

# SmartMap Product Overview

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## Livingston International

### What is SmartMap?

SmartMap is Livingston's proprietary digital compliance roadmap, designed to assess and visualize a company's import/export compliance health. It is used by Livingston consultants to gather, analyze, and report findings from an in-depth on-site assessment, resulting in an interactive, client-facing deliverable.

Unlike static compliance reports, SmartMap is a dynamic digital tool. It surfaces key issues, prioritizes compliance risks, offers actionable insights, and presents clear ROI-driven recommendations — all in a secure, navigable interface.

### What Problem Does SmartMap Solve?

Many companies operate with limited visibility into their trade compliance risks.

Traditional audits are static, hard to interpret, and not easily shareable or actionable. Teams struggle to connect day-to-day processes with regulatory gaps or compliance ROI.

SmartMap bridges these gaps by:

- Providing a centralized, digital report that's clear and engaging
- Giving tailored recommendations backed by interviews, site visits, and trade data
- Helping organizations move from audit results to compliance improvement plans

### Primary Users

- Internal trade compliance teams
- CFOs / Finance departments
- Procurement and logistics leads
- Legal/compliance officers
- Executive decision-makers reviewing compliance spend and ROI

### How It Works (Workflow)

Pre-Visit Prep:

- Consultants initiate project with client stakeholders
- A notification package is sent requesting preliminary documents
- Standardized questionnaires are sent 2 weeks before the on-site visit
- Client support team organizes on-site meetings across functional groups

On-Site Assessment:

- Consultants spend 2–3.5 days conducting interviews, walkthroughs, and demos

- Information is gathered using the questionnaire, but supplemented with notes and documentation
- Follow-up calls are used if some interviews or documents are missed

#### Post-Visit Analysis:

- 4-week internal review period for organizing and validating data
- Building out visualizations and creating/reviewing recommendations
- Client receives a draft SmartMap to verify accuracy of observations
- Final edits are completed within 1 week

### What's in the SmartMap?

#### Executive Summary:

- Background & regulatory history
- Key insights by risk level
- Summary of urgent issues (Issue Statement)

#### Assessment Section:

- Engagement Scope
- Methodology
- Priority Quadrant Map (risk stratification)
- Trade Lanes Map (visualized routes & risks)
- Import & Export Assessments
- Detailed flow diagrams with clickable elements
- Next Steps: Timeline & recommendations

#### Appendix:

- Interviewee list
- Consulting team directory with contact info
- Supporting documents (where relevant)

### Interactivity & Client Features

- Clients access SmartMap via SSO-protected secure link
- A PDF version is also downloadable
- Navigation includes Executive Summary, Assessment, and Appendix

#### Interactive elements:

- Process flow diagrams with click-to-expand boxes for detailed insights
- Key Insight sections covering Operational Processes, Control Environment, and Compliance Elements

### Strategic Purpose & Value

- SmartMap is not just a report — it's the beginning of a compliance improvement journey
- Recommendations feed into Livingston's follow-up services
- Enables clients to take ownership of compliance posture — with or without ongoing

support

- Visual, interactive format is easier to socialize within large organizations

### Summary

SmartMap is a premium, high-touch compliance insight tool that goes beyond auditing. It empowers clients with clarity, actionability, and strategic direction for their import/export operations.