



GEODIS, the French logistics leader, chooses Generix Group to meet the challenges of e-commerce logistics

Paris, 8 September 2015 - **GEODIS, the leading transport and logistics operator in France, has chosen the GCS e-logistics solution from Generix Group to meet the logistics requirements of its e-merchant customers. Generix Group is a vendor of collaborative software for the retail ecosystem. The goal ? Adapt its logistic processes to the specific features of online commerce both in terms of quality and responsiveness.**

Today, consumers expect e-commerce sites to provide almost instantaneous and customised delivery of goods purchased online. This demand requires that online merchants and their logistics providers implement specific processes. GEODIS, who has many leading e-commerce businesses among its customers, has taken the measure of this challenge.

*"To give our e-merchant customers the means to address the new expectations from consumers, we were looking for a logistics solution tailored for e-commerce", said **Vincent Castaignède**, Head of External Logistics Solutions at **GEODIS**. "In other words, a solution that would enable logistics processes essential to e-commerce to be carried out in our warehouses such as customising orders, mechanised transfer of packages from storage areas to detailed picking areas or the implementation of specific picking strategies".*



GEODIS chooses Generix Group to manage its warehouses in France and Europe

*"We have opted for the GCS e-logistics solution to manage our warehouses in France, Italy and Germany. In addition to the Generix Group's excellent references in many areas, we were attracted by the opportunity to partner with the Group to develop modules in addition to those we had in-house" **Vincent Castaignède** went on to say.*

Through this partnership, GEODIS can address the needs of its pure player e-commerce or home shopping specialist customers. The logistics operator is now able to prepare orders more rapidly, to react instantly in case of a sudden increase in demand while improving the quality and security of its logistics processes.

*"Generix Group is very pleased to support a player like GEODIS in e-commerce logistics. This close collaboration is de facto confirmation of the quality of our solutions in this field and our ability to support our international customers", concluded **Isabelle Badoc**, Product Marketing Manager for the **Generix Group's** GCS range.*

Generix Collaborative Supply Chain On Demand proposes services for logistics and transport businesses' operations and management, particularly in an omni-channel context. To do this, it uses business processes such as:

For operations:

- Warehouse management (WMS)
- Transport management (TMS)
- Supply Chain Management, particularly in collaborative mode (VMI)

For management:

- Organisation of Supply Chain Monitoring, omni-channel order management (OMS), quality management, for perfect co-ordination and flawless traceability
- The Collaborative Portal provides a full view of the chain for better anticipation and management of inter-company processes
- Performance indicators

Press contacts

Rumeur Publique

Thomas Boullonnois - Tel.: +33 1 55 74 52 29

thomas@rumeurpublique.fr

Cédric Landu - Tel.: +33 1 55 74 52 31

cedric.lan@rumeurpublique.fr

www.rumeurpublique.fr

Generix Group

Carine Brégeon

Communications Manager

Tel.: +33 1 77 45 42 39

cbregeon@generixgroup.com

www.generixgroup.com

About GEODIS

Supply chain operator and subsidiary of SNCF Logistics, GEODIS is a global European company (4th logistics provider in Europe). Through its ability to overcome logistical constraints and coordinate the different steps of the logistic chain (Supply Chain Optimization, Freight Forwarding (air and sea), Contract Logistics, Distribution & Express, Road Transport), the Group is the growth partner for its clients and offer tailored solutions. With over 30,000 employees in over 67 countries, the Group constantly innovates to improve its performance and that of its customers. GEODIS reported in 2014 a €6.8 billion in revenue.

www.geodis.com

About Generix Group

Generix Group develops software solutions for the manufacturing, logistics and retail ecosystems, helping its customers to manage, pool and optimise their data flows. The Generix Collaborative Business service package draws on extensive expertise in the areas of supply chain and cross-channel sales management, all of which is backed by our EDI, EAI integration and portal solutions.

Including names such as Auchan, Carrefour, Cdiscount, DHL, Feu Vert, Gefco, Kuehne+Nagel, Leroy Merlin, Louis Vuitton, Metro, Nestlé, Sodial and Unilever, over 5,000 international players have chosen "Generix Collaborative Business" solutions, establishing Generix Group as a European leader with revenue of close to €54 million.

To find out more, visit: www.generixgroup.com