



Press Release  
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## **BEL Group chooses the SaaS solution Generix Collaborative Replenishment for its procurement operations with all its retail customers**

**Generix Group, a global provider of collaborative SaaS Software solutions for the Supply Chain, industrial, and retail ecosystems, announces its collaboration with the BEL Group, a major player in healthy dairy and fruit snacking in portions, with the aim of implementing the Generix Collaborative Replenishment solution to manage its procurement in several countries where the Group is present.**

BEL is a family-owned group founded in 1865, whose mission is to offer healthier, responsible and accessible food for everyone, everywhere, at any time. Created in France, the Group relies on a portfolio of brands available to consumers in more than 120 countries around the world.

BEL, as part of a global project to transform its supply model, has chosen VMI in order to optimize the management of its operations with all its retail and mass distribution customers. For this purpose, the Group has chosen the Generix Collaborative Replenishment (GCR) SaaS solution for a first wave of deployment in several countries including: Egypt, Algeria, Belgium and more recently Canada.

This new project is the opportunity to pursue a historical collaboration, started in 1998, between BEL Group and Generix Group. After the management of all EDI flows in Europe via the TradeXpress platform, started in 1998, then of the invoicing operated by the dematerialization service Invoice Manager since 2013, it is now the VMI flows that are fully integrated in GCR.

For this project, BEL was looking for a highly available SaaS solution offering complete functional coverage and capable of understanding the particularities of different geographies. The ergonomics of the solution, its customization options as well as the simplicity of its deployment convinced the BEL group team to meet this challenge.

*"I am very pleased to see the continued collaboration between our two companies, who have been working together since 1998. Today, we are delighted to welcome BEL to our community of Generix Collaborative Replenishment (GCR) users. The collaboration between our teams was crucial in this project, they were able to quickly identify the key points of the deployment to successfully complete this large-scale project."*, adds **Philippe Seguin, Managing Director 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 800 employees provide daily assistance to clients such as Carrefour, Danone, FM Logistic, Fnac-Darty, Essilor and Ferrero 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.

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

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