

# Success Story



How Stellantis streamlined its  
circular economy initiative





## A dedicated platform to orchestrate the return of used parts

### CONTEXT

A leading automotive manufacturer, the Stellantis Group has been committing to a circular economy strategy since 2019 with its SUSTAINera initiative. As part of this sustainability strategy, Stellantis aimed to streamline the group's entire IT ecosystem with a customized solution that would promote the recycling and the reuse of all recovered automotive parts for remanufacturing, by managing their returns from shops, garages and hubs within its network.

### CHALLENGES

While a recycling and reuse process was already in place, it was missing traceability and auditability features, preventing Stellantis from implementing continuous improvement. The lack of system integrations made it impossible to take into account and process returns within the lead time, and to benefit from end-to-end visibility regarding returns. In order to provide customized promotion experience based on clients' profile and purchases, the new application had to be seamlessly interconnected with numerous digital commerce systems belonging to different partners.







## SOLUTION

Kbrw developed Power Return, a platform that allows the end-to-end orchestration of parts returns, taking into account both the technical and business constraints of users, and enabling the various stakeholders in 15 countries to communicate.

Its main strength lies in its ability to perform different actions with numerous users and various profiles, while being easy to use and UI-friendly - thus driving productivity. It offers a global visibility of the spare part's journey, with the possibility to optimize and supervise the processing times and the refunds of parts.

This solution also makes it possible to monitor all of Stellantis' circular economy projects. It also integrates the possibility of managing logistics and financial flows and triggering refunds via the SAP module used by the group.

## IMPACT

Through Power Return, Stellantis reduced the overall return time whilst offering traceability and audibility functions, and increased the productivity of the entire reverse logistics. Furthermore, it opened up the possibility of returning used parts to garages outside of the PSA network - these now represent up to 30% of the some 2.500 daily returns managed through the platform.

In 2023, Stellantis thus managed to recycle more than 2 million parts, and is currently offering more than 7 million reused parts available to purchase. Knowing that the SUSTAINera initiative guarantees a reduction up to 80% in materials and 50% in energy compared to equivalent new parts, these results show a real positive impact of the Stellantis Group on the environment - and, coincidentally, their own costs.

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## About Kbrw

Kbrw creates **high performance software** to help retailers and their supply chain **unify personalized customer experiences with operational efficiency**. Our flagship software solutions such as the **Distributed Order Management System (OMS)** and **Warehouse Management System (WMS)** boast best-in-class performance and high flexibility for a seamless integration experience. For over a decade, we have helped retailers of all sizes in multiple industries deploy their omnichannel operations in more than **120 countries** with total gross merchandise value **surpassing €30 billion** and **more than 16,000 points of sale** and inventory locations integrated.



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