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PARIS-BASED CGG CHOOSES BPM PARTNERS' NEW TWO-DAY BPM AUDIT AND ROADMAP WORKSHOP TO SPEED PERFORMANCE MANAGEMENT INITIATIVE

STAMFORD, CT—March 15, 2004—BPM Partners, the leading independent authority on Business Performance Management solutions, today announced the availability of a new two-day performance management readiness workshop designed to assess an organization's current performance management strategy and provide strategic direction for a BPM initiative. One of the first companies to take advantage of the BPM Audit and Roadmap Workshop is Compagnie Générale de Géophysique (CGG; NYSE:GGY), a leading provider of oilfield services and geophysical equipment.

BPM Partners is a vendor-neutral consultancy working directly with Fortune 1000 clients to develop requirements for BPM initiatives, evaluate and map vendor offerings to the project specifications, and implement BPM activities globally. BPM Partners provides tools and services to demystify the vendor selection and implementation processes, and further speed the process by which companies can deploy BPM solutions and then reap the benefits.

"Defining your BPM vision, as well as determining the strategic direction and scope of a BPM implementation is a difficult, time consuming but necessary first task that must be completed before beginning your vendor selection process," said Craig Schiff, president and CEO of BPM Partners. "Without these important first steps, the risk of project failure is high. Our research shows that 'one version of the truth', access to accurate and timely information, and the ability to focus on key metrics are the primary drivers that make a functioning BPM implementation a top priority for many companies over the coming year."

"The two-day BPM Partners workshop enabled us to jumpstart our KPI dashboard development project," said Alan Clint, corporate performance manager for CGG Services. "Working in partnership with BPM Partner experts, we were able to ensure that we developed a thorough understanding of end-user needs and expectations, allowing us to build buy-in at an early stage and undertake a more efficient vendor selection and implementation process, thereby reducing risks for the project. This workshop has provided a solid foundation that I am confident will lead us to a successful outcome."

The BPM Partners two-day audit and roadmap workshop provides:

- BPM definition and benefits presentation

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- High-level audit of current processes and systems
- Discussions with key stakeholders
- External benchmarking
- Summary roadmap creation

BPM Partners also encourages use of the free tools available from BPM Central (www.bmpartners.com/bpmcentral_freetools.shtml), its Web-based BPM resource center. These tools include:

- Vendor selection search tool
- BPM audit
- BPM guide
- “Beyond the Hype” vendor assessment

BPM is a combination of business processes, select measures (metrics, key performance indicators) and systems that enable an organization to understand, act on and influence its business performance. Budgeting, planning, consolidation, scorecards, dashboards, business intelligence (BI) and analytic applications all fall under the BPM umbrella. In addition, regulatory issues such as Sarbanes-Oxley, Basel II, and IAS 2005 compliance are often business drivers for today’s BPM applications.

About CGG

The Compagnie Générale de Géophysique group is a global participant in the oilfield services industry, providing a wide range of seismic data acquisition, processing and geoscience services and software to clients in the oil and gas exploration and production business. It is also a global manufacturer of geophysical equipment.

About BPM Partners

BPM Partners is the leading independent authority on business performance management (BPM) solutions. BPM Partners’ vendor-neutral consultants guide companies through their BPM initiatives from start to finish, helping companies attain the maximum value from their business performance management initiatives. This is done through hands-on services that provide insight on how to collect and analyze the right information to address specific business goals. BPM Partners leads clients through vendor selection, evaluation and implementation of departmental or enterprise-wide BPM systems.

By analyzing and then matching the client’s requirements with the appropriate vendor, BPM Partners helps companies narrow the selection of vendors from a lengthy industry list that includes Applix (Nasdaq: APLX), Cartesis, Cognos (Nasdaq: COGN), Geac (TSE:GAC), FRx Software, Hyperion (Nasdaq: HYSL), Longview Solutions, OutlookSoft, PeopleSoft (Nasdaq: PSFT), SAP (NYSE: SAP), SAS, SRC Software and others. For further details, go to www.bmpartners.com

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