

White Paper

# How to Extend Your Global Reach with Importer of Record

This guide shows how to export and import technology and other goods to serve global customers. You will also understand the Importer of Record service, see how it works in more than 170 territories worldwide, and learn how Aerodoc can help you.



**AERODOC**  
LOGISTICS AND IMPORTER OF RECORD



Customizing solutions  
to be closer

2023 Edition



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# Your Chance to Be Global



**Dan Zonnenschein**  
Chief Operating Officer  
at Aerodoc

## Welcome

Today you can sell your products and services in more than 170 countries. All you have to do is wanting it – we will take care of the rest.

**H**ello. Before anything else, I would like to thank you for taking the time to read this document. My name is Dan Zonnenschein, and I am the Chief Operating Officer of Aerodoc Inc, a privately held company based in Miami, USA, that has been helping companies of all sizes send their equipment and expand their operations to more than 170 territories around the world for the past 25 years.

This e-book explains why and how we do that, but most importantly, it shows how this could bring a major opportunity to you and your company. Aerodoc provides Importer and Exporter of Record (IOR/EOR) solutions that allow our customers to import technology hardware and other assets where they do not have a legal entity.

Sounds rather vague, I know. But let me put it in plain words. IOR helps your business reach consumers from around the world, even in hard-to-reach countries.

As we all know, thanks to the Internet, thousands of companies can now provide services to the 8 billion people living on Earth. For online service providers, this may seem easy, but if your service requires hardware deployments or you sell products, you know that it is not that easy.

IOR is a way for modern companies to reach those markets. In the next pages, you will learn how well-known global brands have used our services in industries such as IT, telecommunications, broadcasting, and satellites, among many others. Consider satellite phone service providers: they need to send their hardware to consumers located in very remote territories, who happen to be the biggest source of demand for that kind of service. We bring that equipment to them and often install it for them on behalf of those providers.

But we go far beyond logistics. We handle customs procedures and distribution, but also warehousing, installations, and top-quality management with our customers' customers in the countries of destination. Thanks to the rise of cross-border trade, we are taking this to new markets.

This is an invitation to meet us, but above all things, to discover a wonderful opportunity to reach the whole world. Whenever you are ready to take that step, we will be here to walk with you.

Thank you very much for being here.



The background of the slide is a dark blue image of a globe. Overlaid on the globe is a network of glowing blue lines and dots, resembling a global communication or logistics network. The dots are concentrated in certain areas, particularly over North and South America.

## The Challenge **The Opportunity and Its Risks**





**S**upplying customers around the world is a unique opportunity offered by globalization. Although the flow of people, goods, and money has accelerated over the past few decades, exporting and importing remains a complex task, even more so in the case of technology or high value-added products. In this chapter, we will describe some of the challenges faced by every organization that tries to reach other countries.

## An Expanding Global Market

Globalization and the development of international supply chains have led to a sizable growth of trade volumes. In the past decades, that growth was so exponential that countries were forced to deploy new methods to control imports and exports, developing various kinds of customs inspection processes.

After the major slowdown in foreign trade caused by the coronavirus pandemic in 2020, trade did not just rebound, but surpassed previous highs. 'Global trade reached a record \$28.5 trillion in 2021,' points out a report from the United Nations Conference on Trade and Development, adding that 'this is 25% higher than 2020 and 13% higher than 2019.'

This trend runs in parallel with downsizing at customs around the globe. 'Therefore, physical inspections of shipments can take a long time and impact the operational flow of customs,' explains the UN's Trade Facilitation Implementation Guide. Countries have come up with solutions to deal with this issue, deploying technology to perform the so-called Non-Intrusive Inspections (NII).

But let's not get ahead of ourselves. To expand globally, you need to know the basics of logistics. Winning over

customers or deciding to expand abroad are business decisions, but when you act on them, constraints emerge: How can I import the technology I need to provide my service abroad if I do not even have a legal presence there? How can I send very high value-added, costly goods to remote Asian or Latin American nations? How can I get legal approval to operate in other countries? These issues can potentially derail a project. The opportunity is huge, but so are the risks and challenges. Therefore, to get internationalization right, it is essential to know the journey ahead.

## Not Just a Chance

You may have the best, most conveniently priced product in the market, but that will not be enough to reach everywhere in the world. Moving products between countries is a complex task that requires meeting international standards, but also a thorough understanding of each country's traits, bureaucratic procedures, and cultural aspects. Furthermore, importing without being legally established in the country of destination is very difficult.

Our experts have identified six critical aspects for importing tech and electronics without having locally established branches in the destination. Explore these challenges in the next page.



## Product Classification

Companies must have perfect knowledge of how each country classifies their products, which can only be achieved with top-tier workers in each territory. The Harmonized System (HS) has been a major step toward standardizing the merchandise classification system, but there is still much left to do. Classification issues can lead companies to waste time, lose money due to taxation issues, undergo inspections and even get their products rejected.

## Local Traits

International organizations have spent decades trying to consolidate customs criteria to streamline trade, but full standardization is simply impossible for one reason: each country has its own peculiarities, including different ways to act in different territories of the same country. Culture can affect trade relations and logistics due to customs, languages, and ways of life too.



