



Press release  
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## Société Industrielle Lesaffre chooses Generix Group's TMS (Transport Management System) to pilot its transport ecosystem

**Generix Group, a global provider of collaborative SaaS solutions for the Supply Chain industrial, and retail ecosystems, announces that it has been chosen by Société Industrielle Lesaffre to manage its inbound and outbound transport ecosystem in France and abroad (Africa, South America and Asia).**

Société Industrielle Lesaffre (SIL), based in Marcq-en-Baroeul, in north of France, is one of the subsidiaries of Lesaffre, a major world player in fermentation for over a century, established on all continents. Lesaffre designs, produces and provides innovative solutions for bakery, taste & food pleasure, well-being & health and biotechnology.

Société Industrielle Lesaffre (SIL) is currently carrying out a major transformation of its information system to improve the performance of its operations. In this context, the company has decided to implement a management solution for all its transport operations: Generix TMS (Transport Management System). The solution will control both the upstream, i.e. the transport of raw materials to the production site, and the downstream, i.e. the routing to the shipping ports and final customers, with an international multimodal dimension (road, sea and air transport). Moreover, SIL has chosen Generix Group's EDI solution to manage all its data exchanges with its storage partners.

Société Industrielle Lesaffre was looking for an agile and highly customizable TMS solution, available in SaaS, that would guarantee an optimal user experience. The ergonomics of Generix Group's solution, its customization possibilities and its ease of adaptation met this challenge. In addition, the solution's openness, via the availability of numerous APIs, will enable Société Industrielle Lesaffre to interface with all the third-party solutions that will be used in its transport activity.

The solution will be deployed in January 2022.

*"This is an essential project that we are launching with Generix Group. I am convinced that the implementation of this TMS solution will enable us to further improve the performance of our operations and therefore the satisfaction of our customers, by allowing us to be proactive on our entire transport chain, from reception to dispatch. Moreover, the connection with our entire ecosystem (stockists, customs, raw material suppliers, etc.) provided by Generix Group's solutions is essential to the global and efficient management required to improve our customer satisfaction"*, comments **Caroline Mbu, Purchasing and Supply Chain Director** at Société Industrielle Lesaffre (SIL).

*"We are delighted to welcome Société Industrielle Lesaffre to the community of new users of our TMS solution. Beyond the functional adequacy of our solutions to their needs, I am convinced that the relationship that our teams have established during the upstream phases of the project will be the key to our joint success"*, adds **Philippe Seguin, General Manager** of Generix Group in France.

#### **About Generix Group**

Generix Group is an expert in the Collaborative Supply Chain with presence in 60 countries thanks to its subsidiaries and network of partners. More than 6,000 companies around the world use its SaaS solutions. The group's 750 employees provide daily assistance to clients such as Carrefour, Danone, FM Logistic, Fnac-Darty, Essilor, Ferrero and Geodis in the digital transformation of their Supply Chains. Its collaborative platform, Generix Supply Chain Hub, helps companies keep their promises to their customers. It connects companies to all their partners so together they can operate physical flows, digitize information flows, and collaboratively manage processes in real time. Generix Supply Chain Hub is intended for all actors in the supply chain: manufacturers, logistic service providers (3PL/4PL), and distributors.

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

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