



INNOVATIVE CUSTOMS SOFTWARE FOR A CREATIVE CAR MANUFACTURER

MIC'S SaaS SOLUTION OPENS THE DOOR FOR AN INTERNATIONAL CUSTOMS SOFTWARE ROLLOUT ON A SINGLE CUSTOMS SOLUTION PLATFORM

With its two globally renowned brands, Peugeot and Citroën, PSA Peugeot Citroën sold more than 3.5 million vehicles worldwide in 2011. As Europe's second largest carmaker, the group generated revenues of €59.9 billion. PSA has sales operations in 160 countries, 16 production facilities - including joint ventures – and more than 209,000 employees worldwide.

Currently, with an estimated volume of around 200,000 customs declarations per year, PSA is one of the largest customs declarants in France. Considering PSA's global scope, the need for a global customs software provider became more and more relevant over the past years. Jean-Philippe Lacroix, Director Customs & Foreign Trade (Directeur Douane et Commerce Extérieur), says,

"It is not only about handling that considerable amount of French customs declarations, we also have international customs needs. This requires a customs software provider with the capacity to innovate."

PSA'S INTERNATIONAL CUSTOMS NEEDS DEMANDED A NEW APPROACH

PSA's customs IT environment and services (for France) had been outsourced to a third party customs service provider, so far. When it came to PSA's international needs for an international rollout, it turned out, that this provider was technically not able to provide an IT environment for a rollout into other countries and that its future IT roadmap did not meet PSA's requirements, as well.

"We started looking for a customs software provider at the very beginning of 2011. It should be a service provider with experience and recognition in the automotive industry, offering a multi-country customs software as basis for rollouts into other countries than France and with the capability to create innovative solutions e.g. Software as a Service",

states Jean-Philippe Lacroix.

WHY MIC?

By evaluating the key decision criteria, MIC soon was considered to be the only customs software provider who was able to fulfill PSA's sophisticated requirements. To verify its impression, PSA contacted a reference client out of MIC's large OEM customer base who had the desired SaaS solution already in place.

Jean-Philippe Lacroix explains,

"Our IT department wanted to hear at first-hand about the experience with MIC's SaaS customs solution from a company in the same industry. Together we set up some general questions but also some very industry specific ones. We were rather astonished that all of these had been answered by MIC's reference client which is in fact a competitor to us. However, they pictured a very positive image of MIC's SaaS customs solution: easy to implement, simple to roll out into other countries and able to process large volumes – everything on a single multinational customs filing platform with IT-costs that are calculable."

Finally, it was MIC's demonstrated professionalism, reliability and seriousness which convinced PSA to choose MIC as its new customs software provider.

FASTER THAN SCHEDULED – GO LIVE TOOK PLACE 1 WEEK EARLIER!

The challenge of this project was not to implement the required MIC modules (Import, export, inward processing relief, outward processing relief and central product tariff classification) for PSA's French customs operation, but to replace the services of the third party customs service provider. A huge data volume had to be migrated to MIC's SaaS environment and to be converted into Unicode which facilitates the usage of all current character sets that are necessary to file customs declarations globally.

Additionally, numerous new interfaces to PSA's system landscape had to be set up. This was facilitated by MIC's module EDIS (Electronic Data Integration System), which provides flexible integration with customer's ERP and legacy systems as well as automation of customs processes.

"The project went smoothly and without big issues. Go live was on December 3rd 2011 which was one week earlier than scheduled. To be honest, this was a rather new experience to us because normally a project like this would be finished with delay ... ;"

explains Jean-Philippe Lacroix.

WHAT ABOUT PSA'S FUTURE PERSPECTIVES WITH MIC?

MIC's existing SaaS solution for PSA will be rolled out to Slovakia and Spain until the end of 2012. For 2013 Austria and the Czech Republic are in the focus of PSA as well as implementing SASP (Single Authorization for Simplified Procedures). An EU-wide application of MIC's Intrastat reporting module, the usage of MIC's global origin calculation and supplier solicitation software as well as the implementation of non-EU countries (e.g. Switzerland, Turkey, China ...) are on PSA's roadmap, too.

Jean-Philippe Lacroix sums up,

"By implementing MIC's SaaS solution and by deploying our own customs staff to use it, we achieved visibility and transparency of our customs processes and tremendously increased our compliance. Now we know exactly what we are paying for."

BENEFITS OF MIC'S SAAS SOLUTION ACCORDING TO JEAN-PHILIPPE LACROIX:

- "The system availability, stability and performance have totally improved as well as the security of data. The processing time of a shipment has been reduced by 4-times in comparison to the existing solution. This saves a lot of time that can be used for other activities."
- "We could reduce resources and therefore operational costs as well."
- "We now have the possibility to use a centralized customs solution on a single technical platform for rollouts into other countries. Besides this, we continuously meet all legal requirements with reduced effort due to the maintenance model provided by MIC. This guarantees that MIC accurately implements legal changes in time, as required by the various national customs administrations."
- "There is no need to take care of the IT landscape because this is part of MIC's responsibility as well."

PSA PEUGEOT CITROËN

Backed by more than 200 years of manufacturing history, PSA Peugeot Citroën has proven expertise in all areas of automobile manufacturing, from the drawing board to the production line to the showroom. This expertise is nurtured by three essential qualities for a major carmaker: a high level of innovation, extensive know-how and continuous commitment to excellence.

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Alongside its core business of automobile manufacturing, PSA Peugeot Citroën is also involved in financing activities with Banque PSA Finance, automotive equipment with Faurecia, and transport and logistics with Gefco.

www.psa-peugeot-citroen.com

MIC CUSTOMS SOLUTIONS

MIC is a worldwide leading provider of global customs solutions and is dedicated to the development, implementation and support of global customs software solutions. MIC specializes in integrated solutions while leveraging regional and national legal requirements. MIC software helps large and small companies grow, comply and compete globally. Currently, MIC customs software is used by more than 700 customers, in 45+ countries, on five continents.

MIC provides its customers with a high-quality, user-friendly suite of software products, which undergo continuous enhancements and developments. Therefore, customers can rely on MIC's capability to efficiently enable customs processes and to meet compliance requirements, which consequently provides a payback for their investment in the MIC system. www.mic-cust.com

