

## Crédit Municipal de Paris chooses REPORTIVE V9 for its data analysis

**Paris, October 4, 2010** – [Reportive](#), French software publisher specializing in agile Business Intelligence solutions and a subsidiary of the Cegedim Group, announces that Crédit Municipal de Paris has chosen its REPORTIVE V9 solution to analyze its data and help coordinate its operational activities.

Drawing on expertise that has served it well over its 230 years, Crédit Municipal de Paris (CMP) offers secured loans to help its clients manage cash flow needs in the event of an unforeseen mishap. CMP has also developed a complete line of financial products to help clients deal effectively with debt issues.

In 2009 CMP granted 55,400 loans worth more than €40 million (averaging €790 per loan), a record level for the company and a continuation of the strong growth already observed in 2008. Over the past two years, it has experienced 26% growth in the number of loans and 48% growth in loan amounts.

### A solution for the Finance Division and Business Line Divisions

Kertios Consulting, a consulting firm and service provider that has worked with Crédit Municipal de Paris since early 2009 and thus has a good understanding of secured loan application flows, was asked to partner with CMP in analyzing and implementing the solution at the Finance Division and Business Line Divisions.

The company needed a solution that could take data from different sources (and thus in different formats) and perform conventional processing and comparison tasks. Its choice was guided by REPORTIVE's ability to let users visualize and control data consistency at every step in the process, and by the way REPORTIVE facilitates data usage, manipulation and documentation.

The solution was rolled out in May 2010. It will meet a wide variety of needs even as it standardizes information flows.

By choosing REPORTIVE, Crédit Municipal de Paris has put itself in a better position to coordinate efforts among different levels of hierarchy and among different themes, and thus make its efforts more effective.

The participants in this new partnership are thrilled that it will allow:

- CMP to confirm the appeal of Reportive's offering, which gives a variety of users access to a powerful Business Intelligence tool at a manageable cost.
- Kertios to show that the Reportive solution is suited to all sorts of technical and operating environments.
- Reportive to add a respected public institution to its clientele, thereby lending credibility to its offering for public sector clients.

Reportive will present its solutions at the *2010 Solutions Salon*

from **October 5 to 7, 2010**, at the Paris la Défense CNIT building, **stand D42**.

For more information: [www.salons-solutions.com](http://www.salons-solutions.com)

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*About Kertios Consulting:*

Created in 2004, Kertios Consulting is an IT consulting firm with extensive expertise in Business Intelligence. It specializes in implementing innovative solutions for the operational divisions of large corporations and small businesses. Kertios partners with its clients from the project planning phase to execution, relying on its proprietary methodology and working in close proximity to its clients.

For more information: [www.kertios.com](http://www.kertios.com)

*About Reportive:*

Reportive is a French software editor, specialized in agile Business Intelligence (BI) solutions. Reportive proposes a solution for the creation and automatic diffusion of balanced scorecards for operational activity management (sales forces, finance, human resources) aiming to improve the competitiveness, productivity and effectiveness of organizations. Among the company's customers are national and international businesses of all sizes and from all sectors of activity.

For more information: [www.reportive.com](http://www.reportive.com)

*About Cegedim:*

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,600 people in more than 80 countries and generated revenue of €874 million in 2009. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: [www.cegedim.com](http://www.cegedim.com)

*Contacts:***Aude BALLEYDIER**

Cegedim  
Media Relations

Tel.: +33 (0)1 49 09 68 81  
[aude.balleydier@cegedim.fr](mailto:aude.balleydier@cegedim.fr)

**Guillaume DE CHAMISSO**

Presse & Papiers Agency  
Press Officer

Tel.: +33 (0)1 77 35 60 99  
[guillaume.dechamisso@pressepapiers.fr](mailto:guillaume.dechamisso@pressepapiers.fr)

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