

## Press Release

### **COGINORD MAPPING: Worldwide Acknowledgement of a Local Company by the IBM Giant**

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*Lille, June 2006 – Based in northern France (Lille), COGINORD MAPPING signs a worldwide partnership agreement with IBM.*

In **1988** José Derycke created COGINORD SA. At that time, the company was selling computer peripherals, printers and monitors for IT systems. Soon the market slackened and computer systems changed causing the company to look for a new direction. This is how the idea of developing a first form design and management software application came to life in 1993.

As a result, COGINORD stopped selling hardware and started developing software addressing specific printing issues.

However, creating and developing software required more resources than planned. This is why in 1996 the company chose to be put into simple receivership. "Don't worry, it'll be alright!" José said and, talented as he was, he put his back into it and did his best to pull his company out of the mud.

Convinced that simplifying print management and reducing print costs represent a strategic challenge for every business, he gathered all his staff and together they started to develop a comprehensive solution: the MAPPING SUITE. From that moment on, there was only one objective in his mind: becoming an IBM partner in order to benefit from its worldwide distribution network. Quite an ambitious challenge for a small company north of Paris! Indeed, IBM is the world leader in information technology and services with sales of over *USD90 billion*, more than *330,000 employees*, and a *large network of experts, consultants and sales partners* throughout the world.

Surprisingly enough, the first sales partnership agreement came with Belgium in 1998 for the BeNeLux area. Then, came IBM France in 2002, IBM Europe in 2005 and finally the **worldwide agreement** in **2006**, which now makes MAPPING SUITE the **first strategic product** suited for any type of business on all the production platforms **sold by IBM** worldwide.

Although the agreement in itself is quite an achievement, it is considered the start of a new adventure. As a result, the worldwide recognition of **MAPPING Suite** opens new horizons for COGINORD SA:

- The worldwide distribution network reduces marketing costs while ensuring access to new markets.
- It also means the possibility of approaching bigger customers and win large accounts such as General Motors in the USA or Kuhne und Nagel in Germany.

This year, COGINORD SA celebrates its 19th birthday and ends **2005 with a sales increase of over 40%** which it plans to **multiply by 10 within 5 years** – only 10 years after having been put into receivership. This is a great achievement for a small company that is still expected to grow over 50 employees soon. And this is also proof that we must never give up hope and do everything we can to reach our goals, as ambitious as they may be, without sacrificing our identity.

For as José Derycke says: "Why aim at the apple on the tree when you can shoot for a star!"  
COGINORD MAPPING: a great success story many could use as an example.

*For further information, feel free to call us on +33 (0)320 146 660.*