## Last-Mile Delivery

Logistics does not end when a product reaches its country of destination. Once there, a new process begins: Sending the product to final destination. Knowing the best carriers to manage that is essential. Importers often overlook that domestic logistics are a huge issue in developing countries.

## Red Tape

Some level of bureaucracy is necessary to provide adequate public services, but excessive levels of red tape can be detrimental. This is what happens in many nations. Paper-intensive procedures and slow, non-digitized management can slow down imports. In some countries, procedures must be carried out in person.



## Highly Intervened Markets

Cutting-edge electronics such as servers, graphics cards, racks, and telecoms equipment such as antennas are often included among the 'highly intervened' goods category. Protectionism is not always the culprit – sometimes, trade barriers are erected even without local-supply options, or local legislation is slow to adapt to technological progress.

## Import Controls

Besides their complexity, some product categories are also frequent targets of governmental distrust in multiple instances. For example, tech and electronics imports are being impacted by regulations from several public departments. Even economic authorities such as central banks may intervene to protect a country's trade balance.

## Reasons to try IOR

Being able to export and import products worldwide is an opportunity for any industry. Companies from all markets use the figure of the Importer of Record to reach countries where they are not present. There are multiple reasons and benefits, but here are two very powerful ones:

### Proof of Concept (POC)

In the process of opening new markets it is important to really know the customers, the competition, the pricing policies at the destination and dozens of other variables that can make your business a success... or fail. One of the advantages of IOR is that there is no need for mass mailings to destinations. This makes it a very efficient vehicle for Proof of Concept for new products or services.

The IOR serves in this case to complete the market research processes, since it allows to test the market acceptance of our offer by sending only test materials. Once the materials have been sent, if the product is successful, you will be able to make larger shipments. On the other hand, if the product acceptance has not turned out as expected, the project could be discontinued or changes could be made to the offer without incurring major losses.

### Import of capital goods

Thousands of companies around the world want to expand their sales worldwide and need to bring their own equipment, customized equipment, assembly lines or centrally procured products to the destination countries. In other words, companies are not looking to export goods to sell to end consumers and other companies. When companies want to take their goods abroad and retain ownership or rights to use them, the Importer of Record is a key figure.

The IOR is a critical role when the exporting company does not have a legal presence in the country. Or in cases where the company is present, but for different reasons cannot incorporate those goods to the patrimony. Without IOR, these companies would be obliged to establish themselves legally, find partners and transfer their assets or develop the business through a third party. Beyond a logistics partner, companies such as Aerodoc become reliable operators in these operations.





## Opportunities For All

A new challenge is facing logistics: new industries need to expand markets and import technology and other assets through the global supply chain, including places where customers do not have legal entities of their own. This is where IORs such as Aerodoc enter the picture, tasked with ensuring compliance with every local, state, and federal legislation applicable to imports and making sure that goods and merchandise reach end users. More and more industries are resorting to IORs as an excellent way to take their business to countries where they do not have a legal presence. In this sense, here are some of the latest trends:



### E-Commerce

One of the biggest trends in recent years has been e-commerce. In the world of logistics, e-commerce has become a key element for companies that need to take their business beyond borders. In better integrated countries such as Asian and European nations, where international shipping is a bit simpler and legislation has been adapted to e-commerce, IORs act as key **support agents of cross-border trade for wholesalers and resellers**.



### Tech Companies

One segment where IORs fit right in is **technology manufacturers and vendors**. Usually, it is simpler and more cost-effective to lease high-value tech products from the USA than to employ technology distributors from around the world. Recently, Aerodoc created a solution for a US-based IT reseller with more than \$7 billion in sales that was looking to expand internationally. That solution was a **Delivery Duty Paid (DDP) with IOR** service, i.e., a door-to-door service that reached over 40 countries. That service helped the customer cover all expenses, including import duties, tariffs, VAT, and freight, with Aerodoc acting as IOR to help them send their merchandise to the country of destination, where Aerodoc's experts handle implementation in the end customer's facilities.



### Medical Industry

One of the biggest lessons of the pandemic is the importance of logistics for strategic industries such as healthcare. As investments in healthcare expand around the world, a timely and **secure delivery of medical supplies** and equipment becomes more essential than ever. **IOR will help accelerate the expansion of business scopes** in the future, without need to own entities in every single country, while healthcare is one of the fastest-growing industries around the world. According to consultancy firm Grand View Research, the global pharmaceutical logistics market is expected to grow at a compound annual growth rate (CAGR) of 8.6% between 2022 and 2030. Especially, IOR thus becomes an option for **medical trials, in the shipment of some types of medical devices**. The service often includes warehousing and transportation under specific conditions, traceability, inventory checks, quality controls, and delivery deadlines playing a key role in the choice of an adequate logistics partner.



# **The Challenge of Exporting Technology**



**“Most of servers sales were made in Asian nations, mainly China and Japan, and the biggest winners among manufacturers were Dell Technologies, HPE, Inspur Power Systems, and Lenovo.”**

**“There are several switch manufacturers around the world, including Easy Smart Switches, NETGEAR, D-Link, and Edimax.”**

**A**ny object, whether tangible or intangible, which may be imported or exported, is considered ‘merchandise.’ A system of tariff items was created to identify these products, consisting of a numerical code, which allows fast-tracking international trade procedures and quickly identifies the most used tariff items among imports and exports. The most heavily used tariff items include those linked to technology.

