

mercado

# Seven Advantages of a Modern Import Management System (IMS)

📖 10 minute read

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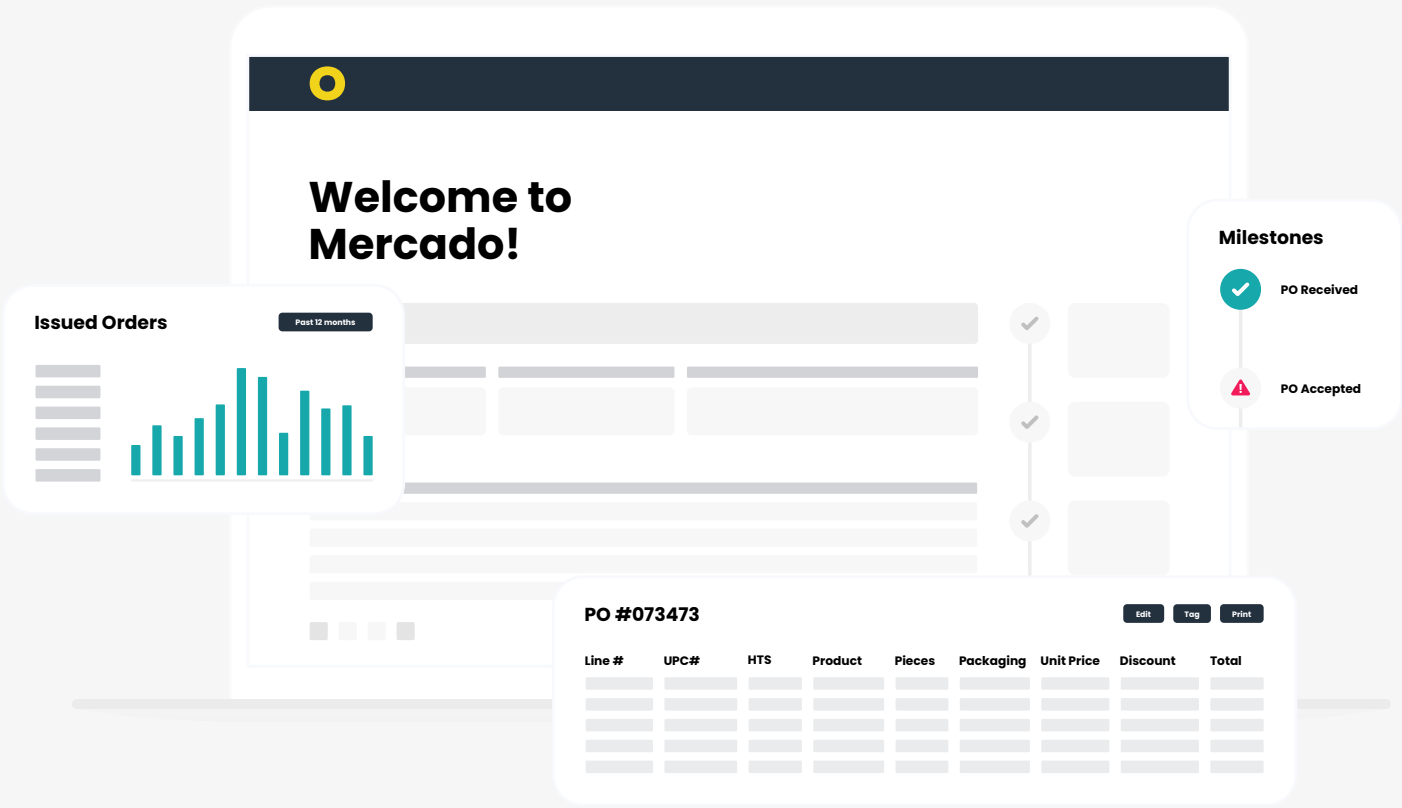
INTRODUCTION

# Mercado is on a mission to bring the future of the supply chain to importers today through a modern and affordable Import Management System (IMS).

When the industry veteran founders of Mercado set out to build a modern IMS, they knew the timing was right.

Changes in both technology and the supply chain landscape had finally caught up to the necessity for a more modern and agile system than those that already existed in the market. Furthermore, five dramatic changes in the international landscape became foundational notions for advent of the Mercado platform.

On the following pages, we will **explore 7 advantages of a modern IMS** and discover why businesses who import need a platform to connect their suppliers, partners, products, and teams together.



