

Press Release

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The Keyrus Group makes a strategic investment in BIPB – the Big Data & Analytics advisory firm

The acquisition provides **Keyrus** with access to UK and US markets and gives **BIPB**'s clients a wider range of services

London (UK) – Levallois (France), 2 July 2014: The **Keyrus Group**, an international player in performance management consulting and in the integration of Business Intelligence, Big Data & Analytics solutions, has made a strategic investment in the **BIPB Group**, a major provider of Big Data & Analytics services to the Investment Banking community with offices in London, New York, Paris, Dubai and Johannesburg. **BIPB** was one of the first partners of QlikView globally and before diversifying its solution offering, the largest pure-play provider of QlikView services in the world.

*"Our aim is to consolidate the market for Data Intelligence technologies and services globally, and our investment in **BIPB** is a major step forward in achieving this goal," comments **Eric Cohen**, Chief Executive Officer of the **Keyrus Group**. "**BIPB** is the leading player in the markets it serves, and our combined strength; particularly in London and New York, gives us unrivalled access to talent and technologies that will be a game-changer for our clients".*

Charles Radclyffe, Chief Executive Officer at **BIPB** adds, *"Eric and the team at **Keyrus** recognise that the winners in the Big Data services market will provide innovative solutions to the critical issue in the market, namely the acute shortage of skilled people who truly understand Big Data & Analytics. We have an amazing team and have bolstered it over the last few years with the addition of our graduate offering, so we can now offer our clients top-quality consulting services at competitive rates".* Explaining the rationale for the investment, **Charles Radclyffe** concludes, *"**BIPB** now has access to significant financial resources to scale our graduate teams to meet client demand, and also has access to the wider talent pool within the **Keyrus Group** which will enable us to provide a more complete service offering to our clients".*

Corporate Finance teams from **Grant Thornton** and **Squire Patton Boggs** advised on the deal. **Anthony Platt**, Associate Director at **Grant Thornton** commented on the deal, *"This deal demonstrates the very real momentum that exists in the Big Data & Analytics industry. The coming together of **Keyrus** and **BIPB** is the first major acquisition we have seen in the 'new' BI technology services sector and likely to be the beginning of a consolidatory trend over the coming few years".*

About the BIPB Group

The **BIPB Group** is a leader in delivering Data Driven decision-making using Data Discovery technologies such as Tableau, QlikView, Alteryx and Revolution Analytics.

Since 2005 clients have chosen **BIPB** because of its dedication to building a practice that not only promotes thought leadership around decision-making best practice, but also combines deep technology excellence with relevant domain expertise to service client projects.

BIPB is headquartered in London, with teams serving Investment Banking clients in New York, Paris, Dubai and Johannesburg. The company is privately held, with revenues of *circa* GBP 6m and has a team of more than 40 consultants.

Further information at : www.bipb.com

About Keyrus

A major player in the field of consulting on, and the integration of, Business Intelligence/Analytics/Big Data solutions and Digital (Web Performance, e-Commerce and Omnichannel) solutions for Large Accounts and of ERP/CRM solutions for the Mid-Market, **Keyrus** currently has almost 2000 employees in 15 countries on 4 continents and assists its clients in optimizing their efficiency and performance by offering them a full range of services in the following areas :

- Management Consulting
- Business Intelligence – Performance Management
- Digital Business – Big Data & Analytics
- Management Solutions for the Business (ERP/CRM)

The **Keyrus** Group is quoted in compartment C of the Eurolist of Euronext Paris (Compartment C/Small caps - ISIN Code : FR0004029411 – Reuters : KEYR.LN – Bloomberg : KEYP FP)
Further information at : www.keyrus.fr

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