

Conforama, a major player in home furnishings and number 1 on the Internet, engages the transformation of its supply chain with Generix Group

In order to meet its new challenges of operational excellence and to enrich its customer experience, the Conforama Group is transforming its supply chain. This project involves all of its transport operations (TMS) as well as its three warehouses (WMS), one in Poland and two in France, including Tournan en Brie, one of the largest logistics platforms in Europe with 180,000 m².

Generix Group has been supporting Conforama in its Supply Chain operations since 2006. The teams have defined an ambitious transformation path towards the Cloud, enabling Conforama to take advantage of this migration since April 2021. New business processes are available for Conforama's teams, enabling them to make immediate operational gains (for example, new transport and supply scenarios or new management and mobility tools).

Thanks to a very good knowledge of Conforama's business processes, Generix Group's consulting teams were able to map as soon as possible those common to the three warehouses. A WMS "core model" was designed this way, facilitating implementations, while taking into account the specificities of each one. The TMS solution is unique and common to all the Group's transport operations. Once again, users benefit from the power of Generix Group's SaaS model. These new application services complete those already deployed at Conforama thanks to Generix Supply Chain Hub: electronic invoicing and EDI services.

"Despite the health context we have been experiencing since the beginning of 2020, our teams have collaborated optimally and defined an ambitious and pragmatic trajectory for the transformation of our supply chain operations towards SaaS. The first results confirm our choice of Generix Group as a strategic partner to meet the current and future needs of Conforama's supply chain," says **François-Xavier Forestier, Supply Chain Director at Conforama.**

"Our Generix Supply Chain Hub SaaS platform has enabled Conforama to accelerate the transformation of its warehouse and transport operations, while minimizing risks. As early as June, we put a warehouse into production, with a balance of on-site and remote support, as we have done for many customers over the past year", comments **Philippe Seguin, Generix Group's Managing Director in France.** *"We are convinced that our proximity to Conforama's teams and the perfect upstream knowledge of their environment are decisive for the success of this very fine transformation project,"* he adds.

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 800 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.

Conforama



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

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About Conforama :

A major player in its sector, Conforama is a multi-specialist in home furnishings and decoration. A trendsetter, Conforama offers, through its network of 165 stores in France and its website www.conforama.fr, a wide selection of products at the best prices to equip your home from top to bottom: from furniture to decoration, including household appliances and electrical goods.

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