**Mercado enables sourcing, procurement, and logistics teams to optimize the international supply chain. Helping them to plan, buy, and move products from the first mile to the last mile of the supply chain with ease. This enables companies to achieve the following results:**

- Improved time to market – through connecting suppliers, partners, and products across the first mile.
- Increased sales – through connecting products with customer demand.
- Reduced expenses – through connecting teams with the wider import network.



#1 CONSUMER TECHNOLOGY

## Consumer expectation & demand have leaked into the business world – and we agree.




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Today, virtually everything we do and touch day-to-day is made easier by technology. Alexa tells us the weather, Waze gets us where we need to go, our phones are more powerful than the first NASA computers, and our DVR allows us to binge watch our favorite TV shows. We have come to expect things to be available instantly and easily at the tap of a button or the swipe of a finger.

For businesses, this expectation and ease of access to information is now transcending the borders between work and play. Importers who have previously relied on manual, analog processes are now faced with the need to plug in to a digital world.



Modern IMS features include:

-  **Native Language Translation**
-  **Tags**
-  **Chat**
-  **Team Collaboration**

So you can stay connected and up-to-date in real-time through the power of the cloud.

# 2 THE CRITICAL SUPPLIER STAKEHOLDER

**With the rise in savvy consumerism and shareholder activism, the role of the supplier has become even more critical in the path to success.**

As we have seen in the past 5-10 years, the push to transform the final mile of the supply chain has been highly compelling, forever changing customer expectation when it comes to doing business. The next supply chain transformation to occur will be the first mile.

The reality is that the majority of products arriving on our doorsteps are made 8,000+ miles away, opening up the opportunity to provide greater levels of transparency and equip businesses with the tools necessary for even greater ease of meeting consumer demand with ease.



The key is connecting the suppliers who manufacture the goods, the partners who inspect and transport them, and their extended networks. A modern IMS recognizes the first mile digital supply network as key to overall success. Suppliers are the essential stakeholder in getting products to market quickly, efficiently, and transparently.

Modern IMS solutions include:



**A collaborative, digital ordering process**



**Suppliers set up in <30 minutes**



**In-built product master**



**Supplier-specific tools for workload reduction and efficiency**



**Supplier native configuration capabilities**



**Advance reporting and analytics**



#3 SOCIAL AWARENESS

**Environmental & social awareness have skyrocketed, and importers need to take note.**

While CSR was not new when Mercado was first formed, we anticipated it would grow in importance. Little could we have guessed just how important it would be to have a transparent and resilient supply chain.

ESG (Environmental, Social, Governance) and CSR (Corporate Social Responsibility) are now “top of mind” issues for consumers, investors, employees, and shareholders alike – and are critical to not only thriving but surviving in today's world.



Mercado was built from the ground up to tackle both of these issues head on, providing solutions including:



**Transparency**



**Visibility**



**Traceability enablement**



**Resiliency**



**Next-tier connectivity**



**In-built requirements guidelines**

#### # 4 THE STRATEGIC FIRST MILE ADVANTAGE

**The first mile is the most complex and lengthy portion (75%) of the supply chain, providing an incredible strategic opportunity.**

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With custom manufacturing taking on average 3 months, importers tie up vast amounts of working capital and create “risk” for products they won’t see or sell until months later when they arrive at destination.

An IMS provides a simple solution through collaborative tools – starting with a networked order that enables a digital supply network connected to digital final mile demand. In addition to digitization and collaborative workflows, such platforms also contain in-built process and automation to dramatically improve efficiency.



The Mercado IMS provides in-built solutions and features to equip importers with everything they need to manage their products from initial sourcing and manufacture, all the way to shipment and processes.

Features include:

- ✓ **Production & change control**
- ⚙️ **Automated documentation**
- 🔔 **“On Order” communication, alerts & notifications**
- 📊 **Advanced analytics & reporting**








# 5 THE POWER OF YOUR TEAM

# Supply chain unity starts by communicating, connecting, and engaging with your global team.

The network-driven map app, Waze, has transformed navigation over the past decade as travellers benefit from the power of connecting with the wider network of fellow travelers, businesses, emergency services, government guidelines, and predictive analytics to get to their destination faster and with less risk.

In a typical international supply chain, the reality is few of the 8 business entities, 7 departments, and 30 users are connected – eliminating the possibility of the collective awareness, expertise, and knowledge available throughout the “journey.”

