



Generix Group is developing OEM partnership around its SynchroLink exchange solution

Paris, 18th November 2008 – Generix Group, software editor of collaborative management solutions, announces SynchroLink Studio OEM, a packaged integration solution for software editors and integrators. SynchroLink Studio OEM is a simple and efficient solution to assist the implementation of applications in customers' information systems. Generix Group reveals its OEM partner recruitment scheme.

The issues of integrating business applications into customers' Information Systems are shared by all ISVs and software integrators.

SynchroLink Studio OEM is a packaged integration solution that makes it easier to integrate business solutions into the Information System.

Information Systems are becoming more and more complex; customers are more and more demanding on the time it takes to set up their software investment; integrating business solutions requires more analyses, interfaces, data recovery etc. These issues are shared by all software editors and integrators in all activities.

SynchroLink Studio OEM provides the tools to create or modify integration, manage data exchanges, routing and transformation, supervise operation and monitor statistics. SynchroLink Studio OEM simplifies work by:

- standardising interfaces and eliminating integration problems with the existing system and the customer's background;
- making the solution communicate with the other applications of the existing Information System;
- giving precedence to the activity's functional added value;
- by holding onto an Editor approach in order to minimise specific developments;
- by controlling costs in order to ensure maintainability of integrations.

Emmanuel ARMAND, Alliances manager for Influe solutions, states: *"The aim of the OEM partnership is to offer our partners a product that is quicker and simpler to implement and less expensive than a specific development per project thanks to a packaged integration solution. Implementation is simple: with SynchroLink Studio OEM they can generate their own connectors/interfaces, which they implement for each new project; SynchroLink Studio OEM supports B to B exchanges, whatever the type of file used (e-doc, XML, etc.). Editors and integrators want to increase their profitability and remain competitive at the same time. Using a business accelerator tool is general trend; it reduces implementation costs and makes it possible to focus on the activity's added value."*

Developing an ecosystem of partners

In June this year, Gartner, one of the main consulting and analysis firms specialised in information technologies, announced the entrance of Influe by Generix Group's exchange and integration solutions in the Magic Quadrant, on the segment of international B2B Gateway solution providers. Taking advantage of this recognition, Generix Group wants to develop an ecosystem of IT integrators and editors.

"SynchroLink is a tried and tested solution, which has already been adopted by over 500 international companies. The OEM mode enables our partners to benefit from the experience and know-how of Influe, leader of integration platforms and collaborative solutions", states Emmanuel ARMAND. "The tool is easy to acquire (5 days). Around thirty editors and integrators already use our integration solutions to facilitate their projects and to expand their business. We want to widen this community."

The Synchrolink Studio OEM recruitment drive is boosted by the success already experienced with a number of partners, including Lascom, international editor and integrator of PLM solutions. *"SynchroLink Studio OEM speeds up efficiency: easy to become familiar with, it saves time spent on validating and integrating our Advitium solution into our customers' information systems; ROI is effective from the first project"*, says Jean Louis Henriot, CEO of LASCOM. *"This integration pack lets us speed up our process by around 20%, meaning we can concentrate fully on assisting our customer's activity and keeping them satisfied."*

To build the partner's ecosystem, Generix Group has designed an OEM support programme:

- ▶ Training and support during first projects by a dedicated team

- ▶ Technical documentation kit

- ▶ Attractive acquisition method, optimising the margin of the OEM partner



**An informative Web
Conference
will be held on 5th December
2008 from 12 noon until 2pm**
To take part in the online
presentation of the launch of
SynchroLink Studio OEM, register
at the following address:
<http://www.generixgroup.com>

About Generix Group

Generix Group offers a full range of collaborative software for knowledge transfer, supply chain management, and value chain optimization. Its applications are designed for companies in the FMCG, supermarket, retailing, automotive, healthcare and shipping industries. With 600 employees and turnover of € 70 million, the new group is the leading European editor in the fields of Trade and the Supply Chain. Carrefour, Gefco, Leclerc, Leroy Merlin, Nestlé, Unilever, DHL Exel Supply Chain, Louis Vuitton Sodiaal, Metro, Sara Lee, Kuehne + Nagel, Cdiscount, etc. 1,500 distributors, international industrial firms and logistics partners have chosen collaborative solutions by Generix Group. www.generixgroup.com

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