THE CITY OF VINCENNES CHOOSES REPORTIVE FOR ITS DATA ANALYSIS

Paris, June 14 2010 – Reportive, the French software publisher specializing in agile Business Intelligence solutions and a subsidiary of the Cegedim Group, announces that the City of Vincennes, located just outside of Paris in the Val-de-Marne (94) department, has chosen its solution for analyzing data and facilitating operational activity management.

Like all municipalities, Vincennes, with its 47,845 inhabitants, needs to produce data as part of its normal operations. But it also needs to analyze the data to improve and guide its efforts. Like many municipalities, the city uses several types of business software and handles large volumes of data from a variety of sources.

The City of Vincennes thus decided that it needed a tool that would let it process existing data more easily and create managerial and analytical data.

Training and partnering every step of the way

Following a call for bids, the City of Vincennes chose Reportive's eponymous solution because it was the best match for its needs.
"We were looking for a solution that could draw on different sources, and thus different formats, and could handle the classic processing and cross-referencing," states Ms. Le Bideau, deputy mayor in charge of information technology.
Reportive's specific characteristics, such as its ability to let users visualize and control the consistency of each stage up to the final outcome, its ease of use, and its capacity for handling and structuring data clearly played a key role in the decision.

The solution will be implemented starting in June 2010 in five departments (procurement, human resources, information systems, finance and management) and will thus cater to a wide range of needs while simultaneously standardizing data flows.
With training and periodic refresher courses, the Reportive team will partner with users and help them cultivate all of the skills needed for them to use the solution autonomously.

With Reportive, the City of Vincennes will be in a better position to guide its affairs at different levels in the hierarchy and along different themes, thus increasing efficiency.

"We are thrilled to have a city as prestigious as Vincennes among our clientele of public authorities. This choice shows yet again that we offer a real alternative to municipalities that want to cut costs without sacrificing reliability or productivity," 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

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

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