



Generix Group unveils its solution to accelerate digital transformation of business.

In keeping with its role of catalyst for the digital transformation of business, Generix Group presents its four solutions to accelerate the digital metamorphosis of the main retail, logistics and industrial players

Paris, 12 November 2015 – **On 3 November, Generix Group held a meeting with all of its customers from the world of industry, retail and logistics. The purpose? To present its collaborative solutions to accelerate the digital transformation of business in tandem with the consumer's metamorphosis.**

*"Boosted by the Internet and the resulting new players and uses, consumers have changed. On-line, they are now used to having an almost unlimited choice, easily comparing prices, enjoying customised browsing experiences and constant reassurance. They naturally expect the same services from traditional business players. In this context, our mission is precisely to make this possible", analysed **Marc Laporte**, Marketing and Strategy Director, **Generix Group**.*

To do this, Generix Group has designed four collaborative solutions in keeping with its vision of the challenges of digital transformation. In other words, optimising exchanges between the company and its eco-system, creating innovative services and meeting consumers' new expectations.

*"At Generix Group, we do not believe in unavoidable "über-isation" as some may theorise. There is indeed a natural control of the potential of Internet by GAFAs, to mention only those. But we are convinced that, with our solutions, all business players will be able to integrate technological innovation into their business models and their proposal of values", added **Marc Laporte**.*

Here are the four solutions by Generix Group in detail:

> Generix Web-to-Store to merge the physical store and the website

The *Generix Web-to-Store* solution separates the commitment of finalising the act of purchase.

Thanks to this new paradigm, the company:

- creates a bespoke browsing experience for the customer, where digital is used to bring the customer into the shop
- gives power back to the seller. The latter no longer has to face competition from the on-line store and stops being considered a mere counter. Proactive, he plays the role of advisor and economic lever by encouraging upselling and cross-selling.
- pushes back the boundaries of the shop; the physical store and virtual store are one and the same.

> **Generix Logistics Order Management for a transparent view of stocks in the whole distribution network**

How can a company guarantee that the customer will receive his order in the shortest time-frames when it does not have an overview of the distribution chain itself?

To end this impossible equation, the *Generix Logistics Order Management* solution gives retailers a precise and real-time view of stocks available in the shop, warehouse and with suppliers. Thanks to this overall and up-to-date knowledge of his stock, the seller:

- increases the conversion rate because he is able to offer each customer the most suitable logistics solution and orchestrate reverse logistics
- globally optimise sales management
- encourages customer loyalty because the latter is well-informed and reassured.

> **Easy Order Tracking to follow an order in real-time**

Information pooling. One of the main order tracking obstacles has been lifted thanks to Generix Group's *Easy Order Tracking*. Like a social network, this solution interconnects all players in the logistics chain (senders and recipients of information). Thanks to this collaborative platform:

- information is captured, seen and distributed in real-time among all stakeholders
- unforeseen circumstances are no longer an issue
- the consumer is reassured because he can track his order in real-time

> **Generix All-in-One collaborative platform to simplify collaboration between companies**

With *Generix All-in-One Collaborative Platform* partners are interconnected, data is collected and distributed, digital flows are quickly rolled out, inter-application collaboration is ensured, and flows are made secure and are managed. Based on a modern technology platform - Java, Web 2.0, NoSQL – the All-in-one platform aggregates three fields: exchange networks (EDI, API, fax, OCR, etc.), inter-company integration (B2B/EDI, MFT, ECM, etc.) and collaborative applications (Purchase to pay, Order to cash, E-Invoicing, etc.).

The main benefits for companies are to

- withstand the digital transformation by making the most of technologies
- function in connected and collaborative mode to improve process performance
- reduce sales, logistics, administrative and financial cycles and costs
- create value and new services
- streamline collaborative architectures by making savings

"We are convinced that these four solutions are effective catalysts for the digital transformation of business because they adapt business applications to the issues of digital commerce, because they unite all information coming from the eco-system and because they build collaborative solutions", concluded **Marc Laporte**.

Press contacts

Rumeur Publique

Jean-Christophe Latournerie – Tel.: +33 1 55 74 52 00

Cédric Landu – Tel.: +33 1 55 74 52 31

cedric.lan@rumeurpublique.fr

www.rumeurpublique.fr

Generix Group

Carine Brégeon

Communications Manager

Tel.: +33 1 77 45 42 39

cbregeon@generixgroup.com

www.generixgroup.com

About Generix Group

Publisher of collaborative softwares, Generix Group helps its customers meet the challenges currently facing digital enterprises: facilitate buying journeys, build a digital supply chain, dematerialise all flows. By building differentiating services, we optimise the overall performance of the company and its ecosystem enabling it to meet new customer expectations.

Over 5,000 international players have helped establish Generix Group as a European leader with close to €54 million in turnover.

To find out more, visit: generixgroup.com