The classification in tariff items allows governments to grant benefits or preferences for a certain tech product, a complex procedure that usually requires the intervention of several government bodies, while other countries may opt to set up barriers to protect their local industry. Because of this, having experienced professionals in this field is essential to understanding the particulars of each tariff item. The most used tariff items by online services companies:

## **Servers (Tariff item No. 8471.50)**

Servers are computing devices used to store, distribute, and supply information. When a client – a computer or an app – requests information, the server provides it, thus enabling the client to work. Servers can be either physical or digital. The former is a piece of hardware also known as the host, while the latter is a piece of software servicing other programs as clients. Other types of servers are web servers, which store and sort webpage content; DNS servers, that link domains with their corresponding IPs; and proxy servers, which connect a client network with an external system. According to IDC, international shipments for servers surpassed \$3.2 million during Q2 2021, a 0.1% rise from the same period in 2020, while industry earnings rose 5.6%, reaching around \$20 billion. Most of those sales were made in Asian nations, mainly China and Japan, and the biggest winners among manufacturers were Dell Technologies, HPE, Inspur Power Systems, and Lenovo. Depending on the brand and its features, a server can cost between \$5,000 and \$20,000, although large corporations use more expensive models.

## **Switches (Tariff item No. 8517.62)**

A switch connects various devices or elements within a single network. In-home systems can be used for connecting computers, TVs, or printers, while companies use them to link hundreds or thousands of pieces of equipment to share information between them. Switches can vary greatly in size, from small models with four Ethernet ports and large-sized units with hundreds or thousands of inputs and more





**“The biggest global access point manufacturers are Aruba, Cisco, Extreme Networks, Ruckus, and Avaya.”**

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**“According to data from IDC, earnings from the WLAN segment increased 20.4% between 2020 and 2021, reaching a market value of \$7.6 billion.”**

advanced tools. There are several switch manufacturers around the world, including Easy Smart Switches, NETGEAR, D-Link, and Edimax. Home models cost less than \$100, while corporate units can cost several hundreds of dollars. In this context, the global router and switcher market is expected to grow in the 2022-2027 period – having had \$3 billion in earnings in Q1 2021 alone, according to data from consultancy firm Grand View Research.

## **Access Points (Tariff item No. 8517.70)**

Access points, also known as AP or WAP, are devices that establish wireless connections between devices by creating an external wireless network between them, either locally or through the Internet. The latter method is called WLAN and helps reduce the number of wires needed to connect devices. The biggest global access point manufacturers are Aruba, Cisco, Extreme Networks, Ruckus, and Avaya. Costs may vary by brand and features; the cheapest models cost less than \$2,000 while the most expensive models, mostly used by large corporations, can go over \$10,000. According to data from IDC, earnings from the WLAN segment increased 20.4% between 2020 and 2021, reaching a market value of \$7.6 billion.

## **Firewall devices (Tariff item No. 8517.62)**

Firewall devices protect devices and systems. To do so, they analyze connections to check for security issues or potential issues in computers, smart phones, or other similar devices. They are mostly sold as software, like computer programs, but there are also hardware versions to protect systems or shut them down in case of a threat. There are several global hardware firewall manufacturers, including Bitdefender, Cisco, CUJO AI, Fortinet, Netgear, Palo Alto, and SonicWall. Prices range from \$100 to several thousand dollars according to the number of devices that need protection and the kinds of threats they protect against. According to cybersecurity industry data, the firewall market is on track to reach \$10.5 billion in value by 2025.

## **Network cables (Tariff item No. 8544.49)**

Network cables, also known as Ethernet, connect devices to a router, mostly computers, but also other devices such as smart TVs, providing a direct connection to the Internet without using wireless networks. That



**“Google, Netgear, TP-Link, Asus, and Linksys are among the biggest router manufacturers.”**

**“Allied Market Research pointed out that power cable sales reached \$143 billion in 2020, adding that the segment could reach \$262 billion in value by 2030.”**

connection is usually faster and more stable. The global network cable market is expected to reach \$10 billion in value by 2030, which would mean a 4% increase in CAGR for the 2020-2030 period. The biggest manufacturers are spread around the world; one of them is China-based Shenzhen Lianxun Industries, which has 26 years of experience in the industry and exports 90% of its production to countries such as Germany, Japan, Canada, the USA, Australia, and Brazil. Another popular manufacturer is the US-based Blackbox.

## **Routers (Tariff item No. 8517.69)**

Routers enable connecting to Wi-Fi networks. They usually connect to a modem and send the information to the devices connected to the network, forming a local area network (LAN) with each of them. When the modem receives the information from the Internet, the router helps it send that information to each device. The global router market was estimated by international data analytics consultancy firm Allied Market Research to be worth \$14.9 billion in 2020. The same report points out that by 2030 that market could reach \$33.9 billion in value. Google, Netgear, TP-Link, Asus, and Linksys are among the biggest router manufacturers. Prices go from less than \$100 for the most basic models to more than \$1,000 for the most powerful devices.

