

CUSTOMERS IN CONTROL



Case Study on Export Documents outsourcing



BENEFITS OF WORKING WITH PINCVISION

- *Pincvision believes and understands trade compliance and conveys that message to their partners.*
- *A business partner that is an extension of our organization.*
- *Pincvision utilizes compliance as a business enabler. Dolby uses it as a process improvement and a philosophy.*
- *Their proactiveness. Pincvision identifies and recognizes opportunities for improvements on Dolby's risk portfolio.*

Trade compliance challenges in Saudi Arabia: an administrative burden or a business enabler?

For this case study we interviewed Meir Hidana, Director Global Logistics at Dolby. We look back at the reopening of the Saudi Arabia cinema market and implications this had on Dolby's business.

Saudi is reforming, making the country more liberal. Women are now allowed to drive, and the cinema market is open after 35 years. This cultural change created a new opportunity for Dolby and allows them to sell products and open Dolby Cinema's in Saudi Arabia. From a logistic perspective this meant launching Dolby's products on a completely new market.

"Obviously, we want to be in this new lucrative growing market. Now that our Saudi customers are buying Dolby equipment, the need to comply with Saudi regulations arises. All players have to comply with these quite strict regulations", says Meir Hidana, Director Global Logistics.

"When it comes to export document requirements, we knew that our buyers needed our support. One of the requirements in Saudi is providing a Certificate of Conformity called 'SASO certificate' along with export shipments. This certificate is mandatory to enable imports into Saudi Arabia

In order to get those certifications, our customers will have to go through hoops, quite expensive processes and an administrative burden. Also, they need Dolby's input and cooperation. One thing is for sure...

It will create frustration and slows down the business transactions and delivery.

After internal discussions, we thought, why don't we provide that service as a courtesy to our buyers, so they don't have to bother with that."

COMPLIANCE USED AS A CUSTOMER SERVICE

It is not the seller's responsibility to provide the SASO documents, it is the importer who needs to arrange this. Despite this fact, Dolby decided to take a different approach to this process.

The SASO requirements entail product conformity and an inspection by a certified body by the Saudi Government.

Meir continuous: "Pincvision, with whom we already had a partnership for other trade related compliance services, had a solution for SASO and other required documents. Pincvision offered us an embedded process with end-to-end coverage. A seamless communication and the ability to issue all required compliance documents, like Certificates of Origin and Certificates of Conformity (legalized and attested), were decisive for us. It made us decide to take over this responsibility from our buyers. Knowing that we don't have to, but knowing that if we don't, they will be in trouble and have to chase us.

I started promoting the idea internally that we should start providing those documents. In fact, the way I presented it to our commercial team is that we should try and prevent our Customers from going independently and solve this themselves.

“My vision on compliance is to look at it differently...”



ABOUT MEIR HIDANA

- *Director Global Logistics at Dolby.*
- *Member of the board of directors of Dolby International AB.*
- *Working at the European Headquarter, located in Amsterdam. Headquarter is in San Francisco. Multiple entities worldwide.*
- *Responsible for the global logistics strategy, sourcing, implementation and maintenance of the global physical supply chain and distribution infrastructure. Focus on Customer fulfillment.*
- *Other trade related responsibilities: customs and environmental compliance.*

Sometimes you need to preach the obvious, so we encouraged them to take the easy road. It speeds their transaction and time to market, reduces the level of friction tremendously and increases customer satisfaction. Besides that, it is relatively cheap.

By using Pincvision’s ‘end-to-end’ solution for the documentation process, we are able to significantly improve the ease of doing business. We are actually getting a lot of positive feed-back from our customers. Saying that they did not believe this could go that fast and that easy.”

WHAT DO YOU LOOK FOR IN A COMPLIANCE PARTNER?

“A partner that not only takes care of the administrative compliance burdens, but is proactive. Who identifies and recognizes opportunities for improvements of our risk portfolio.

Pincvision is successful in this, because they have embedded themselves into different levels within our organization. We are not only talking about trade compliance, but also about VAT returns, Intrastat and environmental obligations. Pincvision’s ability to have an end-to-end look is very important to us. Their proactiveness is something I really appreciate. With recommendations like ‘This is where you are required to do

something and we would like to highlight this to you’. They look further than only the activities that we already agreed upon. Their speedy reaction in terms of implementation was crucial to our success in Saudi. We sometimes take delayed decisions in terms of when we want to execute on processes. There is a lot of dynamics in the way our market works. So we need that flexibility, we need someone to jump on it and make it happen, as soon as we are ready.”

“It is not about shipping a product, it is about delivering the product. We want to make sure it is done in time, in full and we want to be compliant in doing that.”

DOLBY’S GLOBAL SUPPLY CHAIN STRATEGY

Dolby’s supply chain mission statement is **Enablement**. “We will enable our customers and sales. It is not about shipping a product, it is about delivering the products. **We want to make sure it is done in time, in full and we want to be compliant in doing that.** We have seen the need for compliance rising and intensifying drastically the last years, especially with the penetration to new markets.

