

## Press Release

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### Logistics information systems: Hardis Group expands to Spain

**The publisher of the Reflex logistics solutions software suite is pursuing its international development plan with the creation of a subsidiary in Spain called Hardis Group Iberia.**

Grenoble, June 15, 2017 – Hardis Group, a consultancy firm, digital services company and independent software vendor, announces the creation of a subsidiary in Spain. Based in Madrid, Hardis Group Iberia will market and roll out the Reflex logistics management suite for warehouses and stores in Spain and Portugal. In a country where the logistics market is growing rapidly, this new subsidiary marks a new stage in Hardis Group's international development in anticipation of achieving its objective of becoming one of the European leaders in this market.

#### **Spain, a new step for international growth**

As a publisher and integrator of the Reflex software suite for more than 25 years, Hardis Group is one of the key players in the logistics information systems market in France. Its warehouse management software is already used in some twenty countries around the world, due to the multi-country operations of some of its customers and the roll-outs by its network of distributors and integrators in Italy, Belgium, the Netherlands and the Indian Ocean.

To pursue its international development plan, Hardis Group has decided to focus on long-term expansion in Spain by creating a subsidiary: *"there are four reasons for our decision: dozens of customer businesses are already managed with Reflex in Spain, our development platform Adelia has been marketed in the country for 15 years, the market is extremely dynamic and, in the long term, we intend to develop other activities around the digitization of the supply chain and Salesforce CRM platform,"* explains Yvan Coutaz, Executive Vice President of Hardis Group.

#### **Reaching a critical size in a growing market**

Hardis Group has a twofold objective with this new subsidiary: firstly, to support its existing international customers in Reflex's multi-country roll-out. *"37% of them are present in Spain. We already have plans for roll-outs in Spain and Portugal,"* explains Cécile Arnaud, head of International Development for the Reflex solution. But the group also aims to convince Spanish and Portuguese companies to use its solutions, primarily in the areas of logistics services (3PL), fast-moving consumer goods (FMCG), e-commerce and distribution. *"Built to the latest web standards (HTML5, Javascript and CSS3) and accessible via a web browser, Reflex Web is very well-positioned to meet the needs of Spanish logistics specialists,"* Cécile Arnaud continues.

Hardis Group intends to quickly reach a critical size in terms of its solution's marketing, integration and local support capabilities. An internal mobility and recruitment plan is underway to set up teams comprising WMS consultants, project managers and bilingual IT project managers in France and Spain.

*"Spain is one of the fastest growing economic areas in Europe and the Spanish are showing a strong desire to forge ahead and to get things in motion. We are convinced that there is a real market opportunity to be seized with a modern, flexible and efficient solution like Reflex Web,"* Yvan Coutaz concludes.

**About Hardis Group**

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Hardis Group is a consultancy firm, digital services company and independent software vendor, helping its customers to transform their business model, digital value chain and logistics operations. It develops and integrates business, technological and digital solutions tailored to its customers' needs and challenges, improving their competitiveness and operational performance.

Hardis Group has developed expertise in the areas of insurance, distribution, industry and energy, e-health, and logistics services. Today this expertise enables it to offer comprehensive solutions, using an agile approach incorporating co-construction, innovation and continuous improvement.

Since its creation in 1984, the company has built its growth on a pragmatic approach and values of efficiency and firm commitment, to both its 2,500 customers and its 850 employees. In 2016, Hardis Group achieved sales of €83.3 million. As well as its head office in Grenoble, it has five other offices in Lyon, Paris, Lille, Bordeaux and Nantes.

[www.hardis-group.com](http://www.hardis-group.com)

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