



PRESS RELEASE

Paris, 11th October 2007

## **Energizer extends the reach of its order-taking B2B portal to Greece with Generix Group**

**International group Energizer enlarges the order-taking capacity of its European sales forces with GENERIX Group's Netshop collaborative portal solution.**

**That success offers GENERIX Group the opportunity to announce that its offering of portal and collaborative solutions will henceforth bear the label: **•now****

Subsidiary of an international group of the same name, ENERGIZER GROUP France markets well-known brands in the energy/lighting solutions market (Energizer) and shaver market (Wilkinson). With more than 6 billion disposable batteries sold every year in 150 countries, Energizer products are marketed by the major distribution networks to give the company frontrunner status in the US and for its EU operations that started up in 1993.



### **150 representatives equipped to process 50,000 orders**

Energizer, a pioneer in decentralized order management, opted for the order-taking collaborative portal Netshop to equip its sales forces.

Netshop's great advantage is that manufacturers can offer customers, partners or their sales force the use of an intuitive platform to input their orders directly from an electronic catalogue. 150 Energizer representatives are now equipped with the Netshop solution to process some 50,000 orders across Europe annually.

*« Our aim is to reduce order-taking time while at the same time avoiding those input and integration errors produced by the legacy ERP system. The global project planned for a template enabling all European users to be equipped rapidly. Results were quick to come through. We have cut back both on operator workloads and on the number of order integration errors: so, currently in Germany less than 2% of orders bear recorded errors »,* points out Jacques Fournier, Energizer's Project Manager Supply Chain Europe.

Accessible through a simple Web browser, Netshop is available in several languages. The tool standardizes data interchange processes: information flow integration is made easy.

« The demands of European nations are now fully addressed, especially when the decentralized distribution network requires a large travelling sales force. Additional functions are determined in line with the specific characteristics of certain nations, such as the calculation of the total value of the order as and when entered by the salesperson or the facility for consulting orders for a defined period. Greece is the latest country where the system is deployed. The interface practically installs itself: One hour is enough to train a group of salespersons », declares Jacques Fournier. Netshop is now operated across a dozen European nations.

### **Netshop becomes netshop•now**

Netshop belongs to that “collaborative portals” solutions offering now grouped under the name “•now”. Netshop is henceforth **netshop•now**.

« The label **•now** (now! via the Internet) highlights the notion of performance provided by our Supplier and Customer Collaborative Web portals: manufacturers and distribution networks can offer their customers, sales force, suppliers or partners the use of intuitive platforms guaranteeing easily and immediately shared information using Web technology - here and now! », underlines Sylvie Brunet, Marketing and Communications director, GenerixGroup.

Backed by its frontrunner position in the electronic data interchange market, GENERIX Group offers its customers pragmatic solutions to facilitate and standardize processing via the Internet. Electronic ordering, tracking, product data alignment, delivery tracking, invoices, delivery notes, performance measurements, etc. Among the 500 customer companies equipped with GENERIX Group **•now** solutions figure Danone, Galeries Lafayette, AutoDistribution, Colgate, FNAC and Cadbury.

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#### About GENERIX Group

Created from the merger of business applicative solutions firm Generix and the integration solutions enterprise Influe, **GENERIX Group** proposes a comprehensive offering of collaborative solutions.

The **GENERIX Group** offering is made up of 4 lines of high value-added products: business ERP and Supply Chain Management solutions, integration and e-invoicing solutions, portals and collaborative solutions, retail outlet and multi-channel solutions. Our aim is to make our software services platform for the processing and synchronisation of physical flows (replenishment, sales, logistics, etc.) and logical data flows (invoicing, transmission of Information, data dematerialization) the best on the market.

**GENERIX Group** offers ideal solutions for enterprises whose businesses embrace the food industry, convenience goods (CPG), food and specialist distribution networks, tele-shopping, car industry, healthcare, transportation or advertising.

With its workforce of 410 and posted sales of €46 M, GENERIX Group's portfolio of 6000 customers across 30 nations includes Nestlé, Unilever, Wal-Mart, Cadbury, Carrefour, Metro, Sara Lee and Leroy Merlin.

[www.generixgroup.com](http://www.generixgroup.com)