

# Viapost makes logistics connected

The La Poste subsidiary puts in place a solution which optimizes logistics flows and delivery

**V**iapost, the *La Poste* subsidiary specialized in B2C and B2R logistics (business to customer and business to retail) who currently carries out 45% of its business with the fashion sector (following the acquisitions of *Morin Logistic* and *Orium*), has just launched a new « connected logistics » service offering brought by the research and innovation department, headed up by **Olivier Moreau**, former CEO of *Orium*.

*« We were an actor on the e-commerce fulfilment market and we wanted to anticipate the revolution of commerce, in which the different channels are becoming interchangeable »* observes Karim Elouattassi, deputy managing director of Viapost. *The idea is to create a single virtual source of stocks and to be able to search at any given moment the status of a product in order to choose the most efficient delivery solution ».*

Viapost offers a solution which allows retailers and online retailers to optimize their logistics management

and increase their available product catalogue by using despatch points that they can supervise using an on-line and mobile application.

This service offering is supported by the combination of a WMS (*warehouse management system*) in order to process an order from a DOM (*direct order management*) in order to orchestrate multiple criteria logistics flows and a multi-carrier portal to keep an eye on order tracking.

CATHERINE PETIT •



E-commerce packing at *Orium*