

Press Release

VERSA launches ABC ABM Suite: an innovation for real-time management of costs, quality, and productivity in Industry and Logistics 4.0

Saint-Renan, Mars 2025

VERSA announces the launch of its new solution, **VERSA ABC ABM Suite**, enabling companies of all sizes to access reliable, real-time or consolidated data to effectively implement any cost control or activity-based performance initiative. Specifically, VERSA's innovation allows for the rapid deployment of **Activity-Based Costing (ABC)** and **Activity-Based Management (ABM)** methodologies—making it simple to drive operational performance improvement. This solution is already in use across the *Warehouse and Factory of the Future* and among many of our customers.

VERSA ABC ABM Suite is a software solution that automatically collects data on activities, costs, quality, and resources—without disrupting production.

The system operates through **VERSA Gates** (Time Gate, Product Quality Gate, Stock & Traffic Gate, etc.). The information gathered is consolidated within the **VERSA ABC ABM Cloud Portal**, hosted on Microsoft Azure data centers located in France. This provides executives with a clear, actionable view of industrial and logistics performance.

While traditional ABC and ABM approaches are primarily **cost-oriented**, VERSA ABC ABM Suite goes further—integrating enriched data for a more comprehensive and coherent analysis.

Immediate Business Benefits :

- **Automated quality tracking**, with tangible proof and the elimination of disputes.
- **Reduced manual tasks**, increasing process efficiency.
- **Accurate data mapping** of costs, time, and resource allocation.
- **Seamless integration** with existing systems: ERP, MES, WMS, TMS, S2P, P2P, etc.

These benefits translate into measurable improvements in **productivity, efficiency, and quality**, delivering a typical **ROI within 3 to 6 months**, depending on configuration.

Available in **SMB (Small & Mid-Market)** and **Enterprise** editions, **VERSA ABC ABM Suite** adapts to all company sizes. Already deployed among several leading industrial and logistics organizations worldwide, it acts as a key enabler of **digitalization, automation, and competitiveness** for the factories and warehouses of the future.

“With ABC ABM Suite, we enable our customers to manage their costs and quality in real time, with reliable, actionable data. It’s a key step toward reindustrialization and operational excellence,” said **Matthieu Huon de Kermadec**, Head of Sales at VERSA.

About VERSA

Founded over 35 years ago, VERSA specializes in Industry and Logistics 4.0, providing real-time automation and control of product manufacturing quality, traceability, logistics integrity, cost, and productivity—through its two software suites: VERSA Logistic Suite and VERSA ABC ABM Suite.

A true pioneer, VERSA has developed technological solutions perfectly aligned with the daily operational challenges of industrial, logistics, and retail organizations. Its innovation is protected by five international patents.

Thanks to its unique Creator–Publisher–Manufacturer positioning, VERSA controls every link in its industrial and logistics 4.0 value chain. This vertical integration fosters rapid innovation and lasting customer satisfaction while addressing core challenges of traceability, quality, and performance for organizations of all sizes.

Among its customers are Stellantis, Nestlé, Barilla, Bigard, Sanofi, Transalliance, CEVA Logistics, STEF, Arianespace/Technip Energies, Agro Mousquetaires, and others.

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