

Chooses the Coheris Harry decision-making suite to assist in its development



Coheris, popular publisher in the CRM and Business Intelligence market, announces that BANK OF AFRICA has deployed its Coheris Harry solution.

The BANK OF AFRICA Group, present today in 10 African countries, West Africa, East Africa and Madagascar, follows an active development policy to accompany its business growth through a network of commercial banks and financial institutions, dedicated to the African continent. As part of a global decision-making project, the Group decided to standardize its analysis and reporting tools with Coheris Harry. Already implemented as pilot site at Benin, the pilot solution will be deployed gradually in Tanzania, Kenya and Uganda for the purpose of improving customer information.

In 2007, the BOA Group, whose IT department is located in Benin, initiated a new IT plan with the aim of managing the central software solutions better.

"To handle risks, customer sheets and operation, we use standard databases that remain limited to the reporting level. It became pertinent to centralize all this information in a data warehouse capable of furnishing clear information in a simple manner" declares Yannick Philippe, Director Information Systems (DIS) of the BOA Group. After a market study, BOA selected the Coheris Harry product. "This solution perfectly meets our expectations with regard to business intelligence, making fine use of data collected during customer interactions. In addition, Coheris Harry is dimensioned for our business. We encounter the same problems as big banks but with a much smaller work force" states the DIS.

In web mode, Coheris Harry provides each BOA associate, useful information and indicators in a relevant format that can be used directly when necessary.

"With the Dashboard function, the data is better structured and better homogenized. We have built all our indicators online to follow our performances at the level of our customers, results and internal processes. It is a real management tool both at the level of general management and operational units. The management appreciates the tool for the vision that it brings" summarizes Yannick Philippe.

BOA has worked on establishing various requests based on the requirements for information delivery in order to provide exact forecasts in terms of cost and customer satisfaction.

"Our objective is to enable our agencies to offer all the results and fine-tune their reports at the level of profitability of customers, demographic data or current market conditions" explains the DIS. Today, Benin has become the pilot site with 15 user work stations in Windows environment.

"This new system offers many advantages: All information is now centralized and offers teams responsible for the clientele, a unified and extended view of credit files" adds the DIS.

As major project for the DIS BOA, Coheris was able to offer an operational and open decision-making system.

"Its look and feel and its capacity to be integrated in our business IT are evidently the keys to success. But nothing would have been possible without the work and assistance of the Coheris teams" concludes Yannick Philippe.

Tanzania is under deployment and will be followed by Kenya and Uganda.

About the BANK OF AFRICA Group

The BANK OF AFRICA (BOA) Group, created in Mali in 1982, is currently present in 10 African countries (Benin, Burkina Faso, Ivory Coast, Kenya, Madagascar, Mali, Nigeria, Senegal, Uganda and Tanzania) with 22 financial companies, of which 10 commercial banks, 1 housing bank, 3 leasing companies, 1 stockbroker and 2 investment companies. At the end of 2007, with a consolidated balance sheet total of more than 1.8 Billion Euro, a consolidated net profit of 35.2 Millions Euro and a staff of around 2000, the BANK OF AFRICA Group continues its development strategy focused on penetrating new territories on one hand, and on the permanent expansion and improvement of the range of services offered to a very diversified clientele on the other, in view of satisfying their needs better. The BOA Group counts among its main shareholders the private Moroccan bank, BMCE, the Dutch financial development company, FMO and the French financial development company, PROPARGO.
www.bank-of-africa.net

Coheris in brief...

French software publisher in the CRM market, Coheris offers two ranges of software products covering the additional domains of CRM (Care, Sales and Marketing) and Business Intelligence (BPM, Datamining and DQM). With more than 1200 big accounts throughout the world, Coheris relies on a network of technology partners and integrators, as well as its own teams of specialized consultants and engineers.

Coheris is listed on Euronext Paris (compartiment C) since 30 June 1999 (ISIN: FR0004031763 / code: COH). Coheris is elected to the FCPI.

More information on: www.coheris.com