

The great data journey

A few weeks before SITL 2025, Jean-Marc Dufour, head of e.trustexport, answered our questions on the latest developments in the solution for dematerializing document flows in international trade. With ambitions renewed by the integration of AI.



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*Cloud and AI,
the winning
solution.*”

All companies involved in international trade know that poorly anticipated or poorly managed pre-clearance has a serious impact on the profitability and quality of import-export operations. The accuracy and efficiency of processes is therefore crucial.

From this dual observation, e.trustexport has made the cornerstone of its integrated solution. Decryption.



A FEW QUESTIONS FOR JEAN-MARC DUFOUR

Jean-Marc Dufour is a specialist in the dematerialization of international trade and customs procedures. He was President of ASEAL (Asia Europe Alliance for Paperless Trade) and President of EDIFRANCE.

Jean-Marc Dufour, you are co-founder and director of e.trustexport, the commercial brand of DSBrowser SAS: to begin, can you explain to us in a few words what e.trustexport is and what its main functionalities are?

JMD: In short, e.trustexport is a cloud solution dedicated to export document management. It optimizes processes related to shipping documents thanks to a digital corridor that facilitates real-time exchanges between exporting companies and their customers. Our key features include International Transit File management, task automation, full document traceability, and advanced security tools like electronic signatures and QR codes to authenticate original invoices. And of course AI!

You recently decided to use artificial intelligence. What motivated this decision, and what specific benefits does AI bring to e.trustexport?

JMD: That's an excellent question. Integrating artificial intelligence into our solution meets two main objectives: optimizing operational efficiency and reducing the risk of human error. Processes related to exports, including the extraction and processing of data from documents such as invoices or photos, are often time-consuming and prone to errors. AI allows us to automate these complex tasks in a matter of seconds while ensuring optimal accuracy.

Can you give some concrete examples?

JMD: Yes, of course. For example, thanks to OCR (Optical Character Recognition) and natural language processing, our system can automatically extract key information from documents regardless of their language,

such as invoice numbers or merchandise descriptions, and assign them directly to the metadata of shipping records. This significantly reduces processing time and eliminates manual entry.

Additionally, for customs classification, AI is a major asset. Finding the right customs code among thousands of possibilities can be a real headache. Our system uses machine learning algorithms to analyze textual product descriptions and quickly propose accurate classifications. This not only minimizes delays due to customs errors, but also the risks of fines or import refusals.

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In the already very rich environment of the e.trustexport solution, AI acts as a catalyst for efficiency and precision

By integrating artificial intelligence into your integrated, business-oriented solution, how do you actually create value for your customers and users?

JMD: Integrating artificial intelligence into our solution, which already includes tools such as the cloud, electronic document management (EDM), electronic signature and electronic archiving with probative value – to name a few – effectively allows us to create significant added value for our customers. Because in the already very rich environment of e.trustexport, AI acts as a catalyst for efficiency and precision.

Our users' ability to anticipate and solve problems is strengthened, thanks to intelligent data analysis. An additional example: our AI facilitates document research and improves the traceability of information flows. This integrates perfectly with our existing functionalities to offer a homogeneous and efficient solution.

In short, e.trustexport's AI enables our customers to improve their business processes and strengthen data reliability and security, a real competitive advantage in a demanding international environment.

You mention security as a central axis. What means are put in place to guarantee the confidentiality and integrity of data?

JMD: Indeed, security is paramount in our solution. A security bubble establishes an encrypted tunnel between our client applications and our servers to prevent any data hacking.

We use technologies such as AES256 encryption, two-factor authentication and permission management systems to protect data. In addition, our servers are located in France and benefit from certifications such as SecNumCloud and ISO 27001.

We also integrate an electronic archiving system with probative value, established according to ISO 14641:2018 and NF Z 42-013 standards, guaranteeing the authenticity and integrity of archived documents.

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Beyond security, there is the question of sovereignty, which rightly concerns a growing number of companies: how do you position yourself in this area?

JMD: We are a 100% French company, which means that all our operations are subject to French and European legislation, including the GDPR. This guarantees our customers a clear and protective legal framework for their data.

Then, we made the strategic choice to store all of our customers' data exclusively in France. This eliminates risks associated with foreign legislation that could compromise information confidentiality, such as the Cloud Act in the United States.

Good arguments for CIOs...

...But back to the concerns of the supply chain profession: in the event of disputes or problems related to shipments, how can your platform help?

JMD: We have integrated several tools to prevent and resolve disputes quickly. For example, a quality return form allows recipients to immediately report any problems with a shipment. In addition, our electronic archiving system stores irrefutable evidence such as time-stamped photos or authenticated documents, which provides a solid basis for resolving any dispute.

In general, our tools allow real-time tracking of shipments and the quality of deliveries, while centralizing all the necessary information in a single digital file. This allows our customers to focus on their core business rather than on time-consuming tasks.

Your solution seems very flexible. How does it adapt to the specific needs of businesses?

JMD: Our platform is designed to be modular. Users can define roles and manage access rights for each stakeholder in the International Transit File. In addition, it can integrate with companies' existing systems or operate independently according to their preferences.

We also offer hybrid compatibility between paper and digital formats to meet the varied legal constraints depending on the country.

Jean-Marc Dufour, thank you very much for this enriching exchange! A final word to conclude?

JMD: Thank you! I would simply say that e.trustexport is much more than a tool; it is a real partner to support companies in their export efforts with simplicity, security and efficiency. ■

