



« The solution enables us to archive and centralise information »



**Suzette Fernandes**  
**Product Press Relations Manager**

**1. Could you tell us a little about Système U and about the department in which you work?**

**Suzette Fernandes** : Système U is France's fourth-largest food distribution group. This is a cooperative organisation with 4 centres and a national centre, for the Hyper U, Super U, Marché U, U Express and Utile store chains.

The Communication Department employs a total of 55 people, including press relations, which handles the Chairman's press relations in addition to product-specific press relations for which I have responsibility. My job includes raising the profile of our brands (the U brand and the Bien vu brand) in all forms of media. This involves producing more than 10 press kits and around 20 press releases during a typical year and organising events to present our selection of wines.

**2. Why did you choose a solution like Augure ?**

**S.F.** : As a press relations manager, I am in constant contact with journalists in a wide range of sectors including foods, textiles, fancy goods, the specialised mass retail press and the economic press. It was therefore vital for me to be able to count on a system providing me with total knowledge of all of these media sources and to have a database of journalists in these different fields. Additionally, we are now living in an age in which information is constantly changing. It was vital that the solution we chose should be able to update all of this data.

I was also looking for a comprehensive solution which would both supply me with data concerning the fields I just mentioned, but would also serve as an operations hub. This system would need to become the main daily working tool for my team, and for this reason the application needed to be very user-friendly.

**AUGURE AT SYSTEME U**

- 2 daily users
- Management of product press relations activities
- Solution used since 2006



*“ Although the outlay can be considerable to begin with, the overall cost of our "product press relations" activities is lower than the budget we previously allocated for other service providers.”*

### **3. What do you consider to be the benefits offered by the Augure solution for Systeme U's press relations?**

**S.F.** : The first benefit we derived from the solution was that it lowered our costs and this was the main reason behind our choice of Augure. Although the outlay can be considerable to begin with, the overall cost of our "product press relations" activities is lower than the budget we previously allocated for other service providers. Moving on to the strategic benefits, Augure enables me to keep track of my activities as all information and all actions performed by my team are archived in the system.

From an operational viewpoint, the main benefit that I have come across is without a doubt the solution's sheer ease of use. With just a click, I can send off my press releases and consult my press coverage even if I am on the other side of the world. I experienced this last summer when I needed to send an urgent press release from my holiday location.

### **4. How was the solution adopted by your team?**

**S.F.** : During the installation of the solution, we underwent training proposed by Augure. It took very little time to get used to it as the solution is very easy to use. Naturally, we are not computer experts and we occasionally ran into difficulties, but the Augure teams were always responsive and on hand to assist us.

Today we are planning to extend our use of the Augure press relations solution. We envisage equipping the regional centres with the solution too, in order that they may also benefit from the numerous advantages offered by this system, and which will also enable me to coordinate the activities of the national centre with those of the regional centres.

## **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.

## **Contact**

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