

PRESS RELEASE

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## GENERIX GROUP AND GS1 FRANCE PRESENT WHITE PAPER ON EDI PLATFORM, API AND BLOCKCHAIN

Collaborative supply chain expert **Generix Group** and global standards and solutions organization **GS1 France** publish their first white paper: "EDI, platform, API, blockchain: How do they fit together?". The paper looks at how we use EDI now, how we can develop data exchange methods, which are progressively moving towards collaborative platforms, and why EDI, platformization, API and blockchain will play a key role in our increasingly digital world.

### From EDI to blockchain

Authors **Christophe Viry** (Generix Group product market manager), **Stéphane Cren** (GS1 France head of innovation), and **Anne-Claire Krid** (GS1 France standardization expert) examine key EDI trends and the technology's limitations, drawing on comments from expert users at French companies such as Metro Cash & Carry, Nestlé France and Mondelez International. After examining the emergence of data exchange platforms and the benefits of blockchain for building ecosystems, the authors discuss the shift towards wider platformization and the resulting challenges and technological choices for data exchange. They explain why the digital transformation of commerce requires a more agile and less costly supply chain, sparking the growing use of API and the take-up of blockchain technology, which may be the solutions of the future.

**Jean-Charles Deconninck**, CEO of Generix Group, comments: "These practices (EDI, WEB-EDI, OCR, IoT integration, API, etc.) provide different solutions to data integration. With digital supply chains, they all have the same purpose: to supply collaborative platforms that optimize business processes. At Generix, our goal is to help our clients keep the promises they make to their customers. We've developed the **Generix Supply Chain Hub** to take on the new supply chain challenges. This collaborative solution collects data and connects users on behalf of application services to optimize supply chain execution, global visibility, and processes."

**François Deprey**, CEO of GS1 France, notes: "The challenge of commerce, particularly e-commerce, is a source of major disruption in company supply chains. This results in more complex information systems, a large number of collaborative platforms, and a growing need for interoperability between these ecosystems. At GS1, we use our experience in this area to provide standards and interoperability solutions to all parties in this major digital revolution."

## About Generix Group

**Generix Group** is a collaborative supply chain expert with a footprint in 60 countries, thanks to its subsidiaries and partner network. More than 6,000 companies around the world use its SaaS solutions. The group's 500 employees provide daily support for customers such as Carrefour, Danone, FM Logistic, Fnac-Darty, Essilor, Ferrero and Geodis to facilitate the digital transformation of their supply chains.

Its collaborative platform, **Generix Supply Chain Hub**, helps companies keep the promises they make to their customers. It combines the capabilities to execute physical flows, digitalize information flows and connect companies to all their partners, in real time.

**Generix Supply Chain Hub** is for all stakeholders in the Supply Chain: manufacturers, third-party logistics providers (3PL/4PL), and retailers.

Founded in 1990 in France, the company is listed on the Eurolist market of the Euronext Paris stock exchange, compartment C (ISIN: FR0004032795). To find out more: [www.generixgroup.com](http://www.generixgroup.com)

## About GS1 France

**GS1 France** has over 40,000 member companies in France and 1.5 million worldwide. For over 40 years the organization's mission has been to standardize technologies to simplify, optimize, and secure the exchange of information between companies in 150 countries.

With over 15 subsidiaries (wine and spirits, consumer products, health, fresh products, rail e-commerce, energy, trusts, transport and logistics, etc.), GS1 offers industry stakeholders a collaborative space to co-design standards and solutions that meet their business needs in three key areas: product information, supply chain, and omnichannel commerce.

GS1 France supports both large groups and SMEs with barcodes, paperless exchanges, electronic catalogues, e-commerce, RFIDs and among other things.

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