

Lur Berri Chooses Generix DDS TMS to Streamline Operations and Unify Processes

Puteaux, France, February 26, 2026— Generix, a global business software company offering an expansive portfolio of SaaS solutions for supply chain, finance, commerce, and B2B integration, announce that Lur Berri, a long-standing agricultural cooperative in the Basque Country, has chosen Generix DDS TMS to manage its transport operations.

Founded in 1936, Lur Berri brings together 5,100 farmers. Organized around the plant, animal, and distribution sectors, the cooperative manages multiple logistics workflows. With a view to continuous improvement, it has implemented cross-functional management to optimize its transportation costs, improve the service provided to its members, and centralize the management of its flows.

After consulting the market, Lur Berri chose the Generix DDS TMS solution, which provides functional coverage tailored to the cooperative's challenges, while integrating securely with its information system. With powerful planning, execution, and transportation cost management features, the solution enhances operational visibility, improves process reliability, and supports the digitization of transportation operations.

“We chose Generix for its ability to support our logistics across the board. Their TMS gives us both a global view and more precise management of our flows and operations. It strengthens our ability to optimize and respond quickly to farmers' needs. Beyond the tool itself, their attentiveness and understanding of our multiple business challenges were decisive factors in our choice,” explains Caroline Roussy, Director of Performance & Innovation at Lur Berri.

The project was developed jointly by the Lur Berri and Generix teams, with a trajectory that takes into account the highly seasonal nature of agricultural activities.

“We are very pleased to continue making our mark within agricultural cooperatives with Lur Berri. This project illustrates our ability to support organizations with complex and highly seasonal flows thanks to Generix DDS TMS, which combines planning, execution, and transportation cost management to enhance visibility, operational performance, and service quality,” said Sarah Azria, Director of Supply Chain EMEA North & Asia Pacific at Generix.

Expected benefits include better control of transportation costs and increased productivity for teams. The return on investment is expected to be visible over the next two fiscal years. As part of its development, Lur Berri also plans to expand its collaboration with Generix to gradually deploy other logistics solutions according to its priorities.

About Lur Berri

Lur Berri is an agricultural cooperative established in the Basque Country in 1936. It brings together 5,100 farmers and 476 employees. The cooperative's turnover amounts to €507 million for the 2024/2025 financial year. Lur Berri's mission is to ensure the sustainability and development of farms, to support the region, and to place cooperative farmers and their needs at the heart of all its actions.

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

Media Inquiries:

Laurel Case

news@talesplash.com

+1 315-663-6780