



**PRESS RELEASE**  
London, 7<sup>th</sup> January 2010

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## **Groupe Casino goes live with assortment planning and sales budgeting from TXT e-solutions**

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Groupe Casino, a leading multi-format grocery retailer in France is now live with TXTDEMAND, part of the TXTPERFORM Supply Chain Management (SCM) suite. TXTDEMAND went live after only 4 months with the aim of improving Casino's assortment proposals for the home and leisure department, which are predominantly gardening, camping, toys and back-to-school products, of Géant's 111 hypermarkets.

The solution provides Casino's 20+ buyers at the buying and procurement office with the Assortment Planning and Sales Budgeting functional components, ensuring the most profitable mix of products are on shelf, as close to consumer needs as possible and are available at the right time.

Casino can now manage all the processes related to assortment composition for every store within one tool; starting from the evaluation of products and the definition of sales budgets, TXTDEMAND can determine the best assortments for each store. Assortments can be managed either centrally at HQ or locally at a category level; a local manager can now receive a budget proposal and then adjust according to specific requirements of their market. This empowers individual stores to take more responsibility of what they stock and how they meet their revenue objectives and enables HQ to better take into account the individual store's objectives.

To complement TXTDEMAND, the Workflow Management and Performance Measurement TXTDRIVE was also implemented. TXTDRIVE provides the framework to keep the whole collection management process of the home & leisure department under control, therefore ensuring more secure workflows while delivering associated reporting for real-time decision-making.

M. François-Henri D'Hotelans, Director of Non-Food Projects and Processes, Groupe Casino: *"TXT e-solutions were able to distinguish themselves from the other vendors by offering us a solution with strong references for the international retail market; TXTDEMAND allows us to respond to all of our business requirements with one tool. I am impressed with TXT's knowledge of our specific challenges".*

Laurent Ballet-Thouble, Business Director, Purchasing and Marketing within the IT department, Groupe Casino: *"The advanced business functionality of the solution has*



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*enabled a fast implementation in only 4 months without any customisation, as well as an improved management of associated processes”.*

The main aim of the project was enabling Casino to be more demand driven; they can now define the best product mix for each market, namely thanks to the direct involvement of stores and the increased visibility on local demand. The reduction in upstream assortment management lead-times enables Casino to have more precise and timely demand signals, allowing them to adapt individual store supply orders accordingly. Due to this improved flexibility toward market needs, Casino also aims to reduce inventory levels while ensuring optimal allocation for the different warehouses according to local needs.

Gilles Alais, Sales Director TXT France: *“We are very happy that Groupe Casino selected TXT. The large scope of this project contributes to consolidating TXT’s position in the retail market both in France and internationally”.*

**ABOUT GROUPE CASINO**

*Groupe Casino is one of the world’s leading food retailers, priding themselves on being close to their customers, both from a geographical and a relationship point of view. This ensures the specific needs of every individual are fulfilled, helping to position themselves in “precision retail” through their different brand name stores including; Géant Casino, Casino Supermarché, Franprix, Leader Price, Monoprix, Petit Casino, Spar and Vival. Groupe Casino has more than 8500 stores in France and is present in a dozen other countries with more than 1400 stores, in particular in Thailand and Brazil where they are leaders. In 2008 Groupe Casino reached a consolidated revenue of €28.7 billion. Casino employs more than 150,000 people worldwide and works with over 35,000 suppliers. More information on [www.groupe-casino](http://www.groupe-casino) and [www.casino.fr](http://www.casino.fr)*

**ABOUT TXT GROUP**

*TXT e-solutions ([www.txtgroup.com](http://www.txtgroup.com)) is an international software products and solutions vendor and leader in “Strategic Enterprise Solutions” in the industrial and media sectors. The principal business areas in which it operates are Demand & Supply Chain Management (DSCM) with TXT Perform offer and Media & Channel Integration with TXT Polymedia company (100% subsidiary); advanced software systems for the Aerospace & Defence and Banking & Finance industries with the TXT Next offer. The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 600 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Bussum, London, Wynyard and New York.*

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