## **Power cables (Tariff item No. 8544.49)**

Power cables link devices with a house or an office's power supply. Japan's Hitachi, Germany-based Leoni, and US-based Southwire are among the biggest manufacturers and exporters of power cables. Allied Market Research pointed out that power cable sales reached \$143 billion in 2020, adding that the segment could reach \$262 billion in value by 2030.

## **Power distribution (Tariff item No. 8536.69)**

Power distribution systems connect electrical substations with customers (homes, offices, and buildings) who use a meter to provide them with power. These systems comprise primary and secondary circuits and substations. According to estimations from consultancy firm Marketsandmarkets, the energy distribution market is worth \$3.9 billion and is expected to reach \$5.7 billion by 2027 due to technological advances and the increasing digitization seen in most countries.



# **The Solution: IOR**

What is IOR And What  
Can Do for You?





**A**n IOR is an entity or individual acting as an importer to ensure legal goods comply with national regulations and legislation in the country they are imported into. IORs handle all the supporting documentation: taxes, licenses, permits, additional paperwork, and local rules and regulations.

IORs are a fast-growing service around the world. The reason behind their success is that they have become allies for companies in the process of expanding abroad, as they make it easier to **globalize business**. By working with an IOR service provider, **companies can reach and operate in any country in the world** at the same time, without legal domicile or registration.

This service's biggest differentiator is its ability to help business be present in dozens or hundreds of countries from a single contact point, as IORs take charge of everything. Companies already working with IORs have minimized risks and cut various costs associated with shipping products around the globe.

IOR's biggest draw is the ability not just to ship products anywhere on Earth, but also **deliver services in the countries of destination** which would otherwise be unfeasible, including door-to-door logistics, value-added tax refunds, tariff/duty optimizations to obtain an accurate classification, and support from the commercial entity.

## The Power of IOR: An Example

Picture an American SME manufacturing high-quality components for the satellite industry. The company has been growing over the past decade, but almost all their sales are to American or Canadian companies. One day, the CEO gets a call from a potential buyer in Japan requesting a multi-year supply contract.

It looks like an excellent business opportunity, but when the CEO and their team start the shipping process to Japan, they realize they lack an import permit in that country. To get it, they need legal representation and getting registered in governmental agencies – time-consuming red tape, with no guarantee of success and a lot of money at stake.

To solve this problem, the company hires an IOR service, which handles everything for them, including:

- **Import documentation.**
- **Licensing.**
- **Taxes and regulations.**
- **Legal obligations.**

The company's experience in Japan turns out to be quite satisfying, as they use a door-to-door service to ship products to more than fifty different addresses without intervening in the process. Then the CEO decides to replicate this experience in 20 other countries, international markets that have always presented a great business opportunity, which the company has not seized on before due to fear of internationalization.

## IOR for Goods and Services

When companies hear about IORs for the first time, many are thrilled by their prospects, but they often have questions about them as well.



The biggest one is **about the kind of products you can ship through IORs. Can they work with any kind of goods and services?**

IORs work with all kinds of merchandise **regardless of shipping complexity, such as antennas, high-tech products, satellites, or highly sensitive components.** This is another advantage of their service: it allows shipping sophisticated, highly-sensitive products halfway around the world.

As they handle the logistics, managerial, and business aspects, IORs help companies – from startups preparing their first exports to multinational

corporations planning shipments to dozens of countries – avoid missing large business opportunities abroad due to a lack of knowledge or risk aversion.

It is worth noting that although virtually anything can be shipped anywhere in the world, the complexity of this task varies significantly depending on the component and the country of destination. Each country has its own national legislation on imports and their related requirements.

Understanding that process is key to see the value of an IOR operator's work. We will discuss it in detail in the next chapter.





## The Process: How IOR Works





## Service Generation

From Ideas and Budgets to Arrival in The Country of Destination.



IORs take over the entire shipment process, managing your cargo from pickup to its final delivery in the country (or countries) of destination. But before that comes a crucial step: hiring the service.

Fortunately, this is quite simple. Before hiring, your IOR provider will inform you the unloading fees with full accuracy, free of unforeseen expenditures or other costs. With that out of the way, IOR operators work

to meet deadlines, preventing delays in customs.

To do so, they obtain every required license and fill in the paperwork, so your company's products comply with every regulatory requirement in the country of destination. Lastly, IORs leverage their robust contact network to provide shipping at the lowest rate in the market, coordinating efforts directly with international shippers to



produce shipping documentation, pick up the merchandise from the warehouse and ship it to its destination.

An experienced agent will be waiting for your merchandise upon its arrival in Customs. As the required compliance

documentation will be complete already before pickup, the goods will be cleared in customs instantly and without delay. After clearance, delivery will be scheduled in the location indicated by the customer, with real-time data available on each stage of the shipment.







