

# IER Track & Trace

Suresnes (92150), France



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IER, a subsidiary of the Bolloré Group, is an integrator of intelligent and connected identification and processing solutions for the "Smart Supply Chain", "Manufacturing 4.0" and "Retail Omnichannel". IER designed, developed and integrated turnkey solutions enabling the digital transformation of the Supply Chain logistics, industry and transport operators.

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Thanks to the mastery of all barcode, RFID, IoT, and Wi-Fi technologies, the IER Group has established itself as a market reference of the market in integration and service for the entire Supply Chain. With its Flowids® solution, the transformation of raw data into master data brings a strong added value, in addition, the use of different technologies within a single solution makes it possible to solve all the problems of workability.

### Company's information

Year of foundation : 1962  
Company size : PME < à 250 personnes

### Target audience

Logistic and transport  
Technical Industries

### Strengths

Assets 1 : Accompagnement sur mesure  
Assets 2 : Editeur et intégrateur de solutions de traçabilité  
Assets 3 : Transformation digitale

### Target audience

All sizes companies

### Activities of software publishers / integraters

WMS/OMS/WCS logistics management tools  
(TMS) transport management system  
MES, Manufacturing Execution System  
Blockchain solution

IOT solution  
RFID solution

Prestations

Database

Manufacturers activities

Label publisher and printer  
Barcode reading equipment  
Printing equipment  
RFID equipment

Consulting activities

Traceability consulting  
Supply Chain Management consulting

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