



## GENERIX GROUP SUPPORTS HABITAT WITH ITS GCE ERP SOLUTION

**Paris, 26 March 2013 – Habitat Design International chooses the Generix Collaborative Enterprise (GCE) ERP solution for its central information system.**

Habitat Design International is a subsidiary of Cafom, an independent retail company specialising in home furnishings and the sale of furniture and modern interior decor accessories. It has a network of its own stores across Europe, including 27 in France, as well as a network of franchise stores.

Habitat was taken over by Cafom 18 months ago and is now going through a rebuilding process. It is now back on the right track, with a brand new set of central services, including its information system.

*"We are currently overhauling Habitat's products and services," explains **Hervé Giaoui, Chairman and CEO of Cafom.** "Our strategy is focusing on franchising and growth. We have therefore selected Generix Group's GCE solution. It's a highly functional ERP which can quickly and easily be integrated into our existing information system and finance system. It gives us the flexibility we need to grow both our sales and our turnover."*

This decision to adopt the GCE solution will see Generix Group helping Habitat Design International to streamline the management of all its processes, from referencing and purchasing to store distribution (both fully owned and franchised outlets).

*"We are delighted to be supporting Cafom's development strategy and sharing our expertise in retail processes," explains **Alain Levy, Deputy Managing Director of Generix Group.***

Habitat has chosen the GCE Retail Pack, combined with the supplier extranet.

*"We were impressed with the functional capabilities of the GCE ERP solution," states **Guy-Alain Germon, Managing Director of Cafom.** "We were also drawn to Generix Group because of its retail expertise. We were looking for someone with excellent references from existing customers, as peace of mind was one of our main concerns."*

With Habitat on board, Generix Group's ERP solution once again proves its worth in optimising distribution processes and activities.

With a long list of existing customers in the retail sector, such as Cultura, Maison du Monde, the Késa group (Darty) and Ludendo, Generix Group has extensive expertise and best practice to pass on to new customers.

Generix Collaborative Enterprise (GCE) is a leading software solution designed for retail businesses and is currently used by around 200 distribution companies. GCE features a native multi-channel infrastructure, helping to make businesses more competitive. What's more, with examples of best practice integrated into the standard version, it is extremely quick to deploy. It is an agile solution which covers a range of areas including sourcing, logistics, finance and sales.

## Press contacts

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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.