An IMS like Mercado works in a similar fashion to Waze, providing importers with a fully connected and networked platform:

-  **Work collaboration**
-  **Supplier and user profiles**
-  **Order collaboration**
-  **Process management, workflow, and automation**
-  **Commercial document collaboration**
-  **End-to-end network connectivity, visibility, and common language**



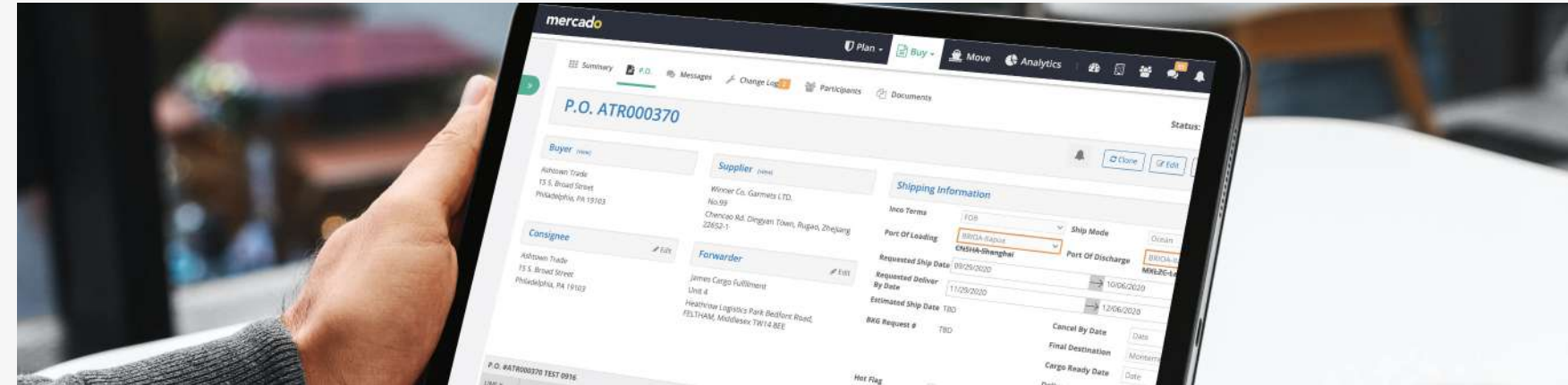
## # 6 DEMOCRATIZATION

**We believe every company should be able to gain advantage in their supply chains – so we built it into the core values at Mercado.**

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We are fortunate to live in a world where modern technology is accessible to the vast majority of businesses around the world. Here at Mercado, we wanted to build an affordable platform that every company could adopt and afford – from new market disruptors to brands that have supported our economy for decades.

Earlier systems in the market were built on legacy technology that was difficult to deploy and only the biggest companies could afford, meaning only the top 1% of supply chains could gain advantage.



At Mercado, we wanted to do something different. To be different. We believe every company should be able to gain competitive advantage in their supply chains, so we're making the most accessible and easy-to-use IMS the global supply chain has ever seen.

Mercado is:

-  **Fast, getting you up and running in as little as a week**
-  **Affordable, with process starting at \$10 per order**
-  **Offers a high ROI averaging around 3 months**



# 7 A NEUTRAL PLATFORM

The supply chain is undergoing rapid change – Mercado Marketplace is helping importers to change with it.

You don't need to look too far back to see how things have drastically changed in the supply chain world – tariffs, trade wars, and the recent global pandemic have changed the landscape and exposed age-old gaps in the way international businesses run.

The problem lies in that traditional systems used by many importers remain archaic, keeping their customers "locked in" and limiting their ability to change and grow as the market shifts.



At Mercado, we see things differently. Our IMS acts as your system of engagement – so you can easily engage or switch to any partner that best suits your needs with the click of a button. Connecting you with ease to whichever service or software provider best suits your evolving needs.

The marketplace approach affords the following solutions:



Best in class



Market flexibility



You always own your data



Our promise for neutrality



Consistent uniformity



ABOUT MERCADO

## A little about Mercado & what we do

**Mercado is an IMS that enables international importers to plan, buy, and move their products from first mile to last mile faster, more efficiently, and with greater transparency.**

Mercado works by connecting with your ERP to receive and digitize your international purchase orders. These digital orders are then presented to your suppliers via a secure cloud-based platform, ensuring that upon receipt, you are fully connected to your suppliers and products throughout the entire time it takes to produce your orders.

