



PRESS RELEASE



**REPORTIVE PRESENTS A SNEAK PREVIEW
OF ITS NEW REPORTIVE V9 PLATFORM AT THE DECIDEO FORUM
TUESDAY, DECEMBER 1 – PARIS, GRANDE ARCHE DE LA DÉFENSE**

Paris, November 23 2009 – Reportive, a French software editor specializing in Business Intelligence solutions and subsidiary of the Cegedim Group, announces its participation and sponsorship of the Decideo Forum taking place Tuesday, December 1, 2009. Reportive will have its first public unveiling of the new Reportive V9 solution at the annual forum where business intelligence system users meet to connect and share experiences.

SNCF Infrastructure uses Reportive

The 2009 Decideo Forum comes at a significant moment for Reportive.

The Reportive solution will be presented, first of all, in the form of a client testimony (morning plenary session). Stéphane Juillard will show how using Reportive allowed the IFG division of SNCF to more efficiently develop indicator dashboards for management control teams and boost performance by distributing them to more than 130 establishments with 500 potential readers.

“Along with these projects, we also developed and automated reports for the SNCF Infrastructure Steering Committee in different formats (.xls, .ppt, .pdf., etc.) including dozens of indicators (financial, performance, HR, security, etc.) in under two months. The success of these projects has allowed us to be responsive and innovative,” says Stéphane Juillard, Conix Technologies, Project Director for the SNCF.

Reportive V9, a huge step forward in interactive data analysis

Reportive will also present a sneak preview of its new Reportive V9 solution during a workshop run by Arta Alavi (afternoon session, Room 4). The platform includes notably the new Reportive Analyzer module, which represents a huge step forward in interactive data analysis.

Reportive team members will be present throughout the day at the company’s stand to welcome participants and answer questions.

Reportive: an innovative Business Intelligence solution

Reportive boasts 15 years of experience in data analysis and the automated production of management control reports. Reportive is guided by a single vision: enabling analysts and business experts to spend more time analyzing data than designing indicator dashboards.

The publisher offers a solution for the automatic production and distribution of operational management control dashboards in areas such as marketing, sales force, finance, human resources, etc., aimed at improving competitiveness, productivity and organizational efficiency. Reportive is a simple yet powerful integrated tool that allows business analysts with a non-technical profile to control the whole reporting process with a Microsoft Office-based "storyboard" approach. Its clients run the gamut from rapidly growing small companies, to business service providers, to large international corporations.

To learn more about the Decideo forum: www.forumdecideo.com

About Reportive:

Reportive is a French software editor, specialized in 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, 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.

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