

Retail Extended Logistics and Generix Group strengthen their collaboration for the benefit of the 4PL's retail and industrial customers

Generix Group, a global provider of collaborative SaaS Software solutions for the Supply Chain, industrial, and retail ecosystems, and Retail Extended Logistics have announced a new stage in their collaboration to benefit the 4PL's customers' performance and growth.

For a major French retailer that entrusted its supply chain operations to REL, Generix Group recently transformed its transport operations with the deployment of a SaaS TMS solution. The solution pilots all supplier transport flows. Highly scalable, it will enable REL to offer its new customers a packaged, open and agile service for managing their transport.

REL has also chosen two other Generix Supply Chain Hub solutions to provide its customers with a digital platform for strategic management of their supply chain flows and activities:

- Generix Datapower to benefit from multiple business indicators allowing a very precise tracking of operations
- Generix Supply Chain Visibility to promote collaboration between ordering parties and connected partners

In addition, Retail Extended Logistics is taking advantage of Generix Group's expertise in information flow management for its global digitization project of its logical and physical flows.

*"Retail Extended Logistics offers a packaged 4PL service to its industrial and retail customers. Working with Generix Group for a major French retailer has enabled us to define a global solution together, integrating TMS and management and collaboration modules. We will be able to quickly support new customers on end-to-end business processes, while guaranteeing them cost reduction and traceability of their operations", declares **Charles Tram, Managing Director of Retail Extended Logistics.***

*"We are proud to contribute to the development and success of Retail Extended Logistics. Our TMS, Datapower and Supply Chain Visibility solutions, combined with our know-how in logical flow management, enable us to guarantee Retail Extended Logistics and its customer, a major player in the French retail sector, optimal management of inbound transport, with the expected levels of steering precision and fluidity of collaboration," comments **Philippe Seguin, General Manager 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 750 employees provide daily assistance to clients such as Carrefour, Danone, FM Logistic, Fnac-Darty, Essilor, Ferrero and Geodis 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.

Founded in 1990 in France, the company is listed on the Euronext Paris Stock Exchange, compartment C (ISIN: FR0004032795). To find out more www.generixgroup.com

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About Retail Extended Logistics:

Retail Extended Logistics (REL), is specialized in the organization of transport and supply chain for retailers and industrial customers of the retail sector. REL has the double expertise of supply chain organization for the retail industry on the one hand and the optimization of transport/logistics operations on the other hand.

REL designs for its customers the supply/distribution schemes, and manages for them, all or part of their transport and logistics flows. REL is recognized for its customized solutions and the continuous optimization of its operations. It offers its customers the necessary agility to respond to the diversity of the demands of mass distribution while controlling their budget.

REL is composed of specialists in areas as diverse as data analysis, supply chain consulting, and the management of transport and logistics operations. REL supports more than 900 customers and leads an ecosystem of more than 350 transport, logistics and technology partners.

For more information: www.rel-logistique.com