

## Press Release

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### **Warehouse management: Morin Logistic chooses Hardis' WMS**

Grenoble, April 9, 2013 - Services, business software publishing and facilities management company Hardis Group has announced that Morin Logistic, a major logistics provider in France in the e-commerce segment, has chosen Reflex WMS to manage all its warehouses. The service provider wants to use the new logistics information system to support its strong growth and to increase productivity in its BtoC and BtoB logistics processes.

Created in 1954, Morin Logistic was a trail-blazer in the field of e-logistics services. The company now employs 450 people and dispatches more than 40,000 BtoC and BtoB e-commerce packages a day from its four warehouses in the Lyon area (Saint-Quentin Fallavier) and near to Montpellier (Vendargues). A subsidiary of La Poste Group since January 2013, Morin Logistic's customers include e-commerce pure plays such as RueDuCommerce, Spartoo, Mon Showroom and BtoB customers.

The WMS Morin Logistic has used until now to manage its warehouses was starting to show its limits in terms of upgrade capability. So, in March 2012, the logistics provider decided to replace its WMS "to continue to capitalize on our main competitive advantage: managing logistics processes specific to e-commerce and cross-channel logistics," explained Patrice Pomero, Morin Logistic Operations Director.

Following a detailed call for tenders, Morin Logistic chose Hardis' Reflex WMS for its functional power and, in particular, its ability to handle BtoC (direct delivery to end consumers) and BtoB (supply of physical stores) flows whatever the type of product (textiles, furniture, decorating items, shoes, cosmetics, high-tech products) and shipment volume (from several dozen to tens of thousands of packages a day). Morin Logistic was also impressed by the Hardis teams' expertise in implementing a warehouse management software package for logistics providers in multi-channel contexts.

Morin Logistic is planning to take advantage of the gradual deployment of Reflex WMS in all its warehouses to continue optimizing its model, the result of 12 years' experience in e-commerce-dedicated logistics. "We were looking for a publisher with a WMS which was able to adapt to our organization and change along with our requirements. Our decision was driven by the power of the Reflex tool and the quality of interaction with Hardis teams so they could understand our current processes and requirements," said Laurent Delmazure, Project Manager at Morin Logistic. The service provider would also like to capitalize on this new high-performance and sustainable logistics information system to win new customers.

#### **About Hardis**

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Hardis Group was created in 1984. It is both a software publisher and an IT services company. Ever since it was created, this company has built growth in a resolutely different way, based on pragmatism and the core values of local presence and a strong commitment to both customers and employees. The founding directors still run the company, 25% of employees are shareholders, and all the personnel is based in France.

Hardis focuses on seven major sectors: infrastructure and facilities management, development and Third-Party Application Maintenance (TPAM), consulting and project owner support, business intelligence, logistics and transport (Reflex solutions), development tools (Adelia Studio), and payroll outsourcing (Saphyr software).

As a software publisher, Hardis is capable of integrating its own solutions and can also call on the services of a network of partners. Its consultants are experts in high-quality IT project methodologies (such as ITIL and CMMI).

Hardis posted turnover figures of €53 million in 2011. To date, the Group has more than 2,500 customers and employs 620 people. Its head office is located in Grenoble, with five other branches in Lyon, Paris, Lille, Nantes and Rennes.

[www.hardis.fr](http://www.hardis.fr)

#### **Press contacts**

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