 40% of imports are destined for the United States and 60%–70% of all global shipments are sent to intra-company locations for assembly and packaging. All other shipments are sent directly to customers, which are typically large hospital networks or resellers. With subsidiaries, suppliers, distributors, manufacturing facilities, carriers, brokers and customers located worldwide, operations were fragmented and difficult to manage.

Import and export compliance for the products being shipped is complicated. Many of the company's goods fall

under a dual-use classification — implying a potential for military use, requiring special licenses and documentation. Accuracy in all details is essential to determine proper export controls and the corresponding documentation to avoid potentially significant fines and cross-border delays.

It became crucial for each business unit to automate its trade compliance processes — including product classification, restricted party screening, order-to-shipment compliance screening and the generation of export documentation. Because of the range of borders crossed, it was equally important to ensure that any trade compliance software application used the most current regulatory data. Since the business units were operating on different enterprise resource planning (ERP) systems, the company needed a solution that seamlessly integrated all these systems using a common framework.

Why e2open®?

Following a competitive evaluation of the technology's functionality and integration capabilities, e2open was selected to manage the global trade compliance process. The e2open platform creates a flexible environment for sharing information with supply chain partners and establishes a "global transaction" for managing related party trade. This also enables users to view information on imports and exports simultaneously. Users can electronically send pre-entry instructions directly to brokers without waiting for the physical goods to arrive, thus expediting cycle times and improving overall efficiency. This ability to rapidly coordinate information was a key selection criterion.

Most importantly, GE Healthcare needed a solution and partner that could grow with them, adapt to changes in business processes, perform systems upgrades and quickly integrate new compliance regulations. E2open provides both scalability and flexibility as more business divisions are added to this global compliance initiative.

E2open Applications

The new system to automate trade compliance is composed of the following intelligent applications:

- e2open Export Management
- e2open Import Management
- e2open Global Knowledge®

Strong Compliance and Reduced Operating Costs Through Automation

By implementing the new system, the company established a unified and automated process across multiple business units around the world, reducing operating costs and increasing client and internal satisfaction. GE Healthcare now maintains accurate, up-to-date classifications. It remains compliant with country-specific export and import regulations, resulting in much lower potential compliance risk and notable cost savings on import broker fees.

GE Healthcare now has a central repository for compliance data that is directly accessible by all trade parties. It has dramatically improved its supply chain visibility, facilitating timely, accurate communication across its business units and with its trading partners. A key differentiator is that the platform provides internal teams with greater visibility into shipments, improving on-time delivery and internal satisfaction.

Meanwhile, the company reduced the risks and costs associated with inaccuracies by configuring the system to perform validation of required attributes before shipping.

Full export documentation for multiple business units accelerates the speed of shipping at their global sites. This provides a full audit trail for all transactions, trading partners and product data and enables quick responses to both customs and internal audit requests. After automating the process, many compliance steps are processed in a parallel fashion, which provides greater flexibility and control when prioritizing shipments.

Other positive business outcomes for GE Healthcare include:

- Established fully automated export control and import management process
- Gained organization-wide visibility into compliance checks for legal and compliance teams
- Reduced broker costs by 20% and maintained more control of shipments
- Improved compliance with country-specific regulations
- Minimized fines by improving licensing accuracy and efficiency
- Significantly expanded export operations and roadmap, including total landed cost analysis
- Enhanced compliance screening against restricted and sanctioned parties lists

With the solution in place, management also recognized the potential advantage of accessing an extensive trade content database to facilitate international transaction clearances. Compliance administrators can retrieve local data for each of the more than 100 countries in which the company does business, as the database covers tariff and export control numbers, import and export controls, and restricted party lists for over 98% of the global market.

About e2open

At e2open, we're creating a more connected, intelligent supply chain. It starts with sensing and responding to real-time demand, supply and delivery constraints. Bringing together data from customers, distribution channels, suppliers, contract manufacturers and logistics partners, our collaborative and agile supply chain platform enables companies to use data in real time, with artificial intelligence and machine learning to drive smarter decisions. All this complex information is delivered in a single view that encompasses your demand, supply and logistics ecosystems. E2open is changing everything.

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