



**Press Release**

*October 2009*

Boulanger selected Cylande to re-engineer its encashment system.

***Cylande is proud to announce a new agreement with an electrical, multi-media and home entertainment retail giant. This major win reinforces Cylande's position as a leading expert in retail IT.***

Boulanger is one of the key electrical, multi-media and home entertainment retailer in France. With an extensive products and services offering, Boulanger is keen to provide a shopping experience based on customer service, advice, fun and discovery to increasingly satisfy customer needs.

In this context, Boulanger's Management decided to enhance encashment-related customer experience by:

- reengineering its entire POS management system
- implementing innovative encashment solutions

Main objectives are to: streamline encashment process, secure payments and improve global productivity.

As Mister Patrick Perret, Director of IT Studies at Boulanger, explains: "We did a comprehensive assessment of solutions available on the market. Cylande was the clear and obvious winner of this consultation. Their solutions demonstrated their capabilities on shopfloors, and can integrate the latest emerging retail practices. With this change, we intend to provide the quality of service our customers are expecting and this, at the moment they do realize their purchase."

In addition to Winstore, Cylande's POS Solution, Boulanger selected modules of the new United Retail Suite to manage mobility and steer promotions.

"We are delighted to be able to contribute to Boulanger's success. Their choice proves that our solutions do bring actual business edge to our customers. That's one of the major reasons why we invest nearly 25% of our turnover in R&D every year."  
Jean-Pierre Paugam, CEO Cylande.

### **About Boulanger :**

Since 1954, Boulanger is a multi-specialist in leisure, consumer electronics, home appliances and multimedia. Offering a wide range of brands, Boulanger guarantees extensive choice, services and prices.

More than ever, home technologies are developed to deliver a better living comfort. Boulanger's choice is to contribute to customers' lifestyle improvement.

For more information: [www.boulanger.fr](http://www.boulanger.fr)

### **About Cylande:**

Cylande is a leading French software vendor that contributes to the development of retailers in France and abroad since 1986. The Cyrus and United Retail software solutions manage all aspects of retail operations, both at store and head-office level: referential, supply-chain, encashment, price management, CRM...

Cylande has subsidiaries in 5 countries and more than 400 employees. 2008 turnover was 35.4 M€ (+29% compared to 2007).

For more information: [www.cylande.com](http://www.cylande.com)

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