



Direct Link's Data Enhancement Technology

What is our Data Enhancement Technology?

Direct Link's data enhancement technology allows us to maximise the accuracy of data received in the shipping manifest from our customers. Where applicable, Direct Link's solution will update essential or missing information to ensure the highest level of compliance in the reporting processes to relevant security and border control authorities.

Why is it needed?

Regulatory changes are making having the right data more important than ever. Cross-border e-commerce will see the introduction of several new regulations in 2021, including the European Union removal of the VAT exemption on low value items, the introduction of the Import One Stop Shop (IOSS) and Import Control System 2 (ICS2) and the US STOP Act.

Direct Link's data enhancement technology will assist e-commerce shippers in minimising the risks associated with inaccurate or missing data, preventing e-commerce parcels from being stopped and seized by security and customs authorities.

What does it do?

Our data enhancement API will check the match between an HS6 code (Harmonized System Codes) and/or Product Description on a consignment-by-consignment or whole manifest basis. Additionally, identification of invalid or weak descriptions will be done, i.e. identifying a mismatch between an HS6 code and a Product Description and/or invalid Product Description. As well as provision of the most likely HS6 code, Product Description, Export and Import HS codes will be checked.

How does it work?

The data enhancement API enables the efficient checking and completion of cross-border shipment pre-advice, validating and assigning data including 8- and 10-digit export and import codes, HS6 codes and product descriptions. Simply put it helps your shipments have compliant customs clearance information allowing the bulk of your cross-border items to flow smoothly.

Key benefits and features:

- Allows our customers to ensure consignments have the right data to enable cross-border trade
- Reduces the number of parcels seized or returned by importing customs and security authorities
- Improved transit times through improved data compliance
- Avoids extra costs of items being returned
- Improves your recipient's experience
- High accuracy rate giving you confidence your data is compliant

To find out more - talk to your local Direct Link representative.

