

- Founded in 1967
- 2009 turnover: 2.9 bn€
- 239 stores
- Employees: 13,400 Worldwide
- [www.conforama.fr](http://www.conforama.fr)



## double production capacity of their warehouses and eliminate their stocks

A subsidiary of the PPR Group, World No. 2 for homeware supplies, Conforama operates 239 stores including 181 in France. To ensure good profitability and customer satisfaction, through rapid availability of products, Conforama uses the most advanced Supply Chain Management software from Generix Group. Now equipped, the company can also deal with the challenges of e-commerce logistics to deliver to the online shoppers of [conforama.fr](http://conforama.fr).

The relationship with suppliers is based on an Internet portal that allows them to exchange sales information and manage merchandise movements.

The WMS ensures the functioning of 6 logistics sites, with doubled production capacity for their original warehouses: "Today, the depot at Châtres produces twice as much as before. GCS WMS allows us to greatly increase our production" explains Thierry Quaranta, Director of Conforma Supply Development Projects.

The implementation of the Cross Docking process allows to progressively move from using the logic of storage, to management of movements, to drastically reduce the financial burden and the risks linked with storage of goods.

GCS TMS was implemented to cope with the strong growth in the number of deliveries requiring the automation of transport management and cost control. Better visibility of operations and performance measurement allows taking efficient action and sustainable optimisation.