



## **Generix Ushers in a New Era of Intelligent Commerce for Retailers with AI-Driven Innovation**

**Paris, France, 24 November, 2025** - [Generix](#), a global business software company offering an expansive portfolio of SaaS solutions for supply chain, finance, commerce, and B2B integration announces advances in SaaS commerce solutions to meet the needs of modern retailers. Generix is today releasing a new eBook, “[Reinventing Commerce](#)”. The eBook shares exclusive insights on how retailers can meet customers’ expectations through a more experience-based, immersive, and personalized buying experience.

“Retail is being redefined before our eyes,” said Si-Mohamed Saïd, Chief Marketing & Product Officer, Generix. “Tech for Retail has become an essential event for discussing the latest innovations in the retail world. It’s clear that AI will be at the heart of all our conversations this year, and that’s why we wanted to contribute to the discussion with this new white paper.”

The new eBook focuses on the future of retail and how it will be driven by brands that unite purpose, technology, and human experience to create lasting customer connections. It also reflects Generix’s commitment to delivering advanced SaaS solutions that support global retailers across the entire commerce lifecycle—from warehouse management and transport optimization to e-invoicing and collaborative B2B ecosystems. Generix continues to advance their commerce solutions, focusing on optimizing supply chain efficiency, enhancing omnichannel operations, and supporting AI adoption for modern retailers, manufacturers, and logistics providers.

Generix and their long-term customer, Maisons du Monde, will present today at [Tech for Retail](#) in Paris (booth C34). The Tech for Retail talk will showcase how Maisons du Monde is reinventing its in-store customer journey with self-checkout options. The session will discuss the challenges met and the successes achieved in its retail transformation – exploring the innovative strategies and Generix technologies implemented to offer a fluid, personalized, and engaging shopping experience, harmoniously integrating physical and digital channels.

### **About Generix**

Generix is a global SaaS company that helps businesses connect to each other to transform every digital connection into digital value. It offers a portfolio of cutting-edge, AI-powered cloud solutions and services to confidently drive the most critical digital business processes in supply chain, finance, and commerce. It also provides end-to-end B2B integration and collaboration solutions so businesses can fully operate on



digital commerce networks. More than 800 Generix employees are dedicated to best serving more than 6,000 customers in over 60 countries. The company helps process more than 17 billion messages, prepare more than 600 million pallets, manage more than 800 million invoices, and manage more than 1 million transportation operations annually. Generix believes in the tremendous growth potential of the networked economy in a sustainable world. More information: [www.generixgroup.com](http://www.generixgroup.com)

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