

“We need to stop dancing around the imperative of establishing security standards. There have to be standards and there has to be an adequate capacity to vigorously enforce them.”

- Stephen Flynn
America the Vulnerable

The most significant obstacles the importing industry must face still lie ahead. It is estimated that 20,000 shipping containers arrive in U.S. ports every day. And it is generally agreed that the most likely way for a weapon of mass destruction to arrive here is by container shipment. Since 9/11, The United States Government has initiated 24 programs specific to the importing industry. Many of these new rules mandate the transfer of information relative to the cargo, vessels, ports, voyage history... even the ship’s crew.



20,000 containers arrive in US Ports every day.

“How we arrive at those standards is a legitimate topic for discussion. What will not work is government agencies cooking up new mandates from behind closed doors.”

- Stephen Flynn
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VISCO is a leader in the field of Information Management for the Importing Industry. Our extensive research and discussions with other experts in government and the private sector lead us to believe that small and medium size importers must be proactive in their approach to container security. Decisions are being made now that will transform the way importers



Initiatives to secure container shipping have just begun.
- 9/11 Commission Report

do business. The Federal Government instituted programs in response to the 9/11 attacks directly affect U.S. importers. And it is apparent that pilot programs currently underway to develop a “secure supply chain” may not be geared to take the needs and capabilities of small and medium importers into account. Our fear is that without their input, the new regulations may

make it difficult, even impossible, for these companies to comply. Ultimately, this could force many of these importers out of business.

“The people on the government payroll who actually understand the full complexity of these sectors are few. The way around this conundrum is to put industry in the lead for devising the security requirements, and then have government validate them and oversee their enforcement.”

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Since we are uniquely qualified to understand the various issues, we have begun our own initiative: Operation Safe Venture (OSV). The first phase of OSV is currently underway. We are gathering information and seeking partners who have complimentary expertise in related fields such as Radio Frequency Identification (RFID), Optical Character Recognition (OCR), “smart” container seals and sensors, radiation detectors and X-Ray machines. Many exciting technologies are currently in use at various ports and border crossings around the world. And it is possible to track the whereabouts of containers to varying degrees, but there is currently no affordable, practical way to link this information together. Our belief is that these technologies will become industry standards for container security. Our goal at VISCO is to provide interfaces that will leverage the strengths of these technologies to produce a comprehensive tracking and reporting solution that will ensure the safety of our containers, ships, ports, and economy, by securing the trade that matters most to you: Your own.

Stephen Flynn

Our exhaustive research has led us to Stephen Flynn. Mr. Flynn is the author of **America the Vulnerable, How Our Government is Failing to Protect Us from Terrorism** (Harper Collins, 2004). Mr. Flynn is the inaugural Jeane J. Kirpatrick Senior Fellow in National Security Studies at the Council on Foreign Relations, was the lead author of the Hart-Rudman Committee Report, America: Still Unprepared, Still in Danger. Mr. Flynn had a twenty-year career with the US Coast Guard, and served in the George H.W. Bush and Clinton administrations. We see Mr. Flynn as a non-partisan advocate of a measured approach to the problems our industry faces. Mr. Flynn has no affiliation with our company, but we share a common goal: Leveraging the combined resources of the various global trade related industries to protect our lives and livelihood.

Mr. Flynn advocates a “layered” system to achieve container/port security. The studies he quotes have shown that five 60% solutions, implemented together in layers will achieve a 99% effective solution. We agree that his ideas make sense, and are easily within reach of current technologies. The real challenge is for those who share in this vision to find a voice loud enough to be heard amidst the din of those lobbying for a magic bullet solution. We intend to help find that voice. **America the Vulnerable** is available at bookstores like Barnes and Noble, Borders, and Amazon.com. We urge you to read this book

“Developing the means to track and verify the status of containers provides benefits that go beyond security... Putting this comprehensive system in place to ensure end-to-end visibility and accountability of containerized cargo does not require futuristic technologies.”

- Stephen Flynn
America the Vulnerable

VISCO Software for Importers

The benefits of VISCO do not end with security. VISCO will still provide the information we’re becoming famous for, such as landed costs, document generation, inventory visibility, unit level tracking, and much more; all in

a web-based application that allows easy transfer and submission of information from anywhere in the world (with proper permissions and internet access).



Approximately 8,000,000 containers and 60,000 vessels enter US ports each year.

- America the Vulnerable

VISCO already has the ability to track logistical and financial information about import shipments from source, through trans-shipment, port of departure, port of entry... all the way to warehouse or drop shipment. We have been reliably tracking at the unit level since 1994. The marriage of our technology with these monitoring applications is the top priority of Operation Safe Venture. Once this is accomplished, it will be easy to identify a container, and its contents, at the click of a mouse, and within seconds. This information can be viewed and/or transmitted by anyone with permission to access the system. In short VISCO will become a more powerful hub of information.

ROI Beyond Compliance

There is obvious value in the ability to comply with government regulations. One of the “carrots” of CSI is the ability to have your shipments cleared by CBP at any of the CSI Ports. This expedites release of your containers once they are off-loaded at the US Port of Entry. But the ROI you will realize with VISCO goes even further:

- VISCO produces ROI beyond simple compliance because of the application’s ability to track financial information regarding each venture.
- VISCO produces ROI because it provides supply chain visibility, and allows allocation of goods at source or in transit. Your team will have an exact picture of the supply chain.
- VISCO produces ROI by giving users the ability, through final matching, to use stored information like certificates of analysis to match ventures with sales orders, eliminating returns and ensuring customer satisfaction.
- VISCO produces ROI by incorporating industry standard technologies like SQL Server and Microsoft’s .NET Framework. With proper permissions, the system can be accessed from anywhere in the world. Information like documents, reports and images can be emailed from within the application. Your sales and purchasing departments will be lean and mean.

The realities of today’s world compel us to think outside the box in ways that used to be unimaginable. The goal of Operation Safe Venture is to facilitate the creation of a safe, secure, and transparent supply chain. From Hot Dogs, to X-Rays, to Vulcanized Rubber; history is rife with stories of accidental discoveries that lead to profound changes in medicine, manufacturing, and quality of life. When development of VISCO began in 1990, the idea of 9/11 was unthinkable. Now that the unthinkable has come to pass, it is up to VISCO, as experts on information management for the importing industry, to be part of the solution.

We’d love to hear from you! Please call (845) 383-3800, or email at: info@ventureinformationsystem.com.