

Call Center

SFA

Marketing Campaigns

Predictive Analysis

**Coheris** 

**CRM**

**CRM and BI**  
solutions  
to **empower**  
and **manage**  
your  
performance

Targeting

B2B2C

**Business  
Intelligence**

Self-Care

Data Mining

B2C

B2B

Analytical CRM

Customer Service

# Coheris

Publisher of customer relationship and performance management solutions, Coheris Group offers two lines of software in the two closely-related areas of CRM (sales, marketing, customer service) and Business Intelligence (analysis, Business Performance Management and data mining).

More than 15 years, Coheris has successfully gained the trust of over 1,200 companies in France and worldwide. Its software is used by 95% of the companies in the leading French stock market index, the CAC40, with sites in 80 different countries.

This success mirrors our customers' success with their projects. It is down to a continuous effort to innovate and permanent attentiveness to the needs of the various functions within a company.

On the strength of this experience, Coheris uses a network of integration partners along with its own staff of specialised consultants to ensure your projects' success.

## CRM solutions for implementing your customer strategies

Supporting over 800 companies in all industries, the **Coheris CRM** suite has now become a benchmark on the French CRM market. Meeting any and all operational and analytical needs, from call centres to multi-channel marketing campaigns via B2B and B2C sales management, Coheris CRM slots unequivocally into different functional philosophies.

Coheris also meets the special CRM needs of manufacturers whose products are sold by major retail stores or specialist outlets (B2B2C). **Coheris Trade** optimises the work of itinerant sales staff visiting sales outlets, and improves the efficiency of sales and marketing departments. Augmenting this vertical solution, **Coheris Merch** addresses the issues around merchandising and supports category managers' entire strategies.

“ *Coheris meets its commitments, both on the technical and human plane. In fact, technically, the Coheris CRM software suite combines the most advanced functionalities with regard to operational and analytic CRM. On the human plane, we were responsive to the suggestions of the before-sales team that assisted us during the entire project.* ”

*Axelle Cousin  
Project Director Henner Group*



## Business Intelligence accessible to all

A comprehensive RAD platform for analytical applications, **Coheris Harry** allows any company to benefit from BI's potential. It combines BI technologies (interactive reports, multi-dimensional analysis, KPIs, etc.) with specific functional logic and intuitive navigation, to create business applications accessible to all with no special training. End users use BI without knowing they are!

Predictive analysis augments a traditional analytical approach. **Coheris SPAD**, the data mining software, can be used to very easily build predictive models from advanced statistical methods. Segmenting a customer population, analysing purchasing behaviour, evaluating a financial risk and fraud detection are just some examples of how it can be applied.

“ *The Coheris Harry platform fits with all our functional processes and the computer environments we are using. It improves management of our logistics, and analyses sales behaviour, which can be very different from one outlet to another.*

*M. Patrick Brillet,  
Data centre manager, Hachette Books* ”

## Effective support for your projects

To implement its solutions, Coheris works with a network of integration partners and their teams of consultants specialising in CRM or BI projects able to work anywhere in the world. Nonetheless, our own Professional Services staff are able to take on the integration of our products in some cases.

We are utterly convinced of the crucial need for support if your projects are to succeed. Regardless of the main contractor involved, our specialised consultants are able to provide support to the project sponsor, product expertise to the integration team, general advice, etc. Coheris also offers a broad range of training courses in its packages.

## Key figures

- More than 15 years of expertise
- €21.4m revenue publishing in 2009
- 20% of revenue generated internationally
- 4 offices in Lyon, Zurich, Bruxelles and Frankfurt
- Listed on Euronext Paris (compartment C)
- 1200 customers in 80 countries

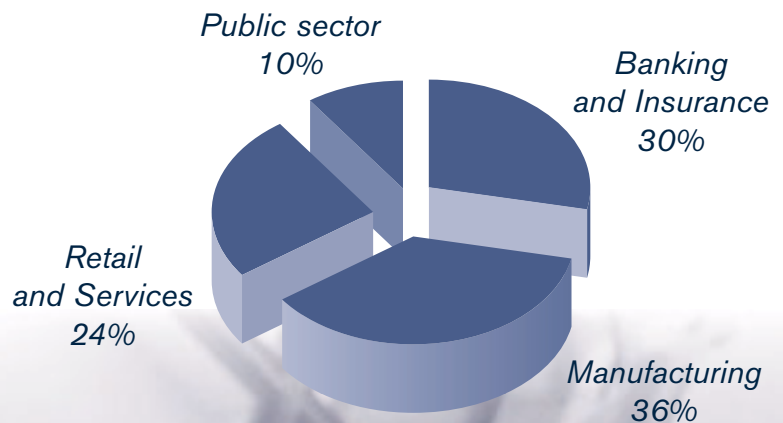


## Our references include

3 Suisses • Accor • ADP • Alico • Allianz • Andros Restauration • Armée de Terre  
AstraZeneca • Axa • Auchan • Banca di Roma • Bank of Africa • Beiersdorf  
BNP Paribas • Brossard Distribution • BVA • Caisse des Dépôts • CANAL+ • Canon  
Carrefour • Cegetel • Cetelem • CNAMTS • CNP Assurances • Coca-Cola • Cofidis  
Cofinoga • Communauté Urbaine de Lyon • Conseil Général du Pas-de-Calais • Conserves France  
Credit Général Industriel • Dalkia • Danone • Dentsply • FagorBrandt • Fnac.com  
France Télécom • Galeries Lafayette • GlaxoSmithKline • GMF • Groupama • Groupe Bateur  
Groupe Michel Hommel • Groupe SEB • Hachette • Haribo • Harry's/Barilla • Heineken  
Henkel • Insee • Ipsos • Johnson & Johnson • Kraft Foods • La Française des Jeux  
La Poste • La Redoute • La Tribune • Léa Nature • Lesieur • MACIF  
Mairie de Paris • MAPA Spontex • Maroc Telecom • Merck Médication Familiale • Météo-France  
MGEN • Michel et Augustin • MMA • MNRA • Nestlé • Nestlé Waters • Nutrition & Santé  
Onatel • Oséo • Parfip • PSA Peugeot Citroën • RATP • Ravensburger • Renault  
Rogé Cavallès • Sanofi-aventis • Saupiquet • SC Johnson Wax • SFR • SMABTP  
SNCF • Société Générale • Sofinco • SSL Healthcare • Swiss Life • Syrian Telecom • TF1  
Total • Thuasne • UHU • Unilever • Uriage • Ville d'Issy-les-Moulineaux • Wander • Weleda

## Breakdown

by sector



**Coheris** 

Head office  
22 quai Gallieni  
F-92150 Suresnes  
Tel. : +33 (0)1 57 32 60 60  
Fax : +33 (0)1 57 32 62 00

[www.coheris.com](http://www.coheris.com)