The Mercado platform contains process, workflow, and automation to ensure that all order activities are conducted in an efficient and transparent manner.

As featured in

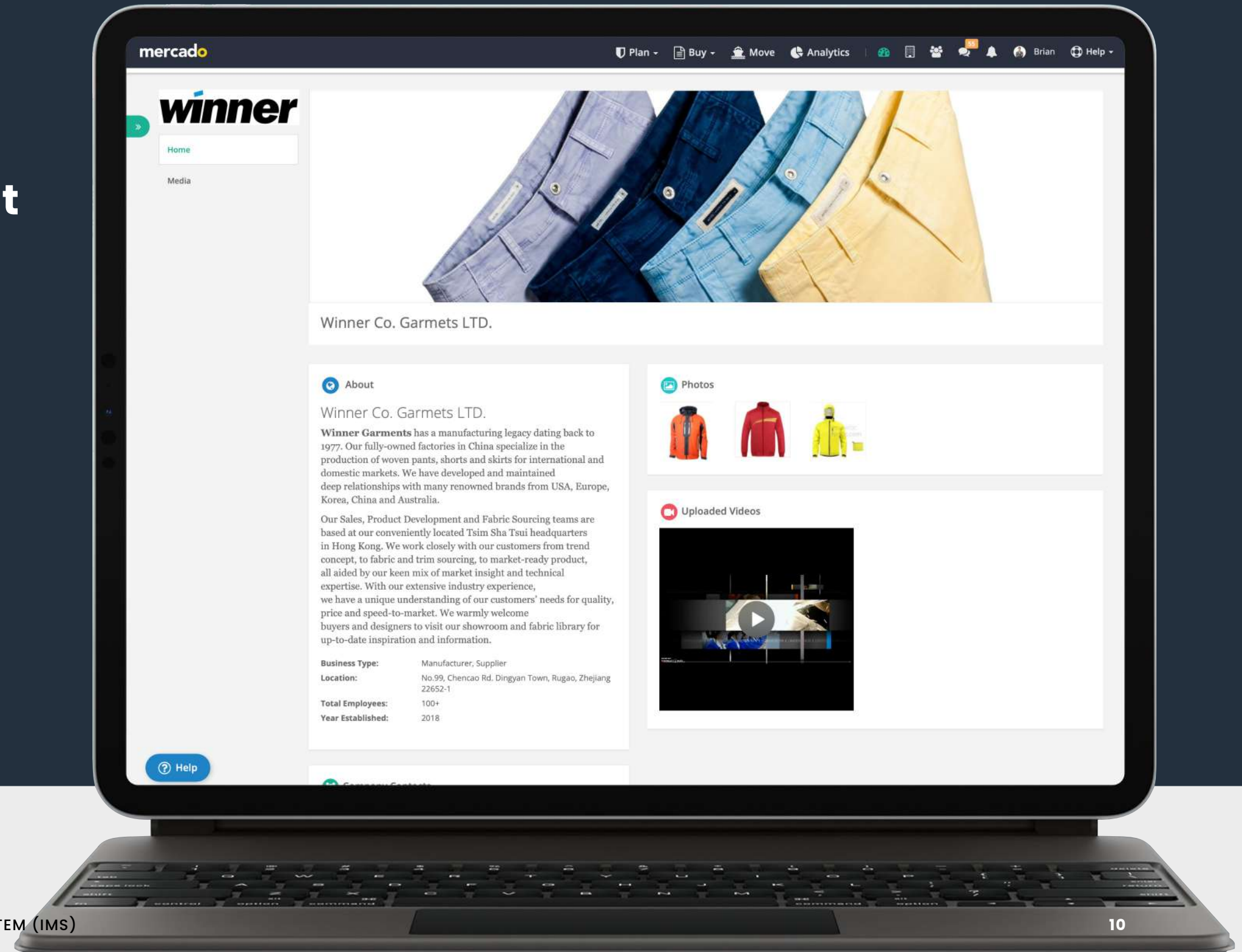
BUSINESS  
INSIDER





**When the founders of Mercado set out to build a modern Import Management System, they knew the timing was right.**

From customized profiles to in-depth supplier collaboration, our IMS will provide you with complete connectivity across your network – including your products, teams, and partners – and help to match your analog supply with your digital demand.

