



Generix Group and Vekia join forces to pool their supply chain expertise and boost performance

Paris, 16 May 2013 - "Effective supply involves planning for the future": this could well be the motto of the new partnership between Generix Group and Vekia.

Generix Group, editor of collaborative software for the Retail ecosystem including Generix Collaborative Enterprise, the dedicated distribution ERP solution, offers an integrated solution that covers the full range of needs, from sourcing and finance to sales and logistics.

Generix Collaborative Enterprise (GCE) is the base of the ERP. It helps to make businesses more competitive by accelerating execution speed and ensuring that its cross-channel strategy is deployed in the best possible conditions. To date, more than 200 companies use GCE.

Vekia is a publisher of forecast management software. Its mathematical expertise helps retail businesses to become more efficient. Companies in the retail sector use Vekia's solutions to boost operational efficiency. These solutions feature intelligent mathematical models, tailored to the specific demands and needs of each business.

*"Vekia's ForeSales forecast calculation engine can be used to anticipate future needs across all sales channels," explains **David Ritel, Sales Director at Vekia.** "As such, it is the perfect partner for the Generix Collaborative Enterprise supply engines."*

*"Generix Group and Vekia have pooled their expertise to offer this innovative solution to all customers," continues **Laurent Toulemonde, Product Marketing Manager at Generix Group.** "The solution is available both in SaaS mode and under licence."*

One of the solution's key assets is the "Suspect Stock" surveillance module. This module issues daily alerts to department managers and store managers, indicating which products should be checked as a matter of priority to ensure that their electronic stock levels are reliable, their supply processes are performing well, and their Click & Collect strategies are being implemented effectively.

Generix Group and Vekia have already demonstrated the trust that businesses place in them to optimise their supply processes by securing a deal with a major cross-channel player.

This joint offer will be presented during a **web conference on Friday 7 June from 9.30am to 11.00am.** Information and registration: [click here](#).

Press Release

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About Generix Group

A publisher of collaborative software for the Retail ecosystem, Generix Group supports distributors, and logistics and industrial service providers in the management, pooling and optimisation of their goods flows. The Generix Collaborative Business service package draws on extensive expertise in the areas of ERP, the supply chain and cross-channel sales management, all of which is backed by our EDI, EAI and portal integration solutions.

Including names such as Carrefour, Gefco, Leclerc, Leroy Merlin, Nestlé, Unilever, DHL, Louis Vuitton, Sodial, Metro, Sara Lee, Kuehne+Nagel, Cdiscount, etc., over 1,500 international players have chosen "Generix Collaborative Business" solutions, establishing Generix Group as a European leader with turnover of over €64 million.

About Vekia

Vekia was formed on the back of recent research into applied mathematics (CNRS/Cambridge).

It specialises in the distribution sector, developing solutions that build on brand new, advanced research to model complex supply chain and sales outlet staff organisation problems.

Vekia's expertise lies in its ability to align its forecasting models with business-specific processes and requirements to meet the operational needs of distribution brands in a tangible and effective way.

This triple expertise – distribution-specific knowledge, next-generation algorithms and IT solution development – has enabled Vekia to secure deals with major brands (such as Monoprix, Zannier Group, Tape à l'œil, Sarenza, Leroy Merlin and Mr Bricolage), covering key areas of their businesses such as stock management and personnel planning.