

Quiksilver surfing the electronic invoicing wave thanks to Cegedim

Quiksilver has chosen Cegedim's experts as its **international** partner for the dematerialization all of its customer invoices.

Paris, July 19, 2012 – Quiksilver, a world leader in surf, skate and snow sports equipment and already well versed in electronic invoicing for its large accounts using a software solution, wants to expand the system to include all of its customers and has enlisted Cegedim's digitization outsourcing service to support its efforts.

Rolling out electronic invoicing for all types of customers

After migrating to EDI for some of its customers, notably those with large purchasing centers (Intersport, ECI, etc.), Quiksilver is now ready to take the next step by offering e-invoicing to all of its customers, in particular the 16,000 independent retailers that sell the brand. The objective is to optimize the sales procedures and facilitate customer relation while reducing its carbon footprint (eliminating the equivalent of 23 tons of CO₂).

Deskom, a comprehensive, flexible and scalable service

Following a call for tenders, Quiksilver chose Cegedim's **Deskom** service, a service integrated into the **GIS** (Global Information Services) multiservice platform.

The solution involves sending invoices in pdf form with a digital signature, and making them available for consultation on Quiksilver's e-commerce portal. Cegedim will ensure that the e-invoices comply with the laws of the customer's home country and are archived in legally enforceable form for 10 years.

Gradual expansion to all countries

E-invoices will initially be sent out to only a few countries. Eventually, the goal is to have e-invoices in every country in which Quiksilver sells its products.

"We are delighted that Quiksilver has entrusted us with its international e-invoicing project," emphasized Patrick Schuller, Sales and Marketing Director of Cegedim e-business. *"Our paper-free solution using signed PDFs combined with our European network is a great fit for the needs of an international business like Quiksilver, generating gains in terms of cost, productivity and ease of customer relations,"* he added.

"By dematerializing our invoices, we hope to make it easier for customers to deal with us, reduce our carbon footprint and streamline our billing process. We chose Cegedim as our partner for this project. Its expertise and international experience were the deciding factors," explained José Cledera, Chief Operating Officer, Quiksilver Europe.

About Quiksilver

Quiksilver, Inc. (NYSE:ZQK) is one of the world's leading outdoor sports lifestyle companies. Quiksilver designs, produces and distributes a diversified mix of branded apparel, footwear and accessories. The company's apparel and footwear brands, inspired by the passion for outdoor action sports, represent a casual lifestyle for young-minded people who connect with its boardriding culture and heritage. The company's Quiksilver, Roxy, DC, Lib Tech and Hawk brands are synonymous with the heritage and culture of surfing, skateboarding and snowboarding. The company's products are sold in over 90 countries in a wide range of distribution, including surf shops, skate shops, snow shops, its proprietary Boardriders Club shops and other company-owned retail stores, other specialty stores, select department stores and over the internet. Quiksilver's corporate headquarters are in Huntington Beach, California.

To learn more, please visit : www.quiksilver.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 8,200 people in more than 80 countries and generated revenue of €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com

About Cegedim e-business

Since 1992 Cegedim has been offering comprehensive cloud-based solutions for all kinds of documents that companies exchange, in every business sector in Europe and around the world.

Cegedim e-business partners with companies to dematerialize all of their administrative documents and automate their processes from order placement to payment, including invoicing. To do so, Cegedim e-business relies on its GIS (Global Information Services) platform, a unique offering of one of the top European electronic data exchange networks that connects more than 60,000 companies around the world and processes 250 million data exchanges annually.

To learn more, please visit : www.e-business.cegedim.com

*Contacts:***Isabelle PASCULLI**

Cegedim e-business
Marketing Manager
Tel. : +33 (0)1 49 09 23 79
isabelle.pasculli@cegedim.com

Marie-Aurélie Duché

Quiksilver
Media Relations
Tel. : +33 (0) 5 59 51 58 49
marie-aurelie.duchen@quiksilver-europe.com

Aude BALLEYDIER

Cegedim
Media Relations
Tel. : +33 (0)1 49 09 68 81
aude.balleydier@cegedim.com

Juliette DUMOULIN

Presse-Papiers Agency
Media Relations
Tel. : +33 (0)1 46 99 69 69
juliette.dumoulin@pressepapiers.fr