

Cegid Recognised as "A Strong Performer" by the Market

London, December 5 2024 – Cegid, a European leader in cloud management solutions for finance (treasury, tax, ERP), human resources (payroll, talent management), accountancy, retail and entrepreneurship, is proud to announce its first inclusion in the global report "The Forrester Wave™: Point-Of-Service Solutions, Q4 2024," which ranks Cegid as "A Strong Performer." This recognition highlights the excellence of its Point-of-Service (POS) solutions, designed for the retail market, supporting brands and retailers in a complex and ever-evolving environment.

The study conducted by Forrester evaluates the most high-performing *Point-Of-Service* solution providers worldwide. These solutions include transaction management, omnichannel services, and customer relationship management. Cegid stands out in this analysis, being recognised as "A Strong Performer" for its ability to deliver innovative solutions that meet the needs of retailers and brands.

The study's rigorous methodology is based on in-depth interviews conducted over several weeks with Cegid's clients, demonstrations of its solutions, and a detailed questionnaire addressed to both Cegid and its users. Software vendors were evaluated on two main aspects: **the strength of their strategy and the strength of their offering**. Cegid emerges as a leader in these areas, distinguishing itself particularly in five key categories:

- **Globalisation and Localisation:** Cegid's ability to support its clients in 70 countries, meeting local requirements while providing a global platform;
- **Security and Privacy:** Cegid's robust measures to ensure the security of customer data and protect against cyberattacks;
- **Innovation:** Cegid's technological innovations, integrating artificial intelligence and continuously optimising the user experience;
- **Partner Ecosystem:** Cegid's network of partners, integrators, and resellers enabling the efficient deployment and management of its solutions on an international scale;
- **Adoption:** The high adoption rate of Cegid's solutions, demonstrating their relevance and effectiveness.

Cegid's Retail offering is primarily aimed at the luxury, fashion, and cosmetics markets. The recognition of Cegid's performance in this report underscores its commitment to remaining at the forefront of innovation, enabling its clients to transform their processes and fully leverage their data to enhance operational efficiency and competitiveness.

"We are proud to have been selected by Forrester in its report 'The Forrester Wave™: Point-Of-Service Solutions, Q4 2024.' Being recognised among the 'Strong Performers' in this prestigious global report confirms Cegid's ongoing commitment to delivering ever more useful and innovative Retail solutions. This ranking also reflects our determination to support our clients in their digital transformation and to respond agilely to their complex needs by investing in cutting-edge technologies, such as generative artificial intelligence. This recognition strengthens Cegid's resolve to continue evolving and helping its clients meet the challenges of tomorrow," says Nathalie Echinard, Director of the Retail Business Unit at Cegid.

About Cegid

Cegid is a European leading provider of cloud business management solutions for finance (cash-flow, tax, ERP), human resources (payroll, talent management), CPAs, retail and entrepreneurial sectors. With a solid full cloud business model, Cegid provides long-term commitment to its customers, superior and distinctive experiences and helps companies of all sizes accelerate their digital business transformation, locally and worldwide. Cegid combines a forward-thinking and pragmatic approach of the business with strong capacity to innovate, an in-depth expertise in new technologies such as artificial intelligence and an understanding of regulations and compliance. In today's rapidly changing world, Cegid *makes more possible* by helping customers unleash their potential thanks to innovative and purposeful business solutions.

Bolstered by its strong international ambition and reach, and its 750,000 customers, Cegid has 5,000 employees and sells its solutions in 130 countries. Cegid reported revenues of €852 million (as of December 31 2023). Pascal Houillon has been the CEO since March 2017.

For more information: <https://www.cegid.com/global/>

Follow Cegid on social networks:



Press Contacts

Iden

Karolina Throssell

Karolina@iden.global

+44 (0)7855 751005