



Press release
June 21st, 2022

Jacquet Brossard launches the SaaS transformation of its transport and procurement operations with Generix Group

Generix Group, a global provider of collaborative SaaS Software solutions for the Supply Chain, industrial, and retail ecosystems, is supporting Jacquet Brossard, a Limagrain Group company and major player in the food industry, in the transformation of its transport and supply operations with the transition of Generix TMS and GCR (Generix Collaborative Replenishment) solutions to SaaS.

The objective: more services and more visibility in real time for its network of distributors.

Since the beginning of its collaboration with Jacquet Brossard, more than 12 years ago, Generix has supported the company in its successive stages of growth, with its TMS (Transport Management System) and GCR (Generix Collaborative Replenishment) solutions, for the management of physical flows.

Today, Generix is supporting Jacquet Brossard in a new strategic step for the company. Within the framework of the SING project (New Generation Information System), the food brand intends to improve the performance and services offered to its distributors in terms of transport and supply.

As part of this project, Jacquet Brossard is moving its TMS to SaaS, a secure and scalable solution, benefiting from regular updates, in line with the new SING project standards.

For the management of its supply, the GCR solution will allow Jacquet Brossard to monitor its operations in a more detailed and in-depth manner, while offering a highly secure environment to its entire network of distributors.

"In order to meet our new performance challenges and in the context of our new SING project, we need to offer increasingly efficient transportation and supply services. The evolution towards SaaS of our TMS and our GCR procurement solution is a lever, with the objective to gain in agility, to increase our efficiency and to guarantee a maximum security to our whole network of distributors" says, Carlos Marques, IT Business Relationship Manager at Jacquet Brossard.

"We are delighted to support once again Jacquet Brossard in this major step forward. The transition of transportation and supply operations to SaaS was a major challenge because of its strategic importance. Together, we have found the best way to work together to enable Jacquet Brossard to achieve its goal of meeting the new ambitions inherent in the SING project," emphasizes 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 800 employees provide daily assistance to clients such as Carrefour, Danone, FM Logistic, Fnac-Darty, Essilor, and Ferrero 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

Press contact

Marie Cannamela - generixgroup@angie.fr – 06.42.51.20.01