



« Augure is a valuable ally in the management of media and corporate relations »



Patrice Quemoun
Administrative and Financial Director

1. What was your initial problem?

Patrice Quemoun : Up until 2003, the agency's press relations activities were centred on a dedicated tool, an Excel database which was used to manage among other things our journalists and editorial content files, product loans, editorial schedules and to produce selections of journalists. For their part, our customer contacts were kept up to date in another Excel file.

As a result, a certain percentage of the data was redundant and incomplete. Our priority was to introduce a single centralised hub enabling us to carry out all of our press operations (including searches, customer addresses, the definition of press targets, the management of loaned products and diary management activities, etc). On top of this, we were also keen to encourage the pooling of information to improve the existing database, and to facilitate the work of the agency's consultants. There was also one final point: the new system had to be easy to use and fully compatible with office tools and software.

2. Which particular points led you to choose Augure?

P.Q. : After carefully examining the various solutions available on the market, we felt that the solution proposed by Augure met most of the required criteria. Quite apart from the excellent commercial relationship we enjoyed with the company, Augure was the only provider to propose a holistic solution for managing press relations.

3. Did you find this solution easy to integrate with your existing IT system?

P.Q. : We were able to integrate the Augure platform with no difficulties. We simply installed a dedicated server, a decision which was both logical and justified. The migration of data was carried out by Augure's technicians. As a result, the platform was operational immediately after installation. In terms of data security, the integration of Augure within our IT system was fully transparent: our equipment and security strategies were not modified in any way.

4. Today, what do you see as the key benefits of Augure?

P.Q. : In line with our requirements, we today benefit from a simple, harmonised database. Information concerning journalists, editorial teams and press groups are today centralised in a single location, which is shared by and added to by everyone involved.

Furthermore, the consultants and press officers can now manage all aspects of press relations including contacts, follow-ups, press releases, events, activities, editorial schedules, the selection of journalists and product loans... not forgetting the generation of activity reports for a number of our clients. Augure is today THE single source for sharing all media-related information.





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In short, for the last three years, Augure has considerably simplified the work of our teams enabling them to respond more effectively and more quickly to requests from clients and journalists.

5. Following your experience with Augure, do you plan to add extra features or manage additional activities using this solution?

P.Q. : Our priority is to upgrade the existing platform. That said, over the last three years the agency has changed and today offers a complete package of communication and marketing activities on a Europe wide basis, including: media relations, events, crisis communications, consultancy services in marketing, change management, lobbying and relations with key opinion leaders and decision makers.

With this in mind, we have now expressed a need to "extend" the Augure solution to our corporate and institutional contacts too. This was successfully completed several months ago with the installation of a specific module used for activities aimed at opinion leaders. Our needs have consequently changed and as a company, Augure has been able to support us through these changes, a decisive point in their favour which will certainly stand them in good stead when we consider working together again in the future.

AUGURE AT PLEON

- 36 daily users
- A solution which has been used for 5 years now
- A press and corporate relations management

About Augure

Founded in 2002, Augure is the publisher of the leading global ERM (Enterprise Reputation Management) solution. The collaborative solution offered by Augure in SaaS mode is oriented towards communications directors, public affairs and marketing teams of large enterprises. It includes a monitoring service for key stakeholders (political leaders, journalists, experts, bloggers, NGOs, etc.) with online and offline sources (written press, radio, TV, internet media, blogs, forums, social networks) in 24 languages. An operational management suite is also available for the analysis of communication actions and your reputation. Augure's solution is used daily by over 350 large companies in over 25 countries, including Nissan, HSBC, General Electric, Nestlé, Cartier, the European Parliament and the French Ministry of Foreign Affairs.

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