

Generix acquires Keyneo to create a global SaaS leader in commerce solutions

Generix - a global business software company offering a broad portfolio of SaaS solutions and services in supply chain, finance, commerce and B2B Integration - today announced the acquisition of Keyneo. Keyneo is a specialized software company in omnichannel commerce and new retail concepts offering a modular platform of SaaS solutions. The company has had an average growth of 27% since its creation in 2007. The ambition is to champion unified commerce by combining the SaaS solutions and expertise of both companies to cover the entire consumer journey.

Generix and Keyneo are bringing their SaaS commerce solutions and retail industry expertise together under a new and dedicated subsidiary offering a unified commerce portfolio. Cloud and AI will be at the heart of the innovation strategy for customers, including a strong focus on sustainability for managing second-hand products as an example.

The acquisition allows the combination of the robustness of Generix's commerce solutions with the modernity of Keyneo's KeyBUILD SaaS platform for omnichannel commerce, while dramatically simplifying the integration and deployment with full API management. The new commerce entity as part of Generix will provide retail companies with a broad portfolio of solutions and technologies to cover the entire consumer purchasing journey, from sale to delivery, across all sales channels (stores, e-commerce, marketplaces and more):

- Clienteling, wallet, loyalty, management and application of sales actions
- Point of sales
- Unified sales and a single shopping basket
- In-store mobility
- Inventory management and consolidation
- Order management
- Warehouse management
- Delivery
- Management of financial flows and invoices

With this complete offering, Generix and Keyneo reaffirm their multi-sector approach to retail to uniquely meet the requirements of both BtoC and BtoB companies.

“This new acquisition confirms Generix's ambition to remain a leading player in the digitalization of retail with AI at the heart of the in-depth transformation happening across the industry. Keyneo allows us to enrich our existing SaaS portfolio for commerce to immediately meet the business growth needs of our current and future customers. Dozens of industry leaders are already taking advantage of the advanced solutions offered by Generix and Keyneo to best serve their end consumers across channels” **said Raphaël Sanchez, President and CEO of Generix.**

This acquisition will also help retailers accelerate their global expansion by benefiting from Generix and Keyneo's presence in all regions of the world.

“I'm honored to join the Generix family and to take the lead of the new unified commerce subsidiary within the group. With the trust of all our retail customers, our Keyneo team has succeeded in building a recognized leader in its domain: SaaS solutions for omnichannel commerce. I'm thrilled to open this new chapter of innovation and growth at global scale. Our joint customer-focus, joint SaaS portfolio for commerce and beyond (supply chain execution, invoicing...), and combined expertise in retail will be core strengths for building the future of commerce with our customers” **said Alexandre Mayaud, CEO and co-founder of Keyneo.**

Both software companies already support more than sixty leading retailers, and their solutions are used by tens of thousands of users worldwide.

About Generix Group

Generix is a global SaaS company helping connect businesses together to turn each digital connection into digital value. It offers a leading portfolio of cloud solutions and services powered by AI to drive with confidence the most mission-critical digital business processes in supply chain, finance, and commerce. It also provides end-to-end B2B integration and collaboration solutions so companies can fully operate across digital business networks. Nearly 1,000 Generix talents are dedicated to best serve over 5,000 customers across more than 60 countries. The company helps to process more than 17 billion messages, prepare more 600 million pallets, manage over 500 million invoices and more than 1 million transport operations per year. Generix believes in the immense growth potential of the networked economy in a sustainable world.

More info: www.generixgroup.com

About Keyneo

Founded in 2007, Keyneo is publisher and integrator of a modular SaaS platform of solutions for omnichannel retail and new retail concepts.

The platform, KeyBUILD New Retail, is made up of several mobile first fully API-enabled solutions, that can be easily integrated into any information system, including: an order management system, a new-generation checkout solution, an in-store stock management application, a vendor mobility application and a solution for operating in-store second-hand.

Today, Keyneo serves more than 30 customers across the industry, BtoC or BtoB alike (food, DIY, furniture, beauty, optical, pharmaceutical, cooperatives, leisure parks, etc.). Its solutions are in use in more than 5,000 points of sale worldwide (France, Benelux, UK, Italy, Spain, Germany, Canada, Australia, etc.).

Keyneo brings together 30 omnichannel retail experts. Keyneo prides on being the omnichannel retail disruptor, with CRASI values (collective, respect, autonomy, simplicity, innovation).

More info: www.keyneo.com