

## Zisser Customs Law Group Announces Launch of Tradiance

### *First Audit-Ready Automation Tools for Trade Compliance*

**9 March 2009** – San Diego, CA – Zisser Customs Law Group, today announced the launch of Tradiance, the first company to offer audit-ready automation tools for Import Regulatory Compliance.

“In working with our importer clients at Zisser, we recognized that trade compliance is a largely manual process, which makes it unreliable and error-prone,” explains Steve Zisser, founder and CEO of Tradiance. “Compliance Managers needed a way to automate the process and achieve consistent, repeatable results that would be defensible in the event of an audit.”

Tradiance was born from this idea. Zisser teamed up with technology experts to create a vision for an open-architecture system that would automate and enforce the complicated import tasks in Global Trade Management — HTS Classification, Duty Reduction programs, valuation, and country of origin — without requiring any specialized Customs knowledge.

Tradiance rapidly delivers consistent and accurate classifications and duty reduction claims, backed up by a complete audit trail and historical record. The tools guide users to reliable, defensible Harmonized Tariff Schedule Classification and Duty Reduction Program eligibility in just minutes. The toolkit consists of two modules:

- *Tradiance Classifier* derives a precise 10-digit HTS number from common-language characteristics of the article.
- *Tradiance Qualifier* qualifies the article for duty reduction based on answers to program-specific questions.

“Our goal was to shield users from the rigid terminology of the Harmonized Tariff Schedule and complex terms of free trade agreements by using the language of the customer,” stated Darrell Burns, founder and CTO of Tradiance. “Using a SaaS model allows us to provide accessibility to users of all types throughout the supply chain, not just import specialists.”

#### **About Tradiance**

Headquartered in San Diego, California, Tradiance provides the first audit-ready automation tools for Import Regulatory Compliance.

Tradiance’s patent-pending process reduces the risk and costs associated with importing goods by improving the accuracy of HTS classification and maximizing the use of Duty Reduction Programs. Tradiance guides users to precise, defensible and auditable classifications and DRP eligibility in just minutes. Software as a Service (SaaS) enables information-sharing and visibility throughout the supply chain. Tradiance is affiliated with the law firm of Zisser Customs Law Group, PC. For more information visit [www.tradiance.net](http://www.tradiance.net)

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