

General information

Soft Computing is the French specialist in Consulting and Services in Customer Relationship Management (CRM). Its services cover three main axes : Consulting, Integration and value added Hosting (marketing databases, data warehouses, data quality & cleansing, Mailing etc.). They are all part of a multi-channel application logic : sales force automation, sales outlets, call centres and Internet. Soft Computing's strategy is to become the leader in CRM while proposing a global and exclusive offer : « One stop shopping CRM ».

Over 15 years of experience with leading corporations : Since its inception in 1984, Soft Computing has developed unrivaled expertise in Customer Relationship Management (CRM). We help our customers throughout Europe to enhance their Customer Capital in a wide variety of sectors such as banking, insurance, e-commerce, retailing, mail-order, telecommunications, transportation, tourism, media and advertising, energy, health care, government services, etc.

Comprehensive CRM expertise : From real-time Web site personalization, to Web mining, data mining, data warehousing, one-to-one marketing, sales force and marketing automation, customer service and more, Soft Computing has comprehensive expertise in every aspect of the customer relationship and every sales channel. We can help your company personalize your customer relationships to achieve AAA (Anywhere-Anyhow-Anytime) service, allowing you to propose the right product to the right customer at the right time and price using the most effective sales channel.

Our team of expert consultants : We have formed a multi-disciplinary team of experts to meet our customers' needs as effectively and rapidly as possible. All are graduates of leading universities and most have management-level experience in their particular field of expertise, be it technological marketing, e-Commerce, Net marketing, data mining, targeting, scoring, statistical analysis, customer relationship management, database architecture and administration, information technology systems and organization, etc.

Management

As of 31/12/2002, the 4 Directors at the board of Soft Computing are :

- Eric FISCHMEISTER, Chairman and cofounder of Soft Computing
- Emmanuel CHAIN, also member of the board of Jouve et Associés and Kalisto
- Gilles VENTURI, CEO and cofounder of Soft Computing
- François-Henri PINAULT, also member of the boards of Artémis, Financière Pinault, Bouygues S.A., SC Vignoble Château Latour, TV Breizh, Pinault-Printemps-Redoute, PPRI, Fnac.S.A., Rexel S.A., GUCCI, Tennessee, Conforama, Guilbert, FINAREF

The main executive managers of the group are :

- Eric FISCHMEISTER Chairman of the Board
- Gilles VENTURI, CEO/Soft Computing
- Claude LASKAR, CEO/Synetics
- Arnaud MALLAT DESMORTIERS, VP Finance
- Sylvie LASKAR, VP Human Resources
- René LEFEBURE, VP Marketing
- Laurent SCHAPIRA, VP Financial Services
- Fabrice OTANO VP Industry & Services
- Bruno THOMAS VP Innovation
- Jean-François JAROUSSIE, Director Outsourcing
- Didier RICHAUDEAU, Director Datamining
- Hassan MOUHEB, Director Lille

Other information

Name : Soft Computing

Stock Market : Nouveau Marché Continu de la Bourse de Paris

Index : IT.CAC

Euroclear : 7551

Reuters : SFTC.LN

Bloomberg : SOFT NM

ISIN : FR0000075517

Datastream : F:SOFT

Number of shares : 3.176.825

Float : 26 %

Research : ETC, Oddo-Pinatton, Société Générale, Paresco

Next financial information releases :

- 08/06/2002 : S1 2002 Sales
- 10/09/2002 : S1 2002 results
- 11/05/2002 : T3 2002 Sales