



## **Generix Group's ongoing operation to charm resellers continues, speeding the digital transformation at companies**

### **Generix Group is launching the Active Partner Program in France and internationally for partner resellers**

Paris, 12 October 2015 – **Generix Group, a solutions vendor for industrial, logistical and commercial ecosystems is putting resellers and consultancies at the heart of its strategy for speeding up the digital transformation of companies in France and around the world. After creating its Alliances & Channel division and naming Laurence Dugué to lead it, the French group is continuing its offensive by launching the Active Partner Program initiative aimed partners like VARs and resellers such as IT services companies and software vendors.**

To support corporate digital transformation efforts, Generix Group offers a new platform of services in the cloud covering data collection and distribution, inter-company integration as well as process optimisation through collaborative applications.

A PaaS roll-out of this platform is offered to Generix Group resellers so that they can perform all of the services relating to their client's project and quickly propose a cloud-based offer that can be own-branded. The PaaS offer also includes a multi-client governance console, notification, monitoring and client invoicing tools.

*"To respond to changing consumer habits and the multiplicity of exchanges between customers and suppliers, it has become vital for players in today's economy to have unified, robust platforms that are suited to managing complexes, as well as being able to evolve with changing needs and the exponential amounts of data that has to be managed. Whether this requires implementing optimised inter-company processes around product sourcing, supply, the supply chain or in invoicing", analyses **Christophe Viry, Product Management & Marketing Director for the GCI range at Generix Group.***

#### **A mechanism that brings intelligent data use within reach of commercial players**

In practice, as part of the Active Partner Program, the Generix Group makes available to partners, solutions for collecting, integrating and automating data processing, whether internally or externally. Data is no longer just collected, and partners are not just connected. This solution also aims to improve process performance through inter-company collaboration.

Simultaneously with the launch of this programme, Generix Group is recruiting "reseller" partners able to detect, implement and support their client's projects on the basis of a platform that is unique in the market place. The characteristics of this platform and its potential were precisely what convinced **Eric Felixine, Head of Corextratrad**, an IT services companies specialising in advising, developing and supporting BtoB exchange projects.

## Press Release

*"We were convinced by the open and turnkey offer from the Generix Group. Having a "ready to use" platform allowed us to quickly start new projects while concentrating on where we could add value, while being reassured regarding the durability, high security and completeness of the platform",* explains **Eric Felixine**.

Over the coming six months, Generix Group will bring on board partners who work in its traditional markets (industry, logistics and trade) and in the automotive, banking, insurance, healthcare and public sectors.

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### About Generix Group

Generix Group develops software solutions for the manufacturing, logistics and retail ecosystems, helping its customers to manage, pool and optimise their data flows. The Generix Collaborative Business service package draws on extensive expertise in the areas of supply chain and cross-channel sales management, all of which is backed by our EDI, EAI integration and portal solutions.

Including names such as Auchan, Carrefour, Cdiscount, DHL, Feu Vert, Gefco, Kuehne+Nagel, Leroy Merlin, Louis Vuitton, Metro, Nestlé, Sodiaal and Unilever, over 5,000 international players have chosen "Generix Collaborative Business" solutions, establishing Generix Group as a European leader with revenue of close to €54 million.

To find out more, visit: [www.generixgroup.com](http://www.generixgroup.com)