

Case study | Citroën

# How Citroën went **from past practices to future-ready operations**



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## Amplifying efficiencies, **Citroën Chile integrates tech for optimal operations**

Citroën Chile, a subsidiary of the renowned car manufacturer Citroën, focuses on the exclusive marketing and distribution of new vehicles and OEM parts for the French brand. To enhance both its sales and after-sales services, along with support services, the multinational has embraced new technological tools specifically tailored for the automotive industry.



# Adopting digital excellence, **Citroën Chile streamlines operations with Annata and Dynamics 365**

Citroën Chile sought a robust business management system to support resource planning and enhance business processes. Congroup, a Microsoft partner specializing in ERP, CRM, and BI solutions for the automotive sector, led the digitization efforts by implementing Dynamics 365 and A365.

This technological tool integrates with Dynamics 365 for Finance and Operations, reinforcing standard modules with specific functionalities for the automotive industry.



# Advanced business solution adoption **propels Citroën Chile's efficiency**

The initial process was fundamental as Citroën Chile, in collaboration with partners Annata and Congroup, conducted strategic management workshops to educate and train employees on the usage of the new ERP, Microsoft Dynamics 365 for Finance and Operations, integrated with A365. These workshops detailed the tools' functionalities, organized by Citroën's management areas.

Employing Microsoft's Sure Step and agile methodologies, particularly DevOps, was crucial during project execution. Sure Step facilitated Dynamics 365 implementation by merging design and development phases, allowing quick product releases. Azure DevOps organized the project based on prioritized needs, reducing errors in solution deployment.

The integration of A365 and Dynamics 365 provided Citroën Chile with a comprehensive business view. Specific modules from A365, namely 'Supply Chain' for technical service and vehicle management and 'Dealer Portal' for vehicle purchases, were implemented within Dynamics 365.

These modules enabled the integration of dealerships and after-sales workshops, contributing to the entire resource planning system. A365 played a vital role in defining and creating articles within the ERP, incorporating attributes and values specific to the automotive industry. These modules encompassed logistics flows like purchase, storage, preparation, and sale.



In the sales chain, the 'Dealer Portal' module provides dealers with options to buy or reserve spare parts and vehicles, establishing relationships that lead to logistics orders and subsequent dispatch. The after-sales chain incorporates essential attributes for customer relations, such as schedule reservations, inspection, labor, spare, and billing. Dynamics 365 for Finance and Operations, along with A365, supports the sales force from the initial customer conversation to the final vehicle delivery.

Previously, a significant portion of buying, selling, and customer service procedures were manual, resulting in extensive physical documentation in paper folders. With Dynamics 365, all internal processes are now conducted digitally, storing necessary documents, data, and history online and in the cloud.





# Advancing digital transformation, **Citroën Chile navigates industry dynamics**

Dynamics 365 for Finance and Operations, in conjunction with A365, propels Citroën Chile towards comprehensive digitization, preparing for industry shifts. Citroën Chile's research indicated that the combined power of A365 and Dynamics 365 positions the organization to effectively tackle sector challenges.

A365 seamlessly integrates into the Microsoft ecosystem, offering specialized functionalities supporting dealers, distributors, and fleet operators in navigating new market opportunities. The company plans to reinforce its digital transformation, focusing on leveraging data intelligence from Dynamics 365 for enhanced marketing management in the short term.



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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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