

## **REPORTIVE v9.0 FACILITATES DECISION-MAKING WITH NEW INTERACTIVE ANALYSIS FUNCTIONALITIES**

**Paris, April 21, 2010** – Reportive, the French software publisher specializing in agile Business Intelligence solutions and a subsidiary of the Cegedim Group, announces the launch of its new *Reportive v9.0* software suite. This new version incorporates *Reportive Data Analyzer*, a program designed for interactive data analysis, and a unique functionality for creating local cubes.

### **Business Intelligence: in search of agility**

Today, corporate operational teams are looking for agile Business Intelligence solutions that will enable them to adapt to changing markets and facilitate decision-making by saving time on controlling finance, sales, marketing and HR activities. Comprehensive and easy to use, the *Reportive v9.0* software suite tackles all of these issues and let users glean every shred of intelligence from their data. It uses proven technology to offer more intuitive access to information and lightning-fast decisions. This new version's performance and ease of use have earned it a very warm welcome among beta testers.

### **Reportive v9.0: a major leap forward for data analysis**



*Reportive v9.0* brings you a unique platform, *Reportive Studio*, that lets you master the entire data processing chain:

- Extracting data from multiple sources,
- Integrating and controlling the quality of data,
- Calculating key performance indicators,
- Designing and personalizing reports,
- Distributing data and reports on a massive scale,
- Creating and distributing local cubes.

*Reportive v9.0* facilitates data analysis and makes it possible for anyone to design analysis reports with its new *Reportive Data Analyzer* offering, which comprises two modules:

- **Reportive Designer:** used to design analysis reports using a local, server or internet cube. Paired with *Reportive Studio*, can be used for personalized report distribution.
- **Reportive Analyzer:** used to consult and analyze reports once they are distributed.

*“Reportive v9.0 demonstrates our drive to make decision-making tools accessible to everyone. It stands apart because of its unparalleled interactive analysis performance and its unique approach, which requires no programming and so is easy to use,”* says Pascal Floch, Reportive CEO.

#### **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)

#### **Press contacts:**

<b>Cegedim</b>	<b>Presse &amp; Papiers Agency</b>
Aude Balleydier	Guillaume de Chamisso
Media Relations	Press Officer
Tel.: + 33 (0)1 49 09 68 81	Tel.: + 33 (0)1 77 35 60 99
<a href="mailto:aude.balleydier@cegedim.fr">aude.balleydier@cegedim.fr</a>	<a href="mailto:guillaume.dechamisso@pressepapiers.fr">guillaume.dechamisso@pressepapiers.fr</a>