



# SOUND BROKERAGE INTERNATIONAL: Technology as an Advantage



Sound  
Brokerage  
International

## RESULTS



Grew their  
business 400%



Meet the demands of a 24/7  
industry with a small staff



Successfully  
transitioning to ACE

Sound Brokerage  
International

[Soundbrokerage.com](http://Soundbrokerage.com)

Established in 2001

Tacoma, WA

Customs Brokerage

## SEEKING A SOLUTION

As a new customs brokerage in the early 2000s, Sound Brokerage was hungry to find a cutting-edge compliance software solution. This was an important task because customs brokerage was to be their only business.

They saw the technology landscape changing. They needed a solution that would allow them to leave the obsolete in-house green screen systems behind.

Smart  Border®

CASE STUDY

"We are not a huge company with tons of volume, but I feel like I am just as important when I send a message into the help folks."

-Gwen Salisbury, Owner,  
Sound Brokerage International

## SOLUTION

SmartBorder ABI/ACE

SmartBorder ISF

SmartBorder eManifest

"I utilize a lot from the system because of its convenience and ease. "

-Gwen Salisbury, Owner,  
Sound Brokerage International

## FOR MORE INFORMATION

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[sales@smartborder.com](mailto:sales@smartborder.com)



## DECIDING WHAT'S IMPORTANT

Sound Brokerage used the US Customs provided vendor list to find SmartBorder. They requested a demo and liked what they saw. "SmartBorder were the only ones online at the time," says Gwen Salisbury, Owner.

Gwen saw the trend of 24/7 business and the need to work remotely quickly approaching. She found that SmartBorder had this technology and more. Gwen talks about the flexibility SmartBorder allows: "I can track air freight at home on a Sunday night to see if its arrived, transmit the entry, and by the time I get in the office on Monday morning I can send the delivery order."

The software needed to have features that would help them best serve their customers. "My go to feature are the queries. I get a call from a customer about a container number and I can see what is the latest status with Customs or FDA. I can tell the customer 20 minutes ago customs released it," says Gwen. Plus the system needed to be fast and easy to use. Gwen adds "It is easy to navigate. The entry is laid out simply, everything flows with the documents."

Controlling costs is also important for a business of any size. Gwen recognizes SmartBorder is a good value, saying "Being a small company, I get a monthly rate reflective of what we do, rather than a blanket rate."

## TRANSITIONING TO ACE

Sound Brokerage was an early adopter of ACE, filing entry summaries soon after the functionality became available.

They are discovering that the ACE system has its advantages. For example, for clients that don't have continuous bond, the broker can file the ACE entry with a single entry eBond and it clears paperless. "Now we don't have to try to talk someone into a continuous bond if they are only importing a few times a year," says Gwen.

## HELP TO MOVE FORWARD

While software is important, access to support that understands both technology and the industry is vital. "I can reach out to the (SmartBorder) support team and I get a response right away," says Gwen. "With ACE, we are relying on support a TON."

Sound Brokerage is also using SmartBorder's support staff to help them move forward with ACE. Recently, they have been asking the support team to double check a shipment before they send it in for PGA approval.

Sound Brokerage is looking forward to future growth. SmartBorder is happy to support one of their long standing clients as they continue to prosper.

CASE STUDY