**“IOR and EOR play an essential role in reassuring companies and individuals that sooner rather than later, they will be able to open themselves to the world in a reliable, quick, and agile way.”**

**“Door-to-Door Services provides several advantages: it makes it easier to track shipments, ensures transportation deadlines are met, handles customs clearance, and provides quality delivery services.”**

## The Solution: Associated Services A Service Ecosystem to Achieve Internationalization

### ✓ Door-to-Door Services

As its name suggests, under this shipping method, IORs pick up the product on the sender’s door and deliver it to the recipient’s, freeing both from dealing with shipping and providing all the required documentation. This process provides several advantages: it makes it easier to track shipments, ensures transportation deadlines are met, handles customs clearance, and provides quality delivery services.

In return, this provides benefits such as:



TIME SAVINGS



REDUCED EFFORT



SHIPMENT OPTIMIZATION



INCREASED PROFITABILITY

### ✓ IOR and EOR Services

As we said before, IOR/EOR play a key role in business import/export processes – in other words, the companies’ future international trade. IOR/EOR are crucial to ensure a timely delivery of products around the world. Both have various responsibilities, such as gathering the required documentation, including certifications, permits, authorizations; studying regulations in the country of origin/destination; paying trade taxes; and submitting specific statements to government agencies.

**IOR and EOR play an essential role in reassuring companies and individuals that sooner rather than later, they will be able to open themselves to the world in a reliable, quick, and agile way.**

### ✓ Temporary Importation Services

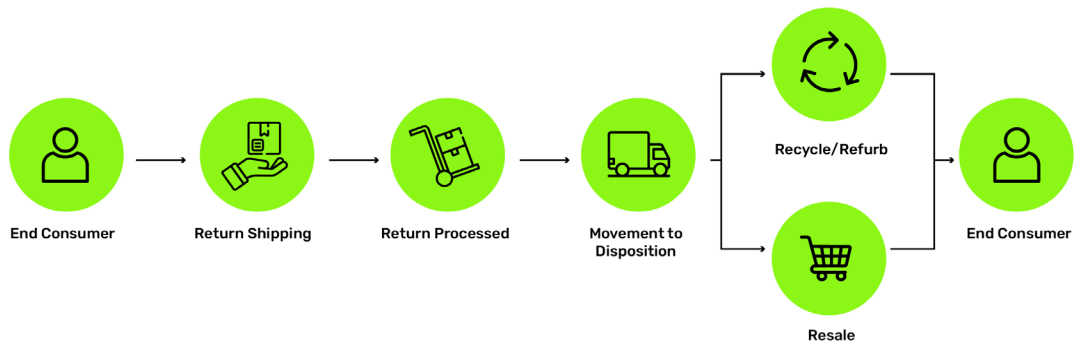
Some products entering a market are imported temporarily, i.e., they enter for a short period of time, which could be between three and 12 months from the import date. This exempts them from import duties and taxation. Temporary importation services are essential to ship this kind of merchandise, which may be related to research; expositions and performances (theater, music, circus), sports, lectures and associated events, assessments and tests, repairs and modifications.



### ✓ RMA & Reverse Logistics

Consumers do not like everything they get. This represents an opportunity for return policies, which are increasingly popular, especially in e-commerce. There are services such as Reverse Logistics and Return Merchandise Authorizations (RMA), that ensure a quick, secure, and user-friendly merchandise return process. Unlike traditional logistics, the return process flows from customers to sellers/manufacturers. RL and RMAs allow companies to gather information on returns while preventing undue or unnecessary returns. RMAs play a key role in this context as customers need them to return the product. These services help providers assess the financial impact of returns and customer satisfaction levels.

### RL Checklist: The Reverse Logistics Journey

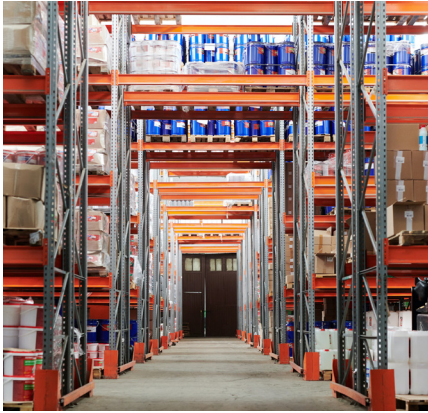


**“Aerodoc delivers its Aerodoc Warehouse Managed Services (AWMS) business solution to help companies increase their competitive edge by minimizing labor costs, enhancing customer service, improving inventory accuracy, and providing greater flexibility and responsiveness.”**

### ✓ Warehousing and Freight Forwarding Services (AWMS)

Warehousing and transportation are the cornerstone of effective logistics processes. These services are necessary to achieve safe warehousing and efficient, seamless shipping. **Aerodoc delivers its Aerodoc Warehouse Managed Services (AWMS) business solution to help companies increase their competitive edge** by minimizing labor costs, enhancing customer service, improving inventory accuracy, and providing greater flexibility and responsiveness. **Contact us to learn more about our warehouse in Miami and associated services.**





**“Aerodoc has a bonded warehouse in Miami, helping companies storage their products globally and complete the required documentation without paying tariffs.”**

**“Aerodoc’s bonded warehouse is a partner of Customs-Trade Partnership Against Terrorism (CTPAT).”**

### ✓ **Fulfillment services**

The journey from pickup and delivery involves significant operational efforts that cannot afford to fail. Fulfillment services are essential to manage and complete customer shipments by:

- Receiving requests
- Processing payments
- Picking up and packaging items
- Shipping requests
- Providing customer service throughout the process

As each of these steps is essential to complete the process, hiring services from specialist companies ensures accuracy and efficiency to win over customers and leave them satisfied.

### ✓ **CTPAT-Certified Bonded Warehouse in Miami**

Location always matters, especially when it is strategic. In Aerodoc’s case, the company has a bonded warehouse in the US East Coast, in Miami, helping companies from various industries storage their products globally and complete the required documentation without paying tariffs.

Aerodoc’s bonded warehouse is a partner of Customs-Trade Partnership Against Terrorism (CTPAT), a U.S. Customs and Borders Protection (CBP) program that seeks to increase protection for the global supply chain and protect it against terrorist organizations with help from the business community.

Benefits for CTPAT partners include:

- Shorter wait times at the border and front of the line inspections
- Access to Free and Secure Trade (FAST) lanes
- Special assignment of a Global Chain Security Specialist to the company
- Faster authorization for sea vessels
- Business resumption priority following events such as natural disasters or terrorist attacks



### ✓ 3PL/4PL Services

“Fourth-Party Logistics (4PL), also known as Lead Logistics Provider, includes additional aspects beyond shipment and warehousing,”



## COMPLETE 3 PL SERVICES

Many companies with highly sought-after products seek to partially or fully outsource their logistics processes and operations to experts using **Third-Party Logistics (3PL)**. This middleman service between manufacturers and customers provides four major benefits: cost savings, time optimization, business growth, and increased global reach.

Another related service, **Fourth-Party Logistics (4PL)**, also known as **Lead Logistics Provider**, includes additional aspects beyond shipment and warehousing, including essential services such as:

### CONSULTANCY SERVICES – PLANNING – MANAGEMENT – LOCATION SUPERVISION – TECHNOLOGY INTEGRATION

Companies that hire 4PL gain complete control over their supply chain and improve their value proposition thanks to the design and optimization of efficient logistics strategies ensured by the expertise and technological capacity of logistics operators.



The background of the slide is a dark blue space filled with glowing binary code (0s and 1s) and several bright, diagonal light trails in shades of blue, orange, and yellow, creating a sense of high-speed digital movement.

## Why Aerodoc **Meet Your New Partner**





## The Advantages of Working with Global Experts

Throughout our journey, we have discovered the opportunities to export products to dozens of destinations around the world. We also learned how complex logistics can be and how anything you neglect can complicate operations.

As logistics operators, we have often seen products arousing suspicion among customs authorities because of mistakes in the submitted documentation, only to be proven not illicit or fraudulent by most intrusive inspections. The inconveniences caused by these processes, such as the waste of time or money, are the product of red tape issues or a lack of knowledge of a country's specific regulations.

In this context, **hiring an experienced operator with professional staff in each region can provide a major advantage.** According to a report from international consultancy firm Grand View Research, the business was worth 956 billion dollars in 2021, with a projected growth of 8.6% for the 2022-2030 period.

This growth is caused by rising demand from companies that need to handle their imports and exports with efficiency. Submitting documents in customs to ensure smooth shipments is a complex process, where any error can cause delays and therefore increase costs. Moreover, as on-time

deliveries are increasingly important for customers, carriers risk losing a customer due to the delays.

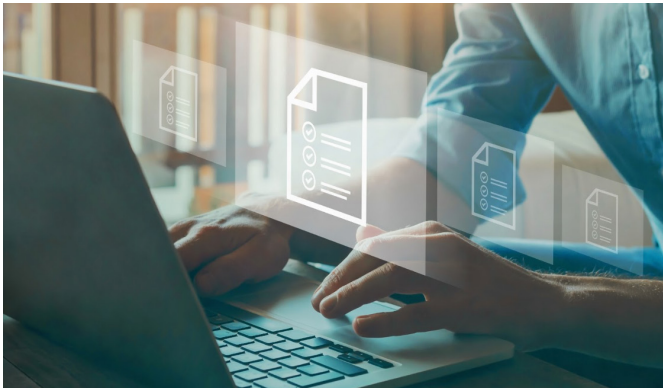
An Aberdeen Group study on this issue estimated that 'clients who hire professional providers in this industry may reduce operational costs by 90% while avoiding errors and fast-tracking the process.'

## The Key to Successful Operations

Shipping technology from one country to another is a complex process. Successful deliveries depend on logistics that assess every potential detail, from shipment inspections and tariff classifications to the documentation required by each country and delivery.

Basically, to import and export tech, i.e., to get that kind of product through customs, companies need to master clearance processes. Large corporations usually have entire departments dedicated to international trade, but **most companies find it more convenient to hire a trusted advisor and company to provide the best possible guidance to define an import/export strategy, including shipments and deliveries.**

The tech import/export process includes several stages with their own complexities and potential time- and money-wasting mistakes. Therefore, having a so-called 'glocal' partner – compliant with global standards and with local offices – can provide a significant advantage.



## Now, it is time to ask: Why Aerodoc?

Aerodoc has specialized expertise and a proven track record in this field, with trained staff in every region of the world to submit documents correctly and efficiently, equipped with the technological tools to streamline procedures and cut costs when exporting or importing products. To maximize our efficiency, at Aerodoc we have our own work standards, adjusted to each country or region, with the aim of avoiding inspection channels and, if they occur, they are resolved quickly. Here's more information about what we can do for you on every step of your international shipping.

### What We Can Do for You Pre-Compliance

Carrying out pre-compliance processes can greatly help importers or exporters of tech products. By assessing which documentation will be required to achieve regulatory compliance beforehand, you can shorten your time to market. This also ensures that your product will meet national import/export requirements.

Aerodoc has global expertise in this matter, thanks to its own presence network or through an

agent network spanning more than 170 countries. Pre-compliance allows to start the early tariff classification process and check which permissions and licenses your cargo needs, as well as share referential values to declare in the local customs. As pointed out by the World Compliance Association, the quick and recent evolution of international laws, combined with tougher sanctions and the relevance ascribed by legislation to preventive decision-making regarding compliance, **has turned "compliance into an imperative for any organization's management and vision strategies"**.

### Pre-Shipment Inspections

**Aerodoc performs its pre-compliance work with physical inspections in the customer's warehouses.** Companies like Aerodoc try to achieve compliance early on because the time you spend in the country of origin is money you save in the country of destination, explains from this company with expertise in tech import/export solutions.

This stage has three steps: physical packaging checks versus the packing list, opening and checking labels on the boxes and finally, an instance where we look for potential discrepancies between our physical checks and the documentation, related to the country of destination – we check the contents of each box and every piece of equipment. In the third instance of inspection, the countries of manufacture ('MADE INs'), Part Numbers and Serial Numbers are checked.

According to the World Trade Organization, pre-shipment inspections are crucial to 'safeguard national financial interests – prevention of capital flight and commercial fraud as well as customs duty evasion – and to compensate for inadequacies in administrative infrastructures.'



## A Local Agent Network

This underscores the importance of having a local partner with know-how and familiarity with the merchandise being shipped. **Aerodoc works with business verticals such as broadcasting, satellite communications, audio/video, tech, and medical products**, among many others. We know your product and how to import it, ship it and eventually install it. We care about what we are shipping as much as you do.

We offer two crucial services to ensure successful delivery. First, the IOR, i.e., the entity that will act as the importer, which has to be linked to the industry to ensure regulatory compliance and alignment with a solid importing business model. **The second key service is the customs broker or clearance agent.** Your broker needs to know how each customs works, their M.O., and they need to be familiar with the kind of commodity or product you are importing. A broker with expertise in tariff classification for any business vertical ensures an optimal import strategy and successful customs inspections.

## Guaranteed Delivery

Customers of import-export companies appreciate timely deliveries. Any mistakes during the shipment process can cause delays and may lead businesses to switch providers for future operations.

To prevent that, you need to have local logistics experience in the country of destination. **Aerodoc has 25 years' experience, its own operations team to provide centralized coordination from our hub and an adequate provider network developed**

**by us for each service we provide locally once the merchandise arrives in the country of destination.**

In the past few years, the so-called last-mile delivery has become a key aspect. Indeed, a study by international consultancy firm Precedence Research points out that this market segment had a turnover of \$180 billion in 2021. 'That number is expected to reach \$424 billion by 2030,' the report's authors estimate.

**Many companies do not pay much attention to this part of the delivery process – a big mistake.**

Knowing the kind of product you have, the area you are delivering it to, and the design and condition of the routes through which it will be sent, is crucial to ensure successful delivery. That must never be neglected or disregarded, as it is very relevant.

## Traceability

Lastly, a rising trend among importers and exporters is the demand for traceability. In the past, customers would send you their shipment and maybe they'd ask you about it one week later. Now, tech has allowed them to become much more demanding, so our reporting is far more granular.

However, **traceability comes with its own challenges, especially in emerging markets where internet connections and digitization tools are still underdeveloped.** At Aerodoc, we work around that lack of online traceability in remote locations or countries with less advanced tech. Our company provides full support to bridge the gap between what customers need and what providers can give us.





To ensure traceability, Aerodoc contacts providers, shippers, and other involved actors to obtain online delivery confirmations. 'Using pictures, we get that kind of evidence of delivery if required. **Reducing delivery confirmation times is essential** for most of our customers.

## Warehouses Worldwide

Our service includes warehousing space of our own or through our network of agents in more than 170 territories worldwide. For security, availability and

high-level warehousing, we offer quality-controlled space. **This allows us to guarantee a complete service from the feasibility and cost study to, if necessary, the actual installation of the systems by specialized teams.** In this process, warehousing is a fundamental part of the process, which allows us to keep your goods always safe and available, saving time, reducing intermediaries and generating cost efficiency.



## These Companies Have Already Tried Aerodoc

From the United States to Australia and from Asia to South America, Aerodoc has completed thousands of Importer of Record operations in more than 170 countries around the world. Learn about some of our customers' experiences.

### Case Study I How an American IT Reseller Managed to Reach Over 40 Countries

Technology resellers have become popular around the world due to their tech expertise, proximity to manufacturers, and ability to install devices in offices, universities, hospitals, and anywhere a connection is needed. But how can a U.S.-based reseller provide a comprehensive service in dozens of destinations outside its home country? How can it offer services in continents where it does not have a presence? The answer is simple: with Aerodoc's help.

### Customer Challenge

A U.S.-based IT reseller with more than \$7 billion in sales sought to expand internationally. The company implements cloud solutions while also delivering physical and virtual IT infrastructure; its products ensure security and online collaboration for customers, so its experts deploy infrastructures and connect them to a reliable network. This company has the know-how to provide both quality services and physical assets.

### Aerodoc's Solution

Aerodoc offered a Delivery Duty Paid (DDP) with IOR service, i.e., door-to-door service in more than 40 countries. Under DDP, sellers – in this case, our customer – cover all costs, including import duties, tariffs, VAT, and freight, with Aerodoc acting as IOR to help the reseller ship its merchandise to the



country of destination, where it will be tested and installed by its experts in the end client's facilities.

### Complexity

Since they sell and install the right product to deliver outstanding performance, IT resellers are very careful. Therefore, this case study's complexity lies in the kind of goods shipped – mostly routers, switchers, and servers – their sensitivity, and the countries of destination, including both developed nations and territories with customs bottlenecks. Aerodoc's differentiator was the concurrent management of multiple shipments to different countries, ensuring delivery deadlines are met.

### Conclusion

Aerodoc built a solution tailored to the reseller's needs to help it take its business into countries where it does not have a legal entity or import capabilities. Aerodoc's DDP/IOR service allowed it to expand its solutions for customers around the world, which in turn helped end customers get world-class technology without negotiating with multiple vendors or managing imports.



## Case Study II

### How an Antenna Provider Managed to Test Its New Satellite Development in Time

Innovating and standing out in the competitive and complex satellite industry is truly challenging. Investments in research in this market are often slowed due to the need to get products tested and approved in global leading countries such as the USA.

An alternative with the potential for truly impressive results is looking for strategic partners and allies to streamline activities such as exports, shipments, and imports of technologies waiting for approval. That's exactly what this satellite service provider was looking for when it approached Aerodoc.

### Customer Challenge

Our customer, an England-based company specializing in satellite antenna technology and multi-band antennas, had developed a smart fifth-generation terminal that can connect with every satellite, orbit, and land network. Its innovative Service Enablement Platform offers a resilient network and unmatched app performance, ensuring connection through sea, land, and air. It was an excellent product, but its success depended on approval from US regulators.

### Aerodoc's Solution

Aerodoc provided a Delivery Duty Paid (DDP) with an Importer of Record service from the United Kingdom to the USA so the US government could test a solution. Our customer covered all costs including imports, which isn't always the case, as costs are sometimes paid by the buyer. Later, Aerodoc provided shipment services, including acting as an IOR, requesting relevant import permits, and handling customs clearance.

### Complexity

The delivery had a very specific date, as testing could not be performed after the agreed date. The solution also had to be complete by then. However, as it was a new development, our customer delayed the delivery of the product – suddenly, Aerodoc faced the huge challenge of carrying out the entire project within a 72-hour window.

### Conclusion

Despite this tight deadline, we managed to complete the process in time and leave our customer satisfied. How? By working with teams in the UK and the USA, making multiple local and international transportation reservations, performing comprehensive pre-compliance to prevent any surprises, and deploying 24/7 coordination throughout the project and in the last days before execution.





# Let's talk

## We Want to Help You Grow Your Business

**C**ongratulations! If you are reading this, it means you have accepted the challenge we have been discussing from the beginning: finding out what it means to expand your frontiers using an Importer of Record. It has been a tough journey, as you have probably found previously unimaginable difficulties behind that opportunity. But now you also know that there are companies like Aerodoc that can take on the challenge of solving all those issues for you.

My name is Estefanía Sisatzky and I am in charge of two key areas in our company: Operations and Customer Service. In other words, I am the one who will tackle your problems and gladly solve them. Fortunately, I am not alone: I have a team of people who are as passionate about solving your problems as I am. Our network reaches 170 countries and technology is our ally, as it allows us to track every shipment in the world's most remote locations.

Let me give you two reasons why you should hire Aerodoc for your international shipping.

First: We are honest. Every single shipment must navigate multiple issues. Sometimes it is changes in customs legislations, sometimes it is bad weather, and there are delays caused by accidents and even strikes. Since we are honest, we must tell you that there is no such things as perfect shipping, but we can also tell you what we will do: We will not stop until your shipment reaches its destination and will handle every potential inconvenience in its journey as if it were a personal matter for us.

The second reason why you should call us is because behind that quest for shipping perfection lies a passion for making your business grow. That's right. Our ultimate mission is not shipping things from point A to point B – that would be our task. But our real incentive is making your business thrive in places where you currently are not present or helping you to sell your products in more stores. Growing your business is our goal.

Are you ready for a chat? I will be waiting for you.



**Estefanía Sisatzky**  
EVP of OPS & Customer Service



## Let's talk We Want to Help You Grow Your Business

If you want to take advantage of the IOR to expand  
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# ***AERODOC***

**LOGISTICS AND IMPORTER OF RECORD**

**WE GET YOUR LOGISTICS**

Produced in collaboration with

