

## Cegid recognised as 'Leader', according to the study 'SPARK Matrix™: Unified Retail Commerce Platform, 2025' conducted by QKS Group

*London, May, 13 2025* - Cegid, a European leader in cloud management solutions for the finance (ERP, treasury, tax), human resources (payroll, talent management), accounting, retail and entrepreneurial sectors, is proud to announce its participation in the global study 'SPARK Matrix™: Unified Retail Commerce Platforms'. Cegid takes the place of 'Leader' in the world's top 3 software publishers, for the excellence of its solutions offered to retailers.

The international study conducted by QKS Group evaluates 23 software providers worldwide on the effectiveness of their solutions offered to retailers.

QKS Group evaluates the position of the main players in the retail sector according to two criteria:

- **Technological Excellence**, which covers stock management, Point-Of-Sales (POS), omnichannel order management, personalised customer experience, price management, promotions and markdowns, competitive differentiation strategy, reporting & analysis and diversity of applications;
- **Customer Impact**, which covers presence in the publisher market, product strategy and performance, unique value proposition, excellent customer service, ease of deployment and use of solutions, with solid references.

Cegid achieved 'Leader' status, taking 2nd place in the 'Technological Performance' category, with recognised technological excellence in areas such as point of sale (POS), inventory management, price management, promotions and markdowns, competitive differentiation strategy, reporting & analysis and application diversity.

The study highlights the strengths of Cegid's retail solutions, namely:

- **Omnichannel integration**
- **Retail intelligence**
- **Operational management**
- **Cloud-native architecture**

According to QKS Group's analysis, Cegid stands out with its integrated omnichannel platform, offering a wide range of functionalities such as inventory management, pricing, promotions and customer relations (CRM). It stands out for its integration of Artificial Intelligence via Cegid Pulse, its Mobile POS capabilities that enable in-store teams to support their customers effectively, and its ability to be deployed internationally while guaranteeing regulatory compliance and local support.

In addition to being recognised as a 'Leader', Cegid was awarded the title of 'Ace Performer' for excellence in new customer acquisition, revenue growth, product strategy, alliance strategy and operational excellence.

QKS Group used a very rigorous methodology to develop its study, based on detailed RFPs, in-depth interviews with the customers of the suppliers evaluated, demonstrations of the proposed solutions and a viva voce.



"We are very proud to have been recognised as a Leader by QKS Group. This is great recognition of our commitment to retailers. If Cegid stands out today, it's thanks to the strength of our technology offering, which covers the entire retail value chain: from managing in-store operations to optimising prices, via data analysis and a more personalised customer experience. With Cegid Pulse, our set of intelligent agents integrated into our solutions, we are helping our customers to make better decisions daily, to gain in operational efficiency... but above all in profitability," says Nathalie Echinard, Director of the Retail Business Division, Cegid.

### About Cegid

Cegid is a European leader in cloud management solutions for professionals in the Finance (treasury, tax, ERP), Human Resources (payroll, talent management), Accounting, Retail and entrepreneurship sectors. With a solid full cloud business model, Cegid is committed to the long term with its customers and supports the digitalization of companies, from small businesses to large accounts, for a superior, distinctive and memorable experience in France and abroad. Cegid combines a forward-looking and pragmatic vision of the business, combined with its strong capacity for innovation, mastery of new technologies such as artificial intelligence and a unique knowledge of regulations. In a rapidly changing world, Cegid opens up possibilities and reveals the full value of its customers' businesses by providing them with useful and innovative solutions.

With its international ambitions and 750,000 customers, Cegid now has more than 5,000 employees and sells its solutions in 130 countries. Cegid generated annual revenue of €967 million (as of December 31, 2024). Bruno Vaffier serves as the General Manager since April 2025.

More information: [www.cegid.com](http://www.cegid.com)

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