



## **Russia : FM Logistic opts for Generix Group's SaaS solution for its Fresh Products operations**

Paris, 17 June 2014 – For its Fresh Products operations, FM Logistic, a leading logistics provider in the Russian market, has opted for the GCS WMS SaaS solution of Generix Group, vendor of collaborative software for the retail ecosystem, signalling closer ties between the two companies.

FM Logistic operates storage facilities across Russia, from Moscow to Vladivostok, representing a combined surface area of 520,000 sq. m. The company is therefore well placed to expand its operations in the country. It works with international customers, offering a comprehensive range of Supply Chain services (storage, distribution, co-packing and customs clearance).

### **New positioning in the Fresh Products sector**

*"FM Logistic Russia's key objectives are to expand its transport operations, enter new regions and move into new markets, such as the pharmacy sector in 2015. With our long-standing experience in the food industry, we are well placed to grow our Fresh Products business,"* explains Christophe Ménivard, Managing Director, FM Logistic Russia.

In June 2013, FM Logistic took over Univeg Logistics Russia (now known as FM Fresh), a specialist fresh products logistics provider. This acquisition is intended to support the company's growth strategy and cement its position in this new sector.

*"The growth outlook is extremely positive for FM Fresh. As such, we needed a flexible, reliable, comprehensive warehouse management solution that we could deploy quickly. We're delighted with the results we've had from GCS WMS so far,"* adds Mr. Ménivard.

### **An agile SaaS solution**

FM Logistic already uses Generix Group's solutions for customers such as Auchan (Russia and Poland). The company has once again chosen Generix Group for its business, this time opting for **GCS WMS (SaaS) and GCS KPIs Cockpit** for FM Fresh. This agile warehouse management solution allows users to adapt their business model to reflect usage trends and variations in business activity. FM Logistic has been using the solution to manage its Fresh Products activities for Atak Russia (approx. 451,000 picking lines per month) and O'Key for several months.

**"I'm delighted that Generix Group is now able to offer a comprehensive set of cloud-based processes across Russia. We are the only company that provides a solution capable of handling any number of sites, irrespective of their location or number of users. It is designed to reflect the ever-changing nature of the market. It is a truly agile Supply Chain solution conceived with growth and commercial flexibility in mind,"** explains Jean-Charles Deconninck, Chairman of Generix Group.

**"As well as offering high-quality solutions, Generix Group also works in close partnership with us. The solution that we provide our customers is the result of this close collaboration. Generix Group is well placed to help us grow our business. That's a real asset,"** adds Mr. Ménivard.

A few words on the Generix Collaborative Supply Chain range:

Thanks to its modularity and powerful settings, **GCS WMS** is designed to adapt to the business and organisation of each company. GCS WMS is mainly for multi-channel retailers, pure player e-retailers, manufacturers and logistics service providers thanks to its evolution and its ability to efficiently process warehouse flows, regardless of the products.

**GCS KPIs Cockpit** is a decision aid tool that provides a host of indicators to facilitate warehouse control and analysis operations and to boost the efficiency of employees. Organisation, development opportunities, investment choices, training choices and choices to change model are some of the indicators which make up proper strategic avenues for improvement for Supply Chain actors.

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### About FM Logistic

FM Logistic is a French company. It has been a major player in the logistics market in Russia since 1994, offering a comprehensive range of Supply Chain services (storage, distribution, co-packing and customs clearance).

The company operates warehouses in several Russian cities (Moscow, Samara, Rostov-on-Don, St Petersburg, Ekaterinburg, Novosibirsk, Khabarovsk and Vladivostok), representing a combined surface area of 520,000 sq. m. It employs 8,000 people in the country and turns over more than €260 million.

Each site is positioned in a prime location for both road and rail transport.

In June 2013, FM Logistic acquired Univeg Logistics Russia (the Univeg's Group's logistics subsidiary specialising in Fresh Products) as part of its growth strategy. Univeg Logistics Russia is now known as FM Fresh.

FM Logistic Russia now operates in the Fresh Products sector, offering temperature-controlled warehousing and transport services to major distributors.

For more information, visit: [www.fmlogistic.com](http://www.fmlogistic.com)

### About Generix Group

Generix Group provides the rapidly evolving Retail Ecosystem with leading Collaborative Software Solutions to operate profitably, adjust effectively, and grow sustainably. Generix Group helps retailers, third party logistics providers and manufacturers, in managing, sharing and optimizing their data flows. Generix Collaborative Business portfolio relies on a strong business expertise encompassing Supply Chain and Cross-Channel management, and uniquely leverages an A2A/B2B Gateway and Portal solutions.

Carrefour, Cdiscount, DHL, Gefco, Kuehne + Nagel, Leclerc, Leroy Merlin, Louis Vuitton, Metro, Nestlé, Sara Lee, Sodial, Unilever... more than 1,500 international companies trust "Generix Collaborative Business" solutions to profitably run their business, establishing Generix Group as an European leader with 50M€ revenue.

For more information, visit [www.generixgroup.com](http://www.generixgroup.com)