



## TMS: The Casino Group chooses Generix Group to optimise its transport flows

**Paris, 18 March 2013 – As part of its transport and logistics improvement programme, the Casino Group has chosen Generix Group's GCS TMS transport management solutions to enhance the performance of its cross-channel logistics system.**

Easydis, a subsidiary of the Casino Group, provides transport and logistics services for all of the group's brands, including Géant Casino, Casino Supermarchés, Petits Casinos, Sherpa and Cdiscount. The company manages more than 50,000 product references and picks some 2 million packages each day, which it delivers to a network of 5,000 sales outlets and e-commerce pick-up points with an average of 2,500 lorries per day.

As part of its overall supply chain reorganisation programme, the Casino Group plans to develop a new structure that makes best use of the group's existing logistics assets. This new structure will be tasked with designing and managing logistics and transport services for the entire group. At present, the group has 25 warehouses and eight transport offices.

The group issued a call for tenders, with bids submitted by all major players in the market, and eventually selected Generix Group's GCS TMS transport management solution.

*"We are looking to develop a more professional transport system. In the past, we used an application developed in-house," explains **Philippe Enguix, Transport Director at Easydis**. "We decided to go with Generix Group for obvious reasons. The group has in-depth knowledge of the mass retail sector and is an expert in transport management. This new system will help to improve our operational performance and will mean that we are well placed to bring new customers and new flows on board quickly and seamlessly."*

The project was launched in October 2012 with successful deployment for upstream transport services. As **Philippe Enguix** explains, the chartering process is now quicker and less cumbersome and, as such, is more profitable: *"We need to handle multiple brands and work with many different carriers. GCS TMS exceeded our expectations, enabling us to improve lorry fill rates, pool flows and optimise delivery rounds. The business expertise included in the product has allowed us to expand our activity rapidly, with almost 25,000 charters in less than three months. The web portal is also a great asset. It has simplified our administrative workflow and significantly improved our relationships with our carriers. Our users have also given us positive feedback about the transition to the new system."*

GCS TMS is an all-in-one solution with an ultra-friendly interface and powerful configuration options, allowing businesses to manage events proactively. It delivers instant efficiency improvements at all levels, from administration and operations to finance.

*"We're delighted with the rapid improvements that Generix Group's GCS TMS solution has delivered. It has saved us time, improved reliability and allowed us to keep on top of transport costs, with instant ROI through ongoing customised support. It has delivered real improvements in our transport procurement process and helped us to drive down costs," explains **Rémi Auzanneau, Managing Director of Easydis and Logistics Director at Casino France**. "We are now well placed to meet our transport optimisation and flow pooling targets, allowing us to better serve the needs of our national brand products sold through multiple outlets."*

GCS TMS is part of the Generix Collaborative Supply Chain range. It is designed to help drive down transport costs, improve fill rates and optimise carrier allocation. This comprehensive solution guarantees a quick response and reliable timekeeping, minimum stock levels and full control of flow management.



Generix Group will be at SITL Logistics Solutions **SITL - Stand R 119**  
from 26 to 28 March 2013 Hall 4 - Paris Nord Villepinte.

Information:

<http://www.generixgroup.com/fr/actualites/evenements/9676,sitl-2013.htm>

## Press contacts

### Rumeur Publique

Thomas Boullonnois - Tel.: +33 (0)1.55.74.52.29

[thomas@rumeurpublique.fr](mailto:thomas@rumeurpublique.fr)

Cédric Landu - Tel.: +33 (0)1 55 74 52 31

[cedric.lan@rumeurpublique.fr](mailto:cedric.lan@rumeurpublique.fr)

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

### Generix Group

Mike Hadjadj

Marketing and Communication Manager

Tel.: +33 (0)1 77 45 43 41

[mhadjadi@generixgroup.com](mailto:mhadjadi@generixgroup.com)

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

## 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.