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# press release

## **GEODIS ORGANIZES ITS FIRST HACKATHON: “SMART WAREHOUSE: CREATE THE WAREHOUSE OF TOMORROW”**

**At the cutting-edge of innovation, this first GEODIS hackathon will draw on the competence of selected start-ups and experts to meet the challenge of data prediction and data visualization.**

On November 8<sup>th</sup>, GEODIS will hold its first hackathon in Paris in collaboration with BeMyApp, a digital transformation and developer relations agency. GEODIS will welcome talented IT and selected dataviz professionals together with experts in artificial intelligence during an intense one-day working session under the motto “Smart Warehouse: participate in the creation of the warehouse of tomorrow... today”. All startups or individual professionals willing to participate can apply on the event website page <https://smartwarehouse.bemyapp.com/>.

Contestants will provide innovative solutions to two challenges:

- how to model relevant information to warehouse managers in order to optimize stocks thanks to 2D or 3D visualization
- how to predict variations in activities in order to optimize human and material resources in a warehouse.

The winners will be selected according to both quantitative performance and qualitative and strategic assessment of their solutions by a panel of GEODIS judges. They will benefit from a substantial reward pool for each challenge and they will sign their first contract with GEODIS to prototype and develop their solutions in, at least, one of the Group's platforms.

*“Innovation lies at the very heart of GEODIS’ strategy”, says Laurent Parat, President & CEO of GEODIS Western Europe, Middle East and Africa. “In today’s fast-paced and changing environment data is key. That is why we believe that experts and talented startups can bring new visions to our Group and we look forward to partnering with those whose projects will bring concrete solutions that will allow us to offer a true competitive advantage for the ultimate benefit our clients”*

The word *hackathon* is a compound of the words *hack*, as in “clever programmer”, and *marathon*, which implies endurance. This event, also known as a *codefest*, is a coding gathering that brings computer programmers together to find new solutions to company challenges over a short period of time.

**GEODIS - [www.geodis.com](http://www.geodis.com)**

*GEODIS is a top-rated, global supply chain operator recognized for its passion and commitment to helping clients overcome their logistical constraints. GEODIS' growth-focused offerings (Supply Chain Optimization, Freight Forwarding, Contract Logistics, Distribution & Express, and Road Transport) coupled with the company's truly global reach thanks to a direct presence in 67 countries, and a global network spanning 120 countries, translates in top business rankings, #1 in France, #4 in Europe and #7 worldwide.*

*In 2017, GEODIS accounted for over 40,500 employees globally and generated €8.1 billion in sales.*

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