Being compliant is an organizational philosophy. Moreover, it is our strategy to be compliant.

We want to be compliant in all that we do. An important side effect: our brand will be recognized and protected.

We want to be compliant for Customs, trade and statutory regulations, because we know that it enables our business. However, it is also a commercial opportunity. It protects our business continuity towards our customers.

When we talk about compliance with our leadership, the question is “how can we help? What do you need?” It is never, “why did you do that”, or “you are spending too much.” There is a good understanding of the compliance needs and its long term values. We do not only get the encouragement, but also the recognition from Corporate for the compliance work.

Our intention is never to ship if we cannot deliver. We always think about what kind of support we can extend to our customers. Being compliant, being able to support our buyers at the country of destination and crossing the border independently. Foresee the troubles and their requirements for compliance. We make sure it happens.

Sometimes it’s even on the cost of time of delivery. But when you can make sure the delivery takes place, you are a successful and reliable partner.”



PARTNERSHIP DOLBY & PINCVISION

Meir Hidana: “We rely on partners like Pincvision as an extension of our organization. We trust and want to know that they are actually there for us. This goes both ways. What I value Pincvision for is:

- They believe in their core and convey that message to their partners like us.
- Their way of approaching global trade compliance processes.

Gert-Jan van Telgen, Director Business Development at Pincvision: “We do business with Dolby for over 8 years now. The relationship really matured. We started off with only VAT services. Now we are at a point where Dolby shares information early on, like investigating new markets etc. This level of trust is very important and it allows us to share insights and discuss implementation strategies early on.”

ABOUT PINCVISION & EXPORT DOCUMENTS IN CONTROL

Pincvision is the first and only company worldwide in trade compliance outsourcing for large multinationals. The combination of expertise, state of the art software applications, customer focus and a global scope makes us unique.

EXPORT DOCUMENTS IN CONTROL

When exporting products worldwide, several documents have to be issued. Pincvision provides export documents within 24 hours, at any shipping point or country of destination, anywhere in the world.

Our self-developed solution ‘Export Documents in Control’ enables us to fulfil these formalities, legalize and attest these documents in a centralized global process.



Based on your master and shipment data, the solution delivers the highest quality export documents meeting (legal) country requirements. Wherever in the world the goods are shipped from, regardless of the destination of the shipment.

Our team of professionals have years of experience in origin determination, proof of origin, legal import requirements and issuing country specific export documents.

This in-house knowledge ensures that your export documents process stays up-to-date with all the latest worldwide document & origin requirements.

ABOUT DOLBY

Ray Dolby founded Dolby Laboratories in 1965.

Dolby Laboratories (NYSE: DLB) is based in San Francisco with offices in over 20 countries around the globe.

Dolby transforms the science of sight and sound into spectacular experiences. Through innovative research and engineering, we create breakthrough experiences for billions of people worldwide through a collaborative ecosystem spanning artists, businesses, and consumers.

The experiences people have - in Dolby Vision, Dolby Atmos, Dolby Cinema, Dolby Voice, and Dolby Audio - revolutionize entertainment and communications at the cinema, on the go, in the home, and at work.



PINCVISION'S TRADE COMPLIANCE SERVICES

- **INTRASTAT**

Intrastat is often experienced as a time-consuming job that has to be done 'next to your other activities'. However, correct and consistent processing of these returns monthly is important. Fortunately, there is a partner to whom you can entrust your Intrastat declaration process with confidence... The Intrastat specialists from Pincvision!

- **VAT**

Of all compliance areas in international trade, the VAT legislation imposes the strictest sanctions and the highest fines. And they can be retroactive. You want to avoid these risks and be VAT compliant? Ask Pincvision.

We take care of your VAT registrations, VAT Return, Real-time reporting, ESL and Statistical Sampling.

- **CUSTOMS**

Knowing all about customs compliance matters and requirements is our core business. Avoid risks and be sure you are in control of customs compliance. Our Customs Knowledge Center covers expertise of among others: rules of origin, free trade agreements, classification of goods and export control compliance.

- **ENVIRONMENTAL COMPLIANCE**

Pincvision will help you with your registrations with environmental agencies & compliance schemes. Pincvision can take over your environmental product declarations, globally. We submit WEEE, Batteries & Packaging declarations in any country.

- **EXPORT DOCUMENTS**

Your export documents within 24 hours at any location, anywhere in the world. Pincvision can issue the following documents for you: Certificates of Origin, EUR.1 Certificates, Legalized invoices, ATA Carnets and Certificates of Conformity.

pincvision 

TERBORGSEWEG 102
7005 BC DOETINCHEM
THE NETHERLANDS

+31(0)88-4321800
INFO@PINCVISION.COM
WWW.PINCVISION.COM