

- Founded in 1947
- 2008 Turnover: 20 M€
- Employees: 180
- [www.deret.fr](http://www.deret.fr)



## a winning multi-sectoral and multi-channel partnership with Generix Group

From their 442,000 m<sup>2</sup> of warehouses, these storage providers distribute products to their many customers, in a pooled or dedicated mode. They are distinguished by their expertise in collaborative processes, especially the sharing of platforms and transportation. They also offer a tailored solution to the specifics of e-commerce.

To provide the best quality service to their customers whilst ensuring the profitability of its operations, Deret Logistics selected Generix Group's GCS WMS and GCS TMS. Among their noted clients are Sephora who stand out because of their many sales channels, and their huge assortment of items, which require a detailed but flexible level of preparation. The service provider caters for 560 delivery points, with some stores being delivered to daily. It also sends 850,000 items to [sephora.fr](http://sephora.fr) internet customers.

Other e-commerce mail order players / VPC trust the Deret Logistics-Generix Group partnership for their logistics: La Maison de Valerie, La Redoute, Vert Baudet and also Quelle la Source and Hip.

Again, it is with Generix Group's WMS and TMS solutions that Deret Logistics operates their management of shared replenishment of 4,300,000 Continental and Bridgestone tyres. GCS TMS combines the orders received for both manufacturers to form delivery routes and full loading of trucks, whilst respecting delivery dates. It optimises the journeys made, to decrease the number of kilometers covered, generating significant economies in CO<sub>2</sub> and transportation costs. The pooling of resources allows each manufacturer to deliver smaller quantities, more often, reducing delays and therefore giving a better service to customers.