



## **Generix Group assists Leroy Merlin with its dynamic growth on the Russian market by optimising its global supply chain**

**Paris, 12<sup>th</sup> September 2013 – To assist Leroy Merlin's dynamic sales growth in Russia, Generix Group will be taking care of the company's growing logistics requirements of six new warehouses via its SaaS offer, Flow Control Tower, which covers all the components of a collaborative supply chain.**

A major player on the global DIY market, Leroy Merlin helps Russian customers to implement their household projects. Specialised in selling DIY products and solutions, Leroy Merlin is a brand of the ADEO group.

### **Setting out to conquer the Russian market**

With the DIY market growing at a rate of 20% per year, Leroy Merlin, with its exceptionally wide range, fulfils the Russian population's enthusiasm in its quest for comfort and well-being at home. The French chain entered the Russian market in 2004 and now owns 26 stores in 15 cities in the country with 7.5% market share. It intends to continue to grow dynamically.

*"Leroy Merlin is pursuing its conquest by investing in Russia's small and medium towns", explains **Vincent Gentil, CEO of Leroy Merlin Est.** "We have embarked on a five-year program which aims to double our presence in future."*

### **Generix Group serving the logistics requirements of Leroy Merlin**

To accompany this ambitious project, Leroy Merlin has decided to set up a platform of global solutions to optimise its logistics network in Russia.

*"We were impressed with the genuine SaaS model and solid experience of Generix Group in the sectors of retail and logistics services and reassured by the substantial supply chain management base, including the WMS; that's why we decided to work with Generix Group" commented **Eric Poulet, Supply Chain Director for Leroy Merlin Russia.** "We particularly liked their ability to assist us over the long term thanks to the local system they have in place, which includes their Russian partner, Accentis. This gave us the guarantee of flexibility, adaptability and responsiveness."*

Based on a full SaaS strategy, Leroy Merlin opted for all Generix Collaborative Supply Chain solutions in a "Flow Control Tower" concept to cover and manage all of their needs: logistics network management (GCS GLS), warehouse management (GCS WMS), yard management (GCS YMS) and performance indicators (GCS KPIs Cockpit).

Collaboration and visibility are imperative today for an efficient supply chain. The Flow Control Tower tools and solutions give Leroy Merlin Russia capturing, interconnection and execution abilities to ensure:

- agility to rapidly adjust to any supply chain developments;
- resistance to anticipate and cope with unforeseen events;
- unrivalled reliability to guarantee service quality and availability.

# Press Release

*"Generix Group wholly adopted our leitmotiv 'Everything for your home at low prices'", commented Vincent Gentil, CEO of Leroy Merlin Est, "by proposing a tariff-based SaaS model based only on units of work, allowing us to adjust our costs depending on volume and to gain precious time in implementing our logistics bases."*

*"We are proud to assist Leroy Merlin in Russia; this country is a strategic market for Generix Group", added Jean-Charles Deconninck, Chairman of Generix Group*

A few words on the Generix Collaborative Supply Chain range :

**GCS GLS** manages the physical flows of stored and cross-docked goods and anticipates the picking services that need to be provided to each customer. GCS GLS also controls the costs of a logistics network.

Thanks to its modularity and powerful settings, **GCS WMS** is designed to the business and organisation of each company. GCS WMS is mainly for multi-channel retailers, pure player e-retailers, manufacturers and logistics service providers thanks to its evolution and its ability to efficiently process warehouse flows, regardless of the products.

**GCS TMS** is designed to help drive down transport costs, improve fill rates and optimise carrier allocation. This comprehensive solution guarantees a quick response and reliable timekeeping, minimum stock levels and full control of flow management.

**GCS YMS** boosts sites' performance with collaborative, accurate and efficient yard management. Yard management plays a key role in organising your transport slots by taking on board every single constraint; forecast and manage delays so you can reorganise warehouse assignments in real time; work with carriers to provide total satisfaction, through to the end customer.

**GCS KPIs Cockpit** is a decision aid tool that provides a host of indicators to facilitate warehouse control and analysis operations and to boost the efficiency of employees. Organisation, development opportunities, investment choices, training choices and choices to change model are some of the indicators which make up proper strategic avenues for improvement for Supply Chain actors.

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## About Generix Group

Editor of collaborative software for the Retail ecosystem, Generix Group helps retailers, third party logistics providers and manufacturers in managing, sharing and optimizing their data flows. The Generix Collaborative Business portfolio relies on a strong business expertise encompassing ERP, Supply Chain and Cross-Channel management, and uniquely leverages an A2A/B2B Gateway and Portal solutions.

Carrefour, Gefco, Leclerc, Leroy Merlin, Nestlé, Unilever, DHL, Louis Vuitton, Sodial, Metro, Sara Lee, Kuehne+Nagel, Cdiscount... more than 1,500 international players trust "Generix Collaborative Business" solutions to profitably run their business, establishing Generix Group as a European leader with €63.1 million+ revenue.

[www.generixgroup.com](http://www.generixgroup.com)

## About Leroy Merlin

Part of GROUP ADEO, Leroy Merlin is an international retail company selling goods for home, cottage and garden improvement, construction, and decoration. The Leroy Merlin brand helps people all over the world to make their homes and quality of life better.

Leroy Merlin incorporates 325 stores all over 13 countries: Greece, Brazil, France, Italy, Poland, Portugal, Spain, Russia, China, Cyprus, Romania, Ukraine and Turkey. Over 50,000 employees all over the world work in Leroy Merlin stores.

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