



Press release
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Generix Group and DDS join forces to become a global leader in end-to-end supply chain digitization solutions

Generix Group, a leading SaaS vendor of collaborative supply chain solutions, and DDS, a SaaS vendor of supply chain digitization and transport optimization solutions, have joined forces to become a major global player in supply chain digitization, covering all flows of goods and data, from procurement to invoicing and payment.

Generix Group and DDS have combined their solutions and expertise to propose to their customers and prospects an end-to-end offering that is unique on the market, providing them with a 360° view of their Supply Chain.

This merger gives rise to a powerful pool of solutions and expertise in transport flow management and, more generally, management of the supply chain. The new functional coverage is multimodal, inland and overseas. This unique value proposition is aimed primarily at shippers and service providers, who will be able to manage all their activities using DDS and Generix Group solutions.

Customers of both companies will benefit from a 360°, omnichannel and collaborative offer, to manage their entire Supply Chain “from cargo to fridge”: trade flows between players (TMS, WMS, OMS, VMI, Sourcing), information flows and financial data flows (EDI, e-Invoicing, e-Reporting, P2P and O2C, and Incoterms management). From a technological point of view, this ‘360’ offering makes the most of massive data management (machine learning, Artificial Intelligence, Blockchain) and applied technological research. Finally, the customers of both software vendors benefit from strong support in the management of their economic and environmental performance.

Generix Group and DDS have nearly 2,000 warehouses equipped – handling 600 million pallets a year – 1 million transport operations managed, 2 billion EDI messages and half a billion electronic invoices processed every year. In addition, both editors are recognized by Gartner as ‘Notable vendors’ in the Europe Context survey: ‘Magic Quadrant for Transportation Management Systems’ , and their solutions are used on a daily basis by major players in Retail, Industry and 3/4 PL Service Providers in Europe, the Americas and Asia.

¹ Europe Context: ‘Magic Quadrant for Transportation Management Systems’, Gartner, published on March 28, 2023

For Generix Group, this merger marks a new stage in the acceleration of the Boost Together 2028 strategic plan, and the opening up of new markets, while increasing its footprint in Europe and the Americas, as well as in part of Asia.

For DDS, it's a fantastic opportunity to draw on the support of an international group, at a time when it was expanding into countries such as Spain and the Benelux region.

"Combined, we become an international leader in all Supply Chain segments, linking them together to create maximum value for our customers, benefiting their organization, their execution capabilities, their data analysis and, ultimately, their corporate responsibility", says Aïda Collette-Sène, President and CEO of Generix Group. " Fully focused on our customers' business expectations, massive technological evolutions are underway for each offer to become a key reference and, above all, a preference for our customers. They are fully involved in our research to ensure optimum efficiency and perfect use of our solutions, notably via an international community of customers. As a result, they will benefit from an unprecedented investment in R&D, with increased capacity to integrate the new solutions into a true 360° portfolio", adds the software vendor's President and CEO.

"The combination of Generix and DDS expertise creates a unique Supply Chain Execution offering, capable of meeting all our customers' efficiency, resilience and sustainability challenges. And for DDS, it's both recognition of the leadership position it has acquired in the TMS market, and a tremendous opportunity for acceleration", says Jérôme Bour, Chairman and CEO of DDS.

About Generix Group

Generix Group is a leading SaaS vendor specializing in Collaborative Supply Chain solutions that enable the seamless exchange of goods and data across the globe between suppliers and customers, all while responsibly managing their flows. Its platform of innovative digital services optimizes the management of physical flows, by coordinating the entire supply process, from production to delivery, thanks to its WMS, TMS, RMS and VMI solutions; as well as logical and financial flows, by integrating the systems of all players in the chain, from order to payment, with its e-invoicing, e-reporting, EDI, P2P and O2C solutions. Generix Group creates a distinctive ecosystem designed to cater to its customers, ensuring top-notch performance and sustainability, connecting all global players in retail, industry and services, and fostering the transition toward greater digitalization and energy efficiency. With nearly 850 dedicated employees, Generix Group provides day-to-day support to over 4,500 companies across more than 60 countries, processes over 500 million invoices, handle more than 40 million order lines each month, and manage 8 million EDI messages daily. Our clientele includes Danone, FM Logistic, Fnac-Darty, Essilor, and Ferrero.

More information : www.generixgroup.com

Press Contact

Hélène Boulanger – hboulanger.externe@generixgroup.com – +33 6.88.79.31.67

About DDS

DDS is a French software publisher that digitizes supply chain and transport flows for all companies (SME, ETI, GE) for all sectors. DDS is the leader in Transport Management System (TMS) solutions, offering customers process optimization, cost reduction and control of their environmental footprint throughout the supply chain: from raw materials to the Customer's delivery. More than 20,000 users and 500 customers, including manufacturers, distributors, shippers, logistics service providers, freight forwarders and central purchasing. DDS offers scalable solutions based on customer maturity and needs, to accelerate the Supply Chain Digitalization

More information : www.dds-supplychain.com

Press Contact :

Enzo Gomes e-gomes@ddslogistics.com - +33 6.26.87.36.70

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