

## CEGEDIM ACTIV ROLLS-OUT ACTIV'INFINITE TO PRODUCTION

### THE OFFER DEDICATED TO THE SECTOR OF PERSONAL INSURANCE'S KEY ACCOUNTS

**Paris, November 19, 2009** – Cegedim Activ, the French market's leading supplier of software and services to the Personal Insurance announces the production rollout of Activ'Infinite, the offer dedicated to Key Accounts, IP Insurers and managers.

#### **A solution that fits the market's stakes**

Activ'Infinite solution covers the management of health and contingency plans for both Collective Insurance and Individual Insurance. It's a modular solution that makes it possible to meet each client's specific needs and to accompany him in:

- *Product innovation*

Activ'Infinite allows to foresee market's evolutions and to innovate with new offers to handle the changes in the sector of Personal Insurance. Therefore, the customer can develop creative strategy without needing computer help, thanks to the flexibility and performance of the software package's settings.

Moreover, the solution offers a Customer Relation Management and a selling aid tool that allow new offers' instant rollout, which in turn reduces time to market processes.

The solution also has a Web Services offer that promotes the Information System's opening - the clients' main issue - and that allows them to develop the interoperability of their applications with the solution's different functional bricks.

- *Productivity gains*

With the Activ'Infinite solution, the system can evolve and adapt to the offer's new features such as workplace integration which optimizes productivity in general.

- *External growth*

Activ'Infinite's architecture and settings also facilitate the growth strategy of key accounts' customers by accompanying them in mergers and acquisitions, in particular.

Cegedim Activ permanently improves the solution's quality. The last major investments in this domain are the implementation of customer-oriented, automated, non-regression tests' processes (TNR which validate the version's smooth running) and of analysis of the code's quality via the acquisition of Cast Software.

## **A modular solution aimed at key accounts**

The Activ' Infinite solution is a modular and evolving offer capable of integrating itself into an Information System with full trackability and a mastered process management. It is composed of several functional bricks which the customers may or may not integrate altogether in their information system according to their needs. This modularity policy is developing with the recent launch of two new modules of the offer: the selling aid tool and the Accounting Interface module:

- The selling aid tool module (OAV): it gives simple and quick access to personal insurance contracts without requiring specific knowledge in the field. Therefore it contributes to the development of commercial sale forces and optimizes the sale process by avoiding double inputs.
- The accounting interface module (MIC): The module's main contributions rest on the supply of an audit track dedicated to health and contingency activity and of invoices tracing for auditors.

Activ'Infinite also has a Decision-making Information System which answers the statutory evolutions and allows to cover all actors of personal Insurance's piloting needs. This system is going to grow rich with Solvency II's constraints and is going to take all its importance to answer the insurance companies' solvency requirements.

Most of Cegedim Activ's key accounts are migrating towards Activ'Infinite. The first customer who implemented the solution is EOVI: « *The provision of features in Web-services and the opening of the information system towards portals integrating, for example, incoming EDM, reinforced our decision to choose specialized, modular software packages which transversability insures productivity and data perennality.*», says Frédéric Louis, EOVI Informatique manager.

### **About Cegedim Activ:**

At the heart of the Cegedim Group's Insurance, Electronic Banking Services and Healthcare activities, Cegedim Activ employs 500 people and has annual revenue of €63.7 million.

The company's 200 clients use its solutions to manage 30 million policyholders in France who are insured under compulsory schemes, supplementary health and contingency plans, or who hold life, savings or retirement insurance products. Cegedim Activ also manages 250 million EDI and third-party transactions per year, through its complementary range of high value-added software products and services. Cegedim Activ is part of the "Assurances and services" sector of the Cegedim Group.

To learn more, please see our website: [www.cegedim-activ.com](http://www.cegedim-activ.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, pharmaceutical companies, healthcare professionals and insurance companies.

The world leader in pharmaceutical CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,200 people in more than 80 countries and generated revenue of €849 million in 2008.

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

**Press contacts:**

**CEGEDIM ACTIV**

Anne-Céline Ginoux  
Media Relations

Tel. : +33 (0)1 46 10 72 10  
anne-celine.ginoux@cegedim-activ.com

**CEGEDIM**

Aude Balleydier  
Media Relations

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

**PRESSE & PAPIERS**

Sophie Matos  
Press Officer

Tel. : +33 (0)1 46 99 69 69  
sophie.matos@pressepapiers.fr