

Press Release

May 4, 2016



KEYRUS
insight into value

Keyrus and Qlik Expand Global Strategic Reseller Partnership

After years of successful partnership, companies now extend analytics offering to nearly twenty countries

QONNECTIONS 2016, Orlando, FL – May 4, 2016 – **Keyrus**, an international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, and **Qlik®** (NASDAQ: **QLIK**), a leader in visual analytics, today announced the expansion of their global strategic partnership driven by strong client demand. A **Qlik** partner for almost 10 years, **Keyrus** and **Qlik** have agreed to stronger go-to-market and sales commitments, with **Keyrus** now reselling and licensing **Qlik** solutions in nearly 20 countries, including France, Switzerland, Belgium, Luxembourg, Spain, the United Kingdom, United Arab Emirates, the United States, Canada, Brazil, China, Morocco, Tunisia, Algeria, Israel, and South Africa. **Keyrus'** competency in delivering end-to-end BI services and solutions, combined with **Qlik's** modern, platform-based approach to BI and analytics, will widen the scope, scale, and value of solutions offered to clients in the retail, supply chain, healthcare, and sales and marketing segments.

*"Qlik is the preferred vendor of many of our clients for visual analytics solutions," said **Eric Cohen**, CEO of **Keyrus**. "This is because over the years **Qlik** has perfectly met the requirements of so many diverse companies across different industries. From this experience we at **Keyrus** are convinced that this expanded strategic partnership with **Qlik** is the right step forward in ensuring that we can continue to accelerate our joint engagements and serve our current and future clients. With **Qlik's** powerful visual analytics platform, our global expertise and reach, we will deliver increased value and