



Generix Group announces 3 new significant signings in the retail sector for their ERP solution Generix Collaborative Enterprise

Paris, 27th January 2010 - Generix Group, software vendor for the trade and supply chain sectors, announces 3 new signings in the retail sector: Réseau Clubs Bouygues Telecom, Surcouf and Atol have chosen the Generix Group GCE integrated software management package to accelerate their development.

→ Réseau Clubs Bouygues Telecom

Réseau Club Bouygues Telecom distributes the products and services of Bouygues Telecom with a network of 600 sales outlets.

As part of its development plan, RCBT chose the Generix Collaborative Enterprise solution to overhaul its commercial information systems. RCBT selected the GCE solution in its Cross Channel version.

→ Surcouf

The new group, Surcouf, chaired by Hugues Mulliez since May 2009, has selected the Generix Group integrated solution to unite their entities Youg's and Surcouf and build a new information system. The scope of the project involves replenishment, commercial management, warehouse management, stores management and receipt of payments.

 Surcouf has taken the entire *Generix Collaborative Enterprise* suite for its headquarters and warehouse, the *Agil* solution to manage its 8 shops and the integrated platform *TradeXpress* to manage data exchange inside and outside its company.

In the context of its development, the flexibility of the software package steered the choice of the company towards the Generix Group solution. Surcouf plans to increase its product line by 50% : the product list of the Paris superstore, Surcouf Daumesnil, already has 30 000 products. The company has a turnover of nearly 300 million Euros.

→ Atol

As part of its growth plan, the cooperative group Atol the opticians, has chosen the Generix Collaborative Enterprise solution to manage their administrative workflow, trade and logistics between its headquarters and stores.

With 730 stores under their banner and a turnover of over 320 million Euros, Atol is today the third biggest brand in the optical market in France in terms of digital distribution.



Philippe Peyrard, Deputy CEO of ATOL states : « *Atol has chosen to continue to modernise its IT systems to better unite the growing number of entities that contribute to its business.*

Our choice steered towards Generix Group for two reasons. Firstly, for the ability of its tools to shape a multi-business and multi-site IT system. Generix Collaborative Enterprise meets the coverage of functional requirements for our volume : 50 000 product references, 3 million order lines per year and over 4 million items shipped, with half being made the day of order. This new software will open the possibility to communicate to our manufacturing suppliers the orders for products at an intermediate stage, pending total completion. This innovation in Supply Chain management, coupled with the proximity of our suppliers in the Jura, allows us to reduce our stock of finished products by a month and contributes in creating an economic model allowing our choice to supply frames 'made in France'.

Secondly, our choice was dictated by the perfect convergence of Generix Group with the values of the group Atol the opticians. Atol selects its partners involved in the manufacture of frames, in logistics or in IT systems for the convergence of their brand values in terms of their support in sustainable growth and durability. Generix Group will favour the development of Atol's ERP, job creation on French soil. Above all careers in computer science in France will be created by Atol's order».

These 3 new clients reflect the relevance of Generix Group solutions to optimise the processes and the business of specialised distribution; faced with the general solutions on the market, Generix Group confirms its ability to innovate to improve the performance of brands.

Generix Group Contact–

Sylvie BRUNET - Marketing & Communication Director
sbrunet@generixgroup.com – +33 (0)1 77 45 41 80

PR Contact : MP Conseil

Michelle PILCZER mpilczer@mpconseil.com – +33 (0)1 47 10 94 94

About Generix Group

Generix Group offers a full range of collaborative software for knowledge transfer, supply chain management and value chain optimisation. This offering is targeted at companies in the agri-food, fast-moving consumer goods (FMCG), food & specialist retailing, automotive, healthcare and transport sectors.

With 580 employees and €68 million in revenue, Generix Group is the leading European retail and supply chain software vendor, with customers including Carrefour, Gefco, Leclerc, Leroy Merlin, Nestlé, Unilever, DHL Exel Supply Chain, Louis Vuitton, Sodial, Metro, Sara Lee, Kuehne + Nagel, Cdiscount... Over 1500 retailers, global manufacturers and logistics companies now rely on Generix collaborative software.

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