

Press Release

31 May 2016

KEYRUS
insight into value

The Ricard company digitalizes its Quality control with Keyrus

Levallois-Perret, 31 May 2016 – An international player in Data Intelligence, Digital, and Consulting on the management and transformation of enterprises, **Keyrus** announces the implementation, for the **Ricard** company, of a Quality control solution on touchscreen tablets that accelerates the process by digitalizing it from end to end.

A strategic project for Ricard's Quality policy

To support the **Ricard** company's Quality strategy, the Lormont production site (in the Gironde) chose to develop with **Keyrus** a control process that is entirely digitalized, from the data acquisition stage, through the stages of consolidation and validation signed off by the various managers, to the preparation of reports.

The Lormont production site, which handles up to 15 000 bottles per hour and per production line, is special in that exports are a significant part of its activity, and this makes the bottling process more complex in terms of the containers, labelling and shipping. Each stage of the process must therefore be precisely controlled, and more than 61 criteria are monitored by the Quality operatives.

Alexandre Defrance, Director of the Lormont production site, wanted to put in place a very simple system using touchscreen tablets to speed up information feedback and react more swiftly to detected incidents. Thanks to the solution implemented with **Keyrus**, the **Ricard** company is simplifying the process, shortening time periods, and enabling operatives to concentrate on analyzing data and optimizing operational efficiency.

An agile methodology to deliver the solution in 3 months

In order to choose the best service provider, the **Ricard** company undertook a rigorous selection process, consulting several Digital Services Enterprises and digital agencies. **Keyrus** won the project thanks to its digital expertise, its design method based on a "design thinking" approach, and its comprehensive offering including the choice of the material, the development of the mobile application, and the Web back-office that consolidates the data feedback.

www.keyrus.com

Keyrus's expertise in the field of mobile and digital made it possible to undertake this project in 3 months. During its implementation users were involved very early on in the workshops, so that they could give their feedback on the first mock-ups. The capabilities of the tablet were exploited to the full, notably with very simple touch input, the use of the camera to scan the barcodes on the glass palets, and the generation of daily production reports. After comparing it with other tablets on the market, the material chosen was Apple's iPad Air 2. The connection is achieved through secured Wi-Fi.

For **Alexandre Defrance**, Director of **Ricard's** Lormont site: *"The tablets project is a major turning-point for the production teams, with the arrival of digital in the bottling hall. We retain control over our quality process, whilst also making it more instantaneous, responsive, and reliable, and all in paperless mode. The inclusive and innovative nature of the concept spurs the employees towards operational excellence."*

For **Jean-Philippe Clair**, Digital Experience Practice Manager at **Keyrus** : *"We are proud to have been selected by the **Ricard** company for this strategic project. The expertise of our teams in mobile development and their advice on production process digitalization made it possible to implement, within a short timeframe, an efficient and simple mobile and Web set-up that fully satisfies the **Ricard** company's operational needs."*

The next stage will be the deployment of this solution at the other production sites.

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 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 15 countries on 4 continents, the Keyrus Group has 2500 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.fr

ABOUT RICARD

The **Ricard** company, founded in 1932 by Mr Paul Ricard, and a subsidiary of the **Pernod Ricard** group, has three production sites, including the Lormont factory, north of Bordeaux, which produces 18 million litres a year.

Innovation in all areas has been at the heart of the company's strategy since its creation. It was for this reason that digital stood out as an obvious solution for developing quality controls, so as to make logged data more responsive, instantaneous, and reliable. The ergonomics of the tablets for operatives was also a major factor in the decision to undertake the project. This new tool fits in fully with the pursuit of operational excellence.

PRESS CONTACTS

Agence LEWIS PR

Mathieu Micout

Tel.: 01 83 94 04 95

mathieu.micout@lewispr.com

Keyrus

Jean-Eudes Oumier

Tel.: 01 41 34 10 00

rp-keyrus@keyrus.com