

## PRESS RELEASE

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**Groupe PSA joins forces with KBRW to develop a digital solution for distributing out-of-stock multi-brand spare parts in Europe**

- **Groupe PSA has launched a marketing offensive in the multi-brand aftermarket segment**
- **To deliver out-of-stock multi-brand spare parts, the Group has chosen a solution that meets the challenges posed by a connected supply chain**
- **More than 130 spare parts distribution hubs in 11 European countries will be served by August 2018**

One of the pillars of Groupe PSA's [Push to Pass](#) plan for profitable growth involves deploying a marketing offensive in the multi-brand aftermarket segment. The Group's ambition is to cater to the needs of all aftermarket customers worldwide, regardless of their budget or the brand or age of their vehicle.

Through its Business Lab<sup>1</sup>, Groupe PSA has identified [KBRW](#) as a company that can contribute the expertise and agility needed for BtoB distribution of out-of-stock multi-brand spare parts.

With its [DistriGo](#) service, Groupe PSA now offers a wide array of spare parts (over 80,000), including a range of manufacturer's parts, requiring the implementation of diverse supply chain processes linking a variety of players to more than 130 DistriGo distribution hubs in Europe.

To manage the large number of spare parts not in stock, Groupe PSA has chosen KBRW's digital Order Management System (OMS), which can integrate a variety of supply chains to optimise logistics management.

Thanks to its scalable nature, the KBRW-developed solution is perfectly suited to the challenges posed by a connected supply chain. Robust, tailor-made, agile and designed from the outset to support a composite software ecosystem, it opens the door to the rapid launch of tangible projects and an evolutive and integrated digital transformation plan.

The project kicked off in late 2016 with a test phase led by the Business Lab. After only two months of development, a deployment plan was drawn up on the basis of the conclusive test results. The plan is now being rapidly implemented and will cover all of Europe by mid-2018.

The initial results are already contributing to customer satisfaction, thanks to highly reliable lead times, traceable goods delivery, seamless real-time order placement during supply station business hours and a significant 96% reduction in the administrative burden of ordering parts.

David Krief, Deputy CEO KBRW said: "We are delighted to be supporting Groupe PSA in this ambitious project. The PSA teams' perfect grasp of the technical and industry-specific issues enabled us to be agile and flexible when deploying the solution. Together, we developed a tool that has been taken up by the teams and has produced tangible results."

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<sup>1</sup> Business Lab: Groupe PSA entity tasked with detecting, testing and generating new businesses for the Group, including outside its core automotive market.



Christophe Musy, Executive Vice President, PSA Aftermarket, said: “After an in-depth review of the solutions available on the market, KBRW emerged as the most suitable partner to help us upgrade our IT systems and then swiftly launch the project for ordering out-of-stock spare parts. We were quickly convinced by the company’s agile, tailor-made and cost-effective approach, as well as by their excellent references. KBRW will help us achieve our objective of offering best-in-class service levels.”

Useful link:

Video [Groupe PSA – Business Lab: a start-up’s experience – KBRW](#)

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**About Groupe PSA**

*The Groupe PSA designs unique automotive experiences and delivers mobility solutions to meet all client expectations. The Group has five car brands, Peugeot, Citroën, DS, Opel and Vauxhall, as well as a wide array of mobility and smart services under its Free2Move brand, aiming to become a great car maker and the preferred mobility provider. It is an early innovator in the field of autonomous and connected cars. It is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia. Find out more at [groupe-psa.com/en](http://groupe-psa.com/en).*

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**About KBRW**

*KBRW is a software company that develops custom, comprehensive IS solutions based on a private cloud platform for the distribution industry. Founded in 2009, KBRW offers the only OMS solution on the market that has been natively designed to integrate into customers’ ecosystems and digital transition plans. KBRW’s comprehensive OMS solution encompasses inventory management, distributed order orchestration, multisupplier/omnichannel order management and customer service. Robust, scalable and tailor made, the solution leverages industry expertise gained from working with leading companies. It draws on a proprietary platform based on open source frameworks that have been developed in-house and are maintained by a highly active community. Find out more at [www.kbrw.fr/en](http://www.kbrw.fr/en).*