




**Hurricane**  
AI tech powering a smooth customs flow

# The Cross-Border Data Partner of Choice

The background features a dark blue to purple gradient with several wavy, glowing lines composed of small white and blue dots. These lines create a sense of motion and depth, resembling data paths or signal waves. Scattered throughout are various sized blue and white particles, some with a soft glow, adding to the futuristic and digital aesthetic.

“We are the only  
cross-border data  
provider to have a  
truly global footprint.”



# World-leading AI-driven data technologies

Hurricane is the data partner of choice for cross-border eCommerce.

Our true, AI-driven, real-time data solutions enable our customers to achieve seamless eCommerce anywhere in the world.

The opportunities in global eCommerce are vast, but scale is only possible through automation and the harnessing of best-in-class data.

Hurricane's customers include postal operators, carriers, multi-carrier platforms, retailers, marketplaces, and payment providers.

Many leading names have selected Hurricane as their data partner of choice. We are also partners with the International Post Corporation and the Universal Postal Union.



## A Business Built on Experience

Hurricane was founded in 2016 by a team which had held senior roles in logistics, technology, and compliance.

Between them, they have more than 250 years' expertise in their respective sectors.

Our business is Private Equity-backed and growing at pace.

We are the only cross-border data provider to have a truly global footprint.

Through our customers, we are responsible for supporting over 250,000 online merchants.

# What Our Customers & Partners Say

“We pride ourselves on only working with the best-in-class and Hurricane’s solutions are truly world-leading in the field of data provision”

**DAVE EMERSON, SENIOR VICE-PRESIDENT SEKO ECOMMERCE**

“Key regulatory events, including the upcoming ICS2 second phase, mean that complete and accurate data, including HS codes, is a fundamental requirement and Hurricane is already making a difference in helping us reduce costs, improve transit times and provide a superior customer experience.”

**BOB PUPPA, CHIEF OPERATING OFFICER OF ASENDIA USA**

“4PX is delighted to be partnering with Hurricane Commerce and to make its best-in-class cross-border data solutions available to our merchants.”

**DEREK WANG, DIRECTOR LOGISTICS NETWORK & PRODUCT AT 4PX**

“We are investing heavily in our cross-border eCommerce capability and Hurricane are an important part of this.”

**CYRIL MCGRANE, AN POST’S DIRECTOR OF INTERNATIONAL TRADE**

“EVRI is committed to providing our customers with the best possible experience and Hurricane’s best-in-class technology ensures parcels are able to move seamlessly on to their final destination.”

**ED AYYAD, DIRECTOR OF INTERNATIONAL AT EVRI**

“AEB’s partnership with Hurricane ensures that both our businesses continue to be at the cutting edge of cross-border eCommerce. Together our solution will enable frictionless cross-border trade.”

**GEOFF TAYLOR, MANAGING DIRECTOR OF AEB (INTERNATIONAL)**

# A Changing World

The opportunities for growth in cross-border eCommerce have never been greater. More consumers than ever are shopping online and outside of their own country.

There has also never been so much regulatory change affecting the global trading landscape.

Recent events have included Brexit, the EU's abolition of the VAT exemption on low value goods, the introduction of the EU's Import One-Stop Shop (IOSS), the launch of ICS2 and the greater enforcement of the US STOP Act.

Rising geo-political tensions around the world have hastened further prohibitions and restrictions on cross-border trade.

For fiscal, security and sustainability reasons, the end-to-end eCommerce supply chain must get its compliance right.

The provision of complete, accurate and compliant data is business critical from first file to last mile. Compliance is never optional – it is a legal requirement.

“We pride ourselves on only working with the best-in-class and Hurricane’s solutions are truly world-leading in the field of data provision.”

**DAVE EMERSON**, SENIOR VICE-PRESIDENT SEKO ECOMMERCE



# Our Tech

Our tech is genuinely world-beating and continues to evolve to meet the demands of our customers.

It is truly user-friendly, built from the ground up and has been designed to blend smoothly into our customers' existing technology.

Our solutions cover the 4 critical areas of cross-border eCommerce: Product Classification, Duty & Tax Calculation, Prohibited & Restricted Goods Screening and Denied Parties Screening.

# Our Solutions

## One Call Customs Solution - powered by Kona

Our game-changing all-in-one cross-border data solution is a single API call that covers all areas of critical data required to move eCommerce across borders.

Kona improves data accurately and efficiently, allowing traffic to flow through customs, calculates duties and taxes (even without an HS code) and its compliance screening gives businesses the tools to demonstrate they have conducted due diligence.

## Product Classification - powered by Zephyr

Hurricane's API takes a new approach to a real-world problem, enabling the efficient checking and completion of cross-border shipment pre-advice submitted to authorities by retailers.

Our Product Classification module checks that the HS6 code and description are validated and, if not, will return a status code indicating where the issue is.

In addition, it will provide suitable customs clearance information including a valid description, a most likely HS6 and 8- and 10-digit export and import codes. It is easy to integrate and blisteringly fast with return times of 100 milliseconds. It is also multilingual and multi-currency.

## Duty and Tax Calculation, Prohibited & Restricted Goods Screening and Denied Party Screening - powered by Aura

Our Aura API can match products using a client's HS6 code and product description.

An API call through this module is extremely fast, with throughput tested at over 640 transactions a second, equating to 55 million a day.

One single API call can perform 3 key cross-border functions (duty & tax calculation, prohibited & restricted goods screening and denied parties screening) and present the data back in real-time, providing a seamless performance that won't affect the efficiency of your operating processes.

# Our Tech - At a Glance

**1,000** calls per server node simultaneously

More than **1,000** times faster than average manual processes

Throughput of **640** requests per second – **55** million per day

**3** global processing nodes – **5+** billion API calls per month per node

# Our Content

Hurricane's content has greater depth and breadth than any other cross-border data provider.

Our in-house team includes some of the world's leading content and compliance specialists.

The scale of our content capability has been over seven years in the making.

We support over 190 countries including languages and currencies.

Our content is continually learning and evolving, and data is processed via true Artificial Intelligence.

We pride ourselves on ensuring our data is updated in real-time.

Recent examples of our team in action have included the implementation of HS 2022, with over 370 new HS codes being introduced, and the Ukraine conflict with prohibitions and restrictions being imposed on individuals, entities, and products.

## Our Content - At a Glance

Covers **400** million compliance and tariff points

HS codes including **HS2022** amendments

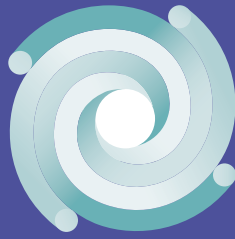
Screens against **250** Denied Parties lists including the UN, EU & OFAC

Comprehensive coverage supporting over **190** countries

# Your Return on Investment

Partnering with Hurricane and harnessing world-leading cross-border data solutions will give your business or organisation many benefits. Among them are:

- Greater operational effectiveness & efficiency
- Financial cost savings – fewer delays and returns
- Revenue growth – winning new customers because you do things right
- Ability to scale globally & at pace
- Reduce risks of compliance failures & resulting fines/ penalties/ reputational damage
- Enhanced customer experience & satisfaction



# Hurricane

AI tech powering a smooth customs flow

E: [info@hurricanecommerce.com](mailto:info@hurricanecommerce.com)

[www.hurricanecommerce.com](http://www.hurricanecommerce.com)