

# Customer Story | Citroën



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## Customer **profile**

Citroën Chile is a subsidiary of the car manufacturer, Citroën. Its main mission is to exclusively market and distribute new vehicles and OEM parts of the aforementioned French brand. To optimize both its sales and after-sales services, along with its support service, the multinational has welcomed new technological tools specifically designed for its industry.



# Challenge

One of the main needs of Citroën Chile was to implement a robust business management system, which would fully support the company in planning its resources and in raising its business processes.

The company Congroup, a Microsoft partner and specialized in the implementation of ERP, CRM, and BI solutions for the automotive sector, was in-charge of coordinating the digitization of Citroën Chile in implementing Dynamics 365 and A365, a technological tool that integrates with Dynamics 365 for Finance and Operations and reinforces the standard modules with specific functionalities for the automotive industry.



# Approach

The initial process was fundamental. Prior to the identification of requirements and the diagnostic phase, Citroën Chile proposed to its partners, Annata and Congroup, to hold a series of workshops on strategic management to educate and train their employees in the use of the new ERP, Dynamics 365 for Finance and Operations (with A365 integration). During the workshops, all the functionalities of the tools were shown in detail, with sessions organized according to the management area within Citroën.

On the other hand, the use of Microsoft's Sure Step methodology and the agile methodology (particularly DevOps) was essential during the execution of the project. Sure Step favored the correct implementation of Dynamics 365; Under this technique, the design phase was merged with the development phase, which allowed generating interactions that helped to release the product quickly.

For its part, Azure DevOps made it possible to manage the project in a more organized way based on the prioritization of needs, thereby reducing errors during the deployment of the solution.

The integration between A365 and Dynamics 365 allowed Citroën Chile to have a broader vision of its business. From A365 two specific modules were implemented within Dynamic 365: 'Supply Chain' for technical service and vehicle management, and 'Dealer Portal' for the purchase of vehicles. Both allow Citroën Chile to integrate dealerships and after-sales workshops. In addition, A365 participates in the entire resource planning system of the company, intervening in the definition and creation of the articles. The modules include, within the ERP, a chain of attributes and value (model, version, accessories, color, etc.) and logistics flows specific to the automotive industry (purchase, storage, preparation, and sale).

In the sales chain, the 'Dealer Portal' module opens a window of options towards dealers, allowing them to buy or reserve spare parts and vehicles. Based on the relationship that is established, orders are entered into logistics and then dispatched. On the other hand, the after-sales chain includes key attributes for the relationship with the customer, adapted to the needs of the industry. Some attributes are schedule reservation, inspection, labor, spare, and billing. In this way, Dynamics 365 for Finance and Operations and A365 accompany the sales force from the first conversation with the customer to the final delivery of the vehicle.

Previously, a large part of the buying, selling and customer service procedures were carried out manually, generating a large list of physical folders of paper documentation. At the end of the process, the sales order was placed and invoiced. With Dynamics 365, today all internal processes are carried out digitally, with the necessary documents, data, and all the history stored online and in the cloud.





# Result

Dynamics 365 for Finance and Operations, in conjunction with A365, inspires Citroën Chile to consolidate its path towards digitization, and to prepare itself technologically to face changes in the industry. The references that Citroën Chile had showed that the combined solutions - A365 and Dynamics 365 - would help the organization to face the challenges of the sector in the best possible way.

A365 is deeply integrated into the Microsoft ecosystem, providing special functionalities that support dealers, distributors, and fleet operators to create and take advantage of new market opportunities.

For the future, the company plans to continue to strengthen its digital transformation. The short-term plan is to generate more intelligence with the use of the data provided by Dynamics 365, through integration with tools that facilitate marketing management.



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Something that strikes us is that A365 and Dynamics 365 always evolve together and connect with other solutions like Legos. There is a synergy between both solutions,

**Hernán Ledezma**

IT manager, Citroën Chile



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