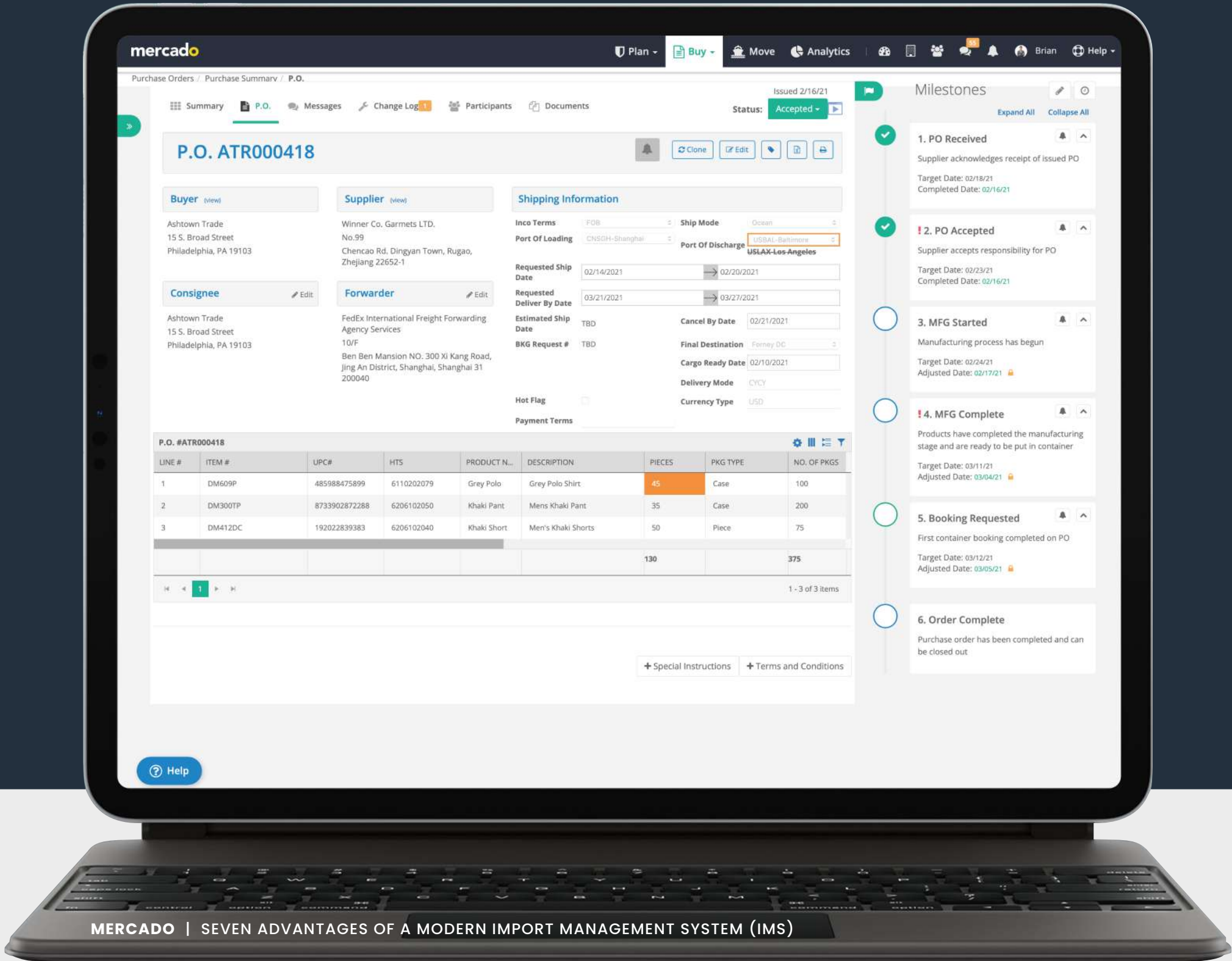


ABOUT MERCADO

Equip your sourcing, buying, and logistics teams with the tools they need to plan, buy, and move your products.

Mercado digitizes your order, equipping your buying and purchasing teams with a visual order and enabling your logistics teams to plan and manage shipments with greater control.

Giving you complete control over the outcome of your imports, ensuring they are executed seamlessly from the first mile to final mile.





*[mercadolabs.com/transform](https://mercadolabs.com/transform)*

# Watch how Mercado's IMS can help transform your supply chain

📺 2 minute watch



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Find out more by visiting:

*mercadolabs.com*



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