

## Press Release

7 July 2017

KEYRUS  
insight into value

### Keyrus Management enters into a partnership with Anaplan to strengthen its expertise in Performance Management



**Levallois-Perret**, 7 July 2017 – **Keyrus Management**, the **Keyrus Group's** Consulting Firm in the management and transformation of enterprises, announces that it has entered into a partnership with **Anaplan**, the editor of a platform in the vanguard of a new era of connected planning, thereby strengthening its expertise in enterprise Performance Management.

For almost two years now, **Keyrus Management** has been working with **Anaplan** on several projects across all sectors. This partnership thus reinforces the relationship forged between the editor and the Consulting Firm, which has a team of consultants certified on the editor's platform. The scope of this agreement covers France and Belgium, which are strategic, high-growth territories for **Keyrus Management**.

*"We are especially pleased with this partnership with **Anaplan**. We share a common vision of the strategic management of organizations. **Anaplan's** innovative offer is fully in line with our goal of helping improve the performance of organizations and providing, through **Keyrus Management**, tool-backed and agile advice to the various departments within companies",* comments **Valérie Frankiel, Deputy Managing Director & Partner of Keyrus Management**.

*"Companies are developing in a global, complex context in which the pace of transformation is accelerating. Indeed, for any organization, having the ability to constantly match its resources to its needs is becoming a crucial issue",* underlines **Norbert Gruère, Partner Sales Director, Benelux and France, at Anaplan**. *"We share with **Keyrus Management** a vision of connected planning as a means for companies to continuously adapt their strategy, plans, and performance of operations to serve the interests of customers. We are pleased that, through this partnership, we are now able to formalize our relationship with **Keyrus Management**, which began several months ago. The experience acquired by **Keyrus Management** within finance departments, combined with the flexibility of the **Anaplan** connected planning platform, make it possible to propose to our joint customers a comprehensive offering of consulting and assistance services for transformation planning".*

## ABOUT KEYRUS MANAGEMENT

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**Keyrus Management** is the Consulting Firm incorporated within the **Keyrus** Group and combines business know-how with technological expertise in data management.

The complementary nature of these two aspects provides an edge in terms of value, and gives **Keyrus Management** a unique positioning in the consulting landscape.

**Keyrus Management** helps enterprises of all sizes, whether they be Large Accounts or small- or medium-sized companies, to meet their increased needs for rapid transformation by developing their agility and accelerating the use of Digital.

The Firm is developing its activities in France and internationally, supported by the **Keyrus** Group, a specialist in Data and Digital present in some fifteen countries on four continents.

Further information at: [www.keyrusmanagement.com](http://www.keyrusmanagement.com)

## ABOUT KEYRUS

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### **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 centred 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 fifteen countries on four continents, the **Keyrus** Group has more than 2,700 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)

Further information at: [www.keyrus.com](http://www.keyrus.com)

## ABOUT ANAPLAN

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**Anaplan** positions itself in the vanguard of a new era of connected planning. For all their business functions, major, fast-growing companies are relying on **Anaplan**'s cloud platform for taking appropriate decisions and managing their planning processes with greater efficiency and speed. **Anaplan** also offers training, assistance, and consulting services for transformation planning. **Anaplan**, which is a private company with its headquarters in San Francisco, has 16 offices and more than 150 expert partners worldwide.

To find out more: [www.anaplan.com](http://www.anaplan.com)

## **PRESS CONTACTS**

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### **LEWIS PR Agency**

Sarah Finot

Tel.: 01 85 65 86 45

[sarah.finot@teamlewis.com](mailto:sarah.finot@teamlewis.com)

### **KEYRUS**

Jean-Eudes Oumier

Tel.: +33 (0)1 41 34 10 00

[rp-keyrus@keyrus.com](mailto:rp-keyrus@keyrus.com)

### **Rumeur Publique Agency for Anaplan**

Agathe Huez

Tel: +33 1 55 74 52 24

[anaplan@rumeurpublique.fr](mailto:anaplan@rumeurpublique.fr)