



## Caiman tell us...



### Really strong!

How can an iconographic base be managed, how can graphic charters be respected by sales outlets, how can creation costs be reduced and production costs (local and delocalised?) be monitored... Caiman was created 18 months ago in the Paris region and offers a unique solution to all these problems (and many others!) related to the communications business. It is an eponymous communication platform and is the first fully integrated production and monitoring computer tool for media and ex-media communication tools.

On June 22, Caiman officially inaugurated its new installation in Aix en Provence for which Provence Promotion played an important role. Jean-Philippe Allocio, the President of Caiman, tells us about this extraordinary adventure ...



**Jean-Philippe Allocio,  
President of Caiman**

### > A very special Caiman ...

Jean-Philippe Allocio: The story begins with a meeting between three complementary personalities:

- Fabrice Maury, 15 years at the service of communication and image,
- Alexandre Krivine, specialist in data processing, also creator of 3 companies (and three success stories!),
- and myself, leader of several large North American computer groups.

Before producing our platform, we spent more than a year observing the communication world, its mechanisms and expectations, under the experienced eye of Fabrice Maury. Caiman is genuinely innovative in this respect; it is the only company on the market to provide a global response to so-called production investments that involve all participants in the graphic system, from the creation phase to the printing phase.

Specifically, Caiman is developing a production flow management platform, the end purpose of which is to automate "business processes" from creation of a communication tool (advertising campaigns, shop advertising, catalogues or printing, etc.) as far as the order, with the three objectives of simplicity, fluidity and cost effectiveness.

### > ... with a strong appetite...

Its advantages are obviously a result of these three priorities, and are:

- cost reduction,
- better quality of communication in subsidiaries,
- secure communication internationally, without talking about time saving!

But Caiman has another quality; this platform is designed with the intention of overcoming all technological barriers related to different locations. Automation provides a means of transferring all data for a campaign (charter, photos, royalties, translation, etc.), for example from the American market to the Chinese market, in a few clicks! Better efficiency and also quality; the risk of errors is strongly reduced.

### > ... and a "furious" will to be aggressive ...

These processes account for between 15 to 20% of the total cost of communication budgets. Therefore, the platform in itself offers complete reworking with accelerated international transmissions of documents or files, in addition to the significant cost reduction.

This product is naturally upgradeable. At the moment, it is starting to force its way on the market. 40 major advertisers are already using it as it is, fully aware that other modules are currently being developed. It is estimated that 100 interested announcers will start to use this new technology within the next 12 months. Two thirds of them are French, and the remaining third are from the North American market. Eventually, this product could be used by all international advertisers and their suppliers and service providers, regardless of their activity sector. There is no geographic barrier, and its major advantage is that it breaks all technological barriers related to local differences.



# PROVENCE PROMOTION

## Caiman tell us...



### > ... in Aix, the centre of the South...

Our initial aim was to set up in the Paris region... This was before our meeting with the Provence Promotion agency that changed the balance for the Aix region due to the simplicity of its package. All potential players were quickly brought together for discussions together, which is very important for a start-up that never has enough time! The agency's reactivity, speed, professionalism and control over our problems transformed something that we thought was completely unthinkable into something that was possible ...

### > ... precisely, under the sun!

Aix-en-Provence has very specific advantages for our business. Its location is an ideal starting point for moving about in France and travelling to other countries, and its sunny location is also very attractive for our future employees. Almost 30% of our team –engineers, developers, doctors, etc., is or will be international. A seductive sea-sun-lifestyle touch is a non-negligible advantage.

The start-up now employs about fifty persons (10 computer engineers-developers in the Paris region and about forty "outsourced" in Bulgaria). We intend to employ about fifty persons in Aix within the next two or three months, to increase the number to 100 by the end of 2006.