

Inventory management optimization



With more than 500 beer brands worldwide, Anheuser-Busch InBev is the leading brewer and one of the top five global consumer goods companies.

They share their passion for brewing high-quality beer with nearly 200,000 employees in over 50 countries around the world.

Context

The origin of their activities dates back to 1366 at the Den Hoorn brewery in Louvain, Belgium. As a result, AB InBev has more than 3,000 of its employees in Belgium.

Some of their most well-known and consumed beers worldwide include Stella Artois, Jupiler, Kwak, Tripel Karmeliet, Goose Island, Brahma, Skol, Ginette, Cubanisto, Corona, Belle-vue, Victoria, Hoegaarden, Leffe, Budweiser, and more. They also have a wide range of non-alcoholic beers.

Key Figures

- » 4 Countries
- » 87 Warehouses
- » 7 Distributors

The Project in Detail

In 2008, AB InBev began using the Generix Group's Collaborative Replenishment solution to better manage its stocks. Due to the ever-increasing consumer demands, this solution quickly became essential for more and more distributors as well as for AB InBev.

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Over the years, Generix Group's solution has evolved to become the current version of Generix Collaborative Replenishment. In addition to stock optimization, the tool's features also consider the efficiency of transport operations. AB InBev was one of the first to adopt it to best meet market requirements.

Today, Generix Group has formed an international project team to meet the future needs of AB InBev and its local distributors. This way, expansion to other countries and their local resellers can be relatively easily achieved.

In 2021, Generix Group's GCR software was used by 7 retailers in 4 different countries, in 87 AB InBev warehouses, and this usage will soon be expanded in Europe and beyond.

The Solution includes

- » **EDI Software: Electronic Data Interchange**
- » **Supply Chain Management Software: Collaborative Replenishment**
- » **TradeXpress Software**

Inge Keymolen

EU Digital Logistics Director,
AB InBev

“With Generix Collaborative Replenishment, we benefit from optimal collaboration with our distributors. Through daily stock optimization, we ensure that our customers always have the ideal volume of AB InBev products in stock. This way, consumers can always rely on the availability of our beers.”

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» About Generix Group

Generix Group is a leading SaaS vendor specializing in Collaborative Supply Chain solutions that enable the seamless exchange of goods and data across the globe between suppliers and customers, all while responsibly managing their flows.

Its platform of innovative digital services optimizes the management of physical flows, by coordinating the entire supply process, from production to delivery, thanks to its WMS, TMS, RMS and VMI solutions; as well as logical and financial flows, by integrating the systems of all players in the chain, from order to payment, with its e-invoicing, e-reporting, EDI, P2P and O2C solutions. Generix Group creates a distinctive ecosystem designed to cater to its customers, ensuring top-notch performance and sustainability, connecting all global players in retail, industry and services, and fostering the transition toward greater digitalization and energy efficiency.

With nearly 850 dedicated employees, Generix Group provides day-to-day support to over 4,500 companies across more than 60 countries, processes over 500 million invoices, handles more than 40 million order lines each month, and manages 8 million EDI messages daily. Our clientele includes Danone, FM Logistic, Fnac-Darty, Essilor, and Ferrero.

To learn more : www.generixgroup.com