

The **BEL Group** Chooses Generix Collaborative Replenishment Solution in **SaaS** for its **Supply Operations** with all its **Retail Clients**



Generix Group, a publisher of collaborative SaaS solutions for the Supply Chain and Commerce ecosystem, announces its collaboration with the BEL Group, a major player in healthy dairy and fruit snack portions.

The objective is to deploy the Generix Collaborative Replenishment solution for managing its supply operations in several countries where the Group operates.

BEL is a family-owned Group founded in 1865 with a mission to offer healthier, responsible, and accessible food for everyone, everywhere, at any time. Born in France, the Group relies on a portfolio of brands that appeal to consumers in over 120 countries worldwide. **As part of a transformation project for its supply model, BEL has chosen Vendor-Managed Inventory (VMI) to optimize the management of its operations with all its retail and distribution clients.**

For this purpose, the Group has selected the Generix Collaborative Replenishment (GCR) solution in SaaS for an initial deployment in several countries, including Egypt, Algeria, Belgium, and most recently, Canada.

This new project represents an opportunity to continue a historical collaboration that began in 1998 between the BEL Group and Generix Group. After handling all EDI flows in Europe through the TradeXpress platform, initiated in 1998, and managing

invoicing through the Invoice Manager dematerialization service since 2013, today, VMI flows are fully integrated into GCR.

For this project, BEL was looking for a highly available SaaS solution offering comprehensive functional coverage and the ability to address the business specificities of different geographical regions. The solution's user-friendliness, customization possibilities, and ease of deployment convinced the BEL Group teams to address this challenge.

Philippe Seguin

Former CEO of Generix Group France

"I am very pleased to see the continued collaboration between our two companies, which have been working together since 1998. Today, we are delighted to welcome BEL to our community of Generix Collaborative Replenishment (GCR) solution users. The collaboration between our teams was crucial in the context of this project, as they quickly identified the key points of deployment to successfully carry out this extensive project."

CONTACT US TO LEARN MORE

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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