



## Refresco France manages its transport "On Demand" with Generix Group

Paris, November, 18 2013 – **Refresco France, a major player on the soft drinks' market, opts for SaaS transport and yard management solutions coupled with performance indicators by Generix Group, editor of collaborative software for retail. GCS TMS and GCS YMS associated with GCS KPIs Cockpit will allow Refresco to improve and ensure reliable management of its transport operations.**

Refresco is a major bottler of soft drinks and fruit juices for retailers in the Benelux, France, Germany, Spain, Italy, the United Kingdom, Poland and Finland.

With turnover of €410 million, Refresco France produces around 770 million units and manages up to 100,000 pallets in storage thanks to its tried and tested systems.

***"With some of our industrial partners, we have developed a logistics approach whereby we have centralised flows to joint customers. We use efficient collaborative processes like computerised data exchange, Vendor Managed Inventory (VMI), pooling and transport organisation,"*** explains Vincent Delozière, Managing Director of Refresco France, with pride.

### Going further in optimising transport...

***"To accompany our growth, we wanted solutions able to keep up with the rapid development of our distribution model and to help us optimise the way we manage relationships with carriers,"*** continues Vincent Delozière.

Refresco, which already had the Vendor Managed Inventory tool by Generix Collaborative Supply Chain (GCS EWRPlus), thus renews its trust in Generix Group by choosing the On Demand transport (GCS TMS) and yard management (GCS YMS) solutions, coupled with GCS KPIs Cockpit performance indicators.

Collaboration and visibility are imperative today for an efficient supply chain.

The solutions proposed by Generix Group give Refresco France the ability to:

- make productivity gains from dispatch management,
- make savings thanks to optimising the calculation of transport costs and to checking invoices,
- have a global and collaborative steering system involving our partners and carriers.

### ... with the agility of SaaS

Generix On Demand is the first on-demand business application service bundle. It combines speed and ease of implementation and guarantees budget control.

***"The SaaS model for the Generix Collaborative Supply Chain convinced us because it fits in perfectly with our enterprise strategy. Its use for managing transport and the yard will facilitate implementation of centralised transport management and simplify implementation of our logistics diagrams, in particular where pooling is concerned,"*** explains Benoît Parent, Director of logistics operations for Refresco France.

***"We also expect a clear improvement concerning the calculation and monitoring of our transport costs from the GCS TMS solution. This will help us to reach the performance targets of our global supply chain,"*** he added.

A few words on the Generix Collaborative Supply Chain range:

**GCS TMS** is designed to help drive down transport costs, improve fill rates and optimise carrier allocation. This solution ensures reliable management of transport costs and makes large budget savings. It encourages collaborative work with carriers on a dedicated portal, to monitor flows and react quickly to any unplanned events.

**GCS YMS** boosts sites' performance with collaborative, accurate and efficient yard management, in total interaction with warehouse operations. GCS YMS allows carriers to arrange their slots on a portal that integrates the site's constraints. The yard management tool helps to manage late or early arrivals by reorganising slots depending on activity.

**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 Refresco.Gerber

Founded in 1999, Refresco is a major bottler of soft drinks and fruit juices for retailers in the Benelux, France, Germany, Spain, Italy, the United Kingdom, Poland and Finland. The company has just merged with Gerber to make Refresco.Gerber and records volumes of around 6.5 billion litres and turnover of 2.3 billion euros. Refresco.Gerber proposes a vast range of products and packaging combinations ranging from pure fruit juices to carbonated drinks and mineral waters, in cartons, PET bottles, glass, cans and pouches. Its head office is in Rotterdam in the Netherlands. It employs 4,700 people.

[www.refresco.fr](http://www.refresco.fr)

## 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.

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