



Logistics expert TeamBask surfs the wave of e-commerce in SaaS mode with Generix Group

Paris, November 12, 2013 – TeamBask, French company specialised in providing consultancy and outsourced BtoB and BtoC logistics services, has adopted warehouse management and e-logistics solutions in SaaS mode, enhanced with the performance indicator module by Generix Group, editor of collaborative software for retail.

TeamBask is an up-and-coming company located in the South West of France. It is launching its logistics services' business, complete with a comprehensive and flexible services platform and cross-channel and multi-channel logistics consulting.

For the past ten years or so, e-commerce has been undergoing a revolution, with a two-digit growth each year. E-commerce specialists, whether they are pure players or e-traders, consider logistics as the major key challenge of their image and their success. The quality/cost ratio is pushing many e-traders to outsource their logistics.

Drawing on the strength of its location at the heart of the Basque economy and the main road infrastructures, TeamBask is a young company based in Anglet and in the European freight zone of Mouguerre, born of the passion of supermarket logistics professionals. It is a local player offering effective logistics services in the Basque region for the world of board sports and e-commerce.

"Choosing the right warehouse management tool is essential, as it really is our lifeblood", stated Arnaud Vlerick, Director of TeamBask. ***"Thanks to this tool, TeamBask will be able to manage its entire 1,500-square-metre warehouse in Mouguerre and all orders without losing any data, and thus boost our image as a logistics professional."***

"With our strong growth prospects on the Internet sales channel, we opted for GCS On Demand precisely because our activity needed the most sophisticated functions right from the beginning. This SaaS model by Generix Group convinced us because of its flexibility, its ergonomics and its pricing based on units of business hours, thus allowing us to benefit from the best functionalities at costs that follow our growth", he specified.

With the ambition of becoming an e-logistics specialist, TeamBask must meet clear requirements from local e-traders, notably in terms of proximity and responsiveness.

The SaaS solution, Generix Collaborative Supply Chain WMS, completed with GCS e-logistics Pack and the GCS KPIs Cockpit module, gives TeamBask the ability to offer their customers visibility of their stocks and orders, as well as detailed traceability.

A few words on the Generix Collaborative Supply Chain range:

GCS WMS helps to manage warehouse resources and activities in order to optimise logistics and adapt to new distribution formats.

GCS e-logistics Pack offers e-traders and supply chain professionals simple and rapid access to key e-logistics functions, for a "turnkey" start-up and the ability to cope seamlessly with increased business.

GCS KPIs Cockpit helps with tactical decisions on a daily basis and facilitates identification of strategic improvement avenues: organisation, development opportunities, choice of investments, training, new model, etc. With **GCS KPIs Cockpit**, Generix Group offers supply chain actors a genuine logistics management tool. This module is compatible with all market warehouse management solutions.

Generix Group will be at Supply Chain Event at CNIT Paris – La Défense on 26th and 27th November 2013. Pierre Curie hall - stand A19



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About TeamBask

TeamBask e-logistics: BtoC logistics specialist for outsourced services in line with customer requirements – from sourcing through to the end customer – and including return management and After-Sales.

TeamBask Logistics: A complete and flexible services platform: goods-in, storage, picking, packaging, dispatching, delivery and cross docking.

TeamBask Consulting: Organisational optimisation of logistics - Cross-channel and multi-channel logistics consulting.

About Generix Group

Editor of collaborative software for the Retail ecosystem, Generix Group supports retailers, logistics service providers and manufacturers in managing, pooling and optimising their 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 revenue of over €63 million.

For more information, visit www.generixgroup.com