



Case Study Genesis Global Services

Customs AEO Outsource Solutions

Tineke van Berlo, Operations Manager for Genesis Global Services:

"Pincvision has lead the way to AEO Certification. Their approach made it possible that missing procedures were put forward rapidly and described efficiently and expertly. Their practical training enlarged the safety consciousness of the management and employees. This resulted in a successful apply for the AEO Certificate."

The Challenge

Genesis' Operations Manager has her hands full managing their daily operations. Next to logistic challenges she also encounters challenges in the area of Customs and security. At a certain point the interest from the US parent company in the CTPAT's European counterpart started to increase.

Besides this Genesis' most important customers participated in an almost fully certified chain. As a result, participation by Genesis could no longer be postponed. As Genesis is not engaged in Customs formalities, they were mainly interested in obtaining the AEO Security Certificate (AEOS).

While preparing the EC questionnaire, Genesis discovered that a great deal of the questions were difficult to answer. They also discovered that completing the questionnaire would be very time consuming. Furthermore part of the questions was aimed at Customs technique, security standards and process knowledge. (The matter is very extensive and complex as it is beyond the normal logistic processes.) Process description and safety awareness became key concepts.

Another consideration to outsource the AEO certification process was that Genesis did not feel comfortable with the Dutch Customs' self assessment summary. Genesis lacked professional knowledge of the organization. Although there was insufficient capacity to execute the AEO-self-assessment it was necessary for Genesis to obtain the AEO Security Certificate. Therefore Pincvision's help was called in.

Summary

- *Specialist knowledge required to answer the questionnaire and fill in the AEO self-assessment summary.*
- *Limited capacity to execute the self-assessment.*
- *Limited capacity to describe missing procedures.*
- *No knowledge available how to inform management and employees.*

The Results

As Genesis did not want to be the weak link in its customer's logistic chain, receiving the AEO security certificate was of the highest importance to them.

By sourcing out to Pincvision's Customs team the AEO self-assessment, the AEO request procedure and the final interviews with Customs, Genesis was able to prove to Customs on short notice that Genesis is in compliance with current and future AEO security requirements.

Pincvision's GAP analysis quickly clarified the weak aspects in Genesis' processes, so that corrective measures could be taken accordingly.

During the self-assessment Pincvision's Customs team took control and expertly and efficiently arranged that Genesis received the desired certificate from Customs. Genesis' employees were informed and instructed by Pincvision. Genesis' Operation Manager did not have to spend more than minimum time and could pay attention to the daily operations.

The efforts as described above have resulted in a successful request for an AEO security certificate for Genesis. This means that Genesis is a recognized partner in the field of AEO security and is able to accommodate present and future partners with AEO conform processes.

Summary

- *Execution of the self-assessment within the agreed period.*
- *Execution of GAP analysis.*
- *Full description of all relevant processes in one document, so that reviewing and updating will not be difficult.*
- *Security awareness of employees has enhanced.*
- *AEO self-assessment questionnaire filled in together with Genesis.*
- *Monitoring of complete AEO route.*

Pincvision

Do what you're good at. That is the key to achieving success in business. For Pincvision, this is 'in compliance without borders'. We are the compliance expert in cross-border commerce. There are no limits to our knowledge, which covers the legislation and regulations for the entire EMEA region. And there are no limits to our services, which extend from advice, to the streamlining of processes and taking over the execution of these processes.

A business must focus on its core activity. However, there are also many activities and obligations which are not part of this core, yet are essential to the company's survival. Such as legislation and regulations when it comes to import and export.

This is where Pincvision can help. For you, compliance may be an inevitable burden. For us, it is our core business. After all, this is our core activity. Genesis has experienced this first-hand, and now confidently leaves these processes to us.

Pincvision is a compliance expert when it comes to Customs, Intrastat, VAT, Environmental and Export Documents. This makes Pincvision a unique complete outsourcing solution for multinationals. Involved and reliable.

Also interested in carefree compliance? Call for an appointment: +31 (0)314 695 200 or send us an e-mail: info@pincvision.com or send us a request to receive our brochure.