

CASE STUDY

# INTERNATIONAL FREIGHT AND TRANSPORTATION

Helping a trade software and hardware developer enter the South American market.

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# International freight and transportation

How Livingston helped a trade software and hardware developer enter the South American market.

## Turning a vision for growth into reality

When this Chicago-based technology company approached Livingston, they were facing a sizeable challenge: The Brazilian import/export market. Dealing mostly in the development of software and hardware for stock exchanges the customer wanted to start operations in Brazil and serve this potentially lucrative, untapped market.

“The Brazilian government is very complex. It’s not easy to navigate. There’s licensing and all kinds of regulatory hurdles that need to be overcome in order for a company to bring products into the country. Livingston was able to give this customer a competitive edge in the Brazilian market, because a lot of their competitors don’t have the ability to service clients in Brazil due to the strict regulations and complexity. A lot of them walk away, saying it’s not worth it. This is an untapped market, where our customer is now able to grow their business largely due to Livingston’s international trade and transportation solutions.”

– **Devon Meior**, Trade Management Executive

## Overcoming barriers and closing distances

Having identified their goal of expanding into this new market, the customer had no idea how to get their equipment there. They had an office in Brazil, but no headquarters. And they understood that the Brazilian government has implemented complex import and export



rules, and many of their competitors had decided breaking into this market was not worth the trouble.

This was both a challenge and an opportunity.

Entering the Brazilian market ahead of competitors would give this trade software and hardware developer a significant advantage, but a successful execution was key.

**Our customer needed a partner** with the knowledge of how to accomplish their goals in both a time- and cost-efficient manner.

## Closing the 4,544-mile gap

One of the key pieces of information the customer was missing, in order to better determine the potential return on investment of this venture, was the full landed cost of the goods.

The first step Livingston took to help the customer get their goods to Brazil was to classify each server component. Once all the parts were given a U.S. Harmonized Tariff Schedule (HTS) code, Livingston’s Brazilian customs broker partner provided the corresponding Brazilian classifications, duty rates, and any license requirements for the shipment.

Once our customer knew the exact cost of duties and taxes, they were able to make an informed decision to proceed. At this point, they looked to Livingston for expertise on how to ship their equipment efficiently and safely. Due to a significant portion of the hardware components being shipped from multiple locations around the world, Livingston's international freight and transportation team determined that consolidating the shipments at a central location would be the most effective approach.

“Livingston teams worked closely together to make sure we delivered for our customer. We involved our international freight and transportation group, our consulting group, our Brazilian partner – it was really a collaboration between all our teams.”  
– **Devon Meirow**, Trade Management Executive

## The Result

Today, the customer has a thriving business in South America.

Because the components are coming from multiple points of origin, Livingston has them routed to our Atlanta warehouse, ensures that the orders match the physical cargo received, and we consolidate them into a single shipment, according to the customer's specific needs. The components are then exported to Brazil by air freight. This solution, customized

**Livingston's partner network** in South America provided additional value by liaising with the Brazilian government to ensure full compliance with import regulations.

to meet our customer's needs, gives them improved management and visibility of their supply chain, container optimization, dedicated quality inspection and control, and more!

Beyond a simple collaboration between Livingston's consulting and freight groups, our customer's success in this case is largely due to our entire network working together, like a well-oiled machine.

## Contact Livingston

**Have questions or need help with moving a shipment?** We're here to help.

Email us at: [simplify@livingstonintl.com](mailto:simplify@livingstonintl.com)

or give us a call at **1-800-837-1063**