

Press Release

5th January 2017



Carrefour Brasil chooses Keyrus, SAP Hybris and Mirakl to meet the challenges associated with its strategic positioning in omnichannel e-Commerce in Brazil.

A long-term strategic partnership, reinforcing its position as a global leader in e-Commerce

Sao Paulo / Levallois-Perret, 5th January 2017 - An international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, **Keyrus** announces that it is assisting **Carrefour Group** with the launch of its e-Commerce activities in Brazil, which forms part of a worldwide strategy for the distribution group of investing in omnichannel. On 12th October, 2016 at the **SAP Hybris Americas summit** in Fort Lauderdale, Carrefour's e-Commerce project won the award for "**SAP Hybris Marketing 2016 customer of the year**".

Through the implementation and deployment of **SAP Hybris** and **Keyrus RapidStore**, **Keyrus** is engaged in implementing several projects that are strategic for Carrefour Brasil. Inaugurated in July 2016, the first project is an online sales platform for non-food products which now covers the entire national territory of Brazil. Thanks to its comprehensive expertise, **Keyrus** took charge of the entire project: the design, roadmap, scoping, implementation, and integration, right through to the commissioning.

Carrefour.com.br covers several categories of products and benefits from all of **SAP Hybris's** latest functionalities, whether it be for process management, the front-end, or the back-office. Developed in responsive design for mobile usage, the site offers customers an optimal purchasing experience, with an automated product return service that avoids having to go through customer services, as well as an advanced navigation system and product search engine.

For the Carrefour teams, the back-office offers a CMS enabling pages to be created and altered without assistance from developers, an advanced order-tracking system, and the integration of a tool for analyzing consumer behavior, with the **Hybris Marketing Cloud** solution. With the e-Commerce site now deployed, **Keyrus** is now going on to assist **Carrefour** with the maintenance of its e-commerce platform.

www.keyrus.com

The strategic partnership between **Keyrus** and **Carrefour Group** in Brazil is a long-term one, comprising a second and third stage, that will embrace the development and integration of functionalities focused on providing the best buying experience for Carrefour's customers.

*"In spite of a challenging economic climate in the Brazilian market, growth opportunities remain there, in particular in the e-commerce sector, and Carrefour Brasil did not go wrong in it by investing to turn the market around in its favor", comments **Stephan SAMOUILHAN**, Vice President Digital Commerce at **Keyrus**. "**Keyrus** is delighted to be assisting this major distribution player with its new ambitions in Brazil, which open the door to future cooperation on other growing markets around the world. For **Keyrus**, this is a major new contract that strengthens our position as a natural leader on the Brazilian market and our development objectives throughout Latin America."*

A privileged partner of **SAP Hybris** throughout the world since 2009, **Keyrus Digital** has a strong presence on the Brazilian market, with successful e-Commerce projects for leading distribution companies like **Arezzo**, **DPaschoal** and **Saraiva**. **Keyrus** is today the number 1 partner of **Hybris** in Latin America, and has a skills center dedicated to the platform in Sao Paulo, Brazil and in Medellín, Colombia. As a "Multi-Regional Gold Partner", **Keyrus** is a strategic partner of SAP **Hybris** and has the best value proposition to assist its clients with defining and implementing sales solutions that are fully suited to the specificity of their sector of activity.

ABOUT KEYRUS

Keyrus, creator of value in the era of Data and Digital

An international player in consulting and technologies and a specialist in Data and Digital, **Keyrus** is dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitate and accelerate their transformation, and generate new drivers of growth, competitiveness, and sustainability.

Placing innovation at the heart of its strategy, **Keyrus** is developing a value proposition that is unique in the market and centered around an innovative offering founded upon a combination of three major and convergent areas of expertise:

- **Data Intelligence**

Data Science - Big Data Analytics – Business Intelligence – EIM – CPM/EPM

- **Digital Experience**

Innovation & Digital Strategy – Digital Marketing & CRM – Digital Commerce – Digital Performance – User Experience

- **Management & Transformation Consulting**

Strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in some 15 countries on 4 continents, the **Keyrus** Group has 2,500 employees.

Keyrus is quoted in compartment C of the Eurolist of Euronext Paris (Compartment C/Small caps – ISIN Code: FR0004029411 – Reuters: KEYR.PA – Bloomberg: KEY:FP)

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