



Press Release
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Grupo CTC relies on Generix WMS to respond to its customers' logistics operations

Grupo CTC, a leading company in the outsourcing of the integral management of logistics chains, has selected Generix Group's warehouse management system (WMS) in SaaS mode to respond to the logistics operations of its customers.

Grupo CTC, a leading outsourcing company with more than 30 years of experience, a benchmark in the integrated management of its clients' logistics chains both through services provided at their facilities and in its own dedicated centers, is a company that currently manages more than 500,000m2 of logistics warehouses for 1,300 clients, with the strength of 9,000 specialized professionals.

As part of its strategy to grow and expand its service to its customers, Grupo CTC has chosen Generix **Group's Warehouse Management System (WMS)**, a versatile, agile solution with a proven track record in the management of complex warehouses. Now, Grupo CTC will be able to offer its customers a wider range of logistics services (palletization, storage, loading, distribution...), by providing them with a comprehensive service for their entire supply chain with the guarantee of having its team of experts and, in addition, Generix Group's technological solutions.

*"The commitment to the digital transformation of logistics processes, thanks to the integration of the Generix Warehouse Management System (WMS), is part of our objective to generate maximum value for our customers", says **Miguel Mena**, Director of Business Development, IT and Organisation at Grupo CTC. "The commitment to this technological solution will increase the agility, efficiency and productivity of the warehouse, which will ultimately guarantee an optimized level of service in all links of the supply chain, from palletization, storage and loading to distribution".*

*"We are very pleased that Grupo CTC has selected us as its technological partner and that they have trusted in our warehouse management solution to support their customers' operations. Knowing that the adaptability of our WMS, its technical and functional robustness, as well as the scalability of the solution when implemented in SaaS (Software as a Service) mode were some of the decisive reasons that led them to choose us over the rest, makes us really proud" explains **Philippe DUCCELLIER**, Country Manager of Generix Group Spain.*

About Generix Group

Generix Group is a Collaborative Supply Chain expert present in more than 60 countries, thanks to its subsidiaries and its network of partners. Its SaaS solutions are used by almost 6,000 companies worldwide. The group's 750 employees support customers such as Carrefour, Danone, FM Logistic, Fnac-Darty, Essilor, Ferrero and Geodis in the digital transformation of their Supply Chain on a daily basis.

Its collaborative platform, Generix Supply Chain Hub, helps companies keep the promise made to their customers. It combines the capabilities of executing physical flows, dematerialising information flows, managing collaborative processes and connecting companies with all their partners in real time.

About Grupo CTC

Grupo CTC is the result of the integration of two leading companies in the outsourcing sector, Grupo Stock Uno, specialised in trade marketing, and CTC Externalización, leader in logistics and industrial processes. After strong growth, they have managed to position themselves as the leading outsourcing company in the sector and the only one in Spain to cover both point-of-sale and logistics and industrial processes. They have 3 central offices in Barcelona, Madrid and Lisbon, and 12 branches throughout Spain. They help their clients to increase productivity and their presence at the point of sale, through comprehensive and innovative solutions.