

Ed chooses Reportive and Polarys to optimize its reporting and increase productivity

Paris, September 27, 2010 – [Reportive](#), French software publisher specializing in agile Business Intelligence solutions and a subsidiary of the Cegedim Group, announces that deep discount retail chain Ed has chosen its REPORTIVE v8.0 solution to optimize the reporting done by its six regional offices.

The solution was installed over summer 2010 in collaboration with Polarys, a company specializing in consulting and integration of decision-making solutions.

Ed, the Carrefour Group's deep discount brand in France, has 949 stores throughout the country. Its business is organized into six regions. Regional directors and management controllers supply monthly performance reports. Previously, each regional team had to extract and generate the data that were subsequently centralized by the national management control team, then analyzed and discussed in monthly videoconferences.

Freeing up resources

Ed wants to automate its data production so it will have more time for analysis. REPORTIVE delivers what the Group needs in terms of standardization and accuracy of data drawn from multiple sources (AS 400, SAP, Excel, TM1), and in terms of productivity. The solution was implemented with the help of Polarys, a company that was already used to working with Ed and was responsible for configuring the REPORTIVE solution to fit the specific needs of the project.

"We were looking for nimble partners able to implement an efficient reporting solution in under 60 days. With the help of Reportive and Polarys, we now have a reliable business intelligence tool that will allow us to shorten data production times and free up resources for higher-value tasks, such as strategic data analysis," explains Khiem Nguyen, Director of Management Control at Ed.

"Our collaboration with Reportive on this project was really energizing. The solution delivers real added value and fits in seamlessly with our clients' business intelligence systems," adds Antoine Cheng, Associate Director of Polarys.

"We are thrilled with this successful collaboration with Polarys, which highlights the ability of REPORTIVE to unlock productivity gains, but also shows how adaptable and easy the solution is to install," underlines Pascal Floch, Reportive CEO.

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

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- About Polarys:* Polarys is a company specializing in consulting and the integration of decision-making solutions. It offers its clients expertise in Business Intelligence projects, with staff that combine business-line experience (finance, budget-building, consolidation, marketing, human resources, analytical CRM) with technological skills (SAP/Business Objects, Cognos, Microstrategy, Microsoft, Oracle/Hyperion, SAS, etc.). Polarys walks its clients through every stage of their information system's life, from design, analysis and project coordination through business line assistance and application management services, including project execution as well as assistance with contractor management and project management.
For more information: www.polarys.fr
- 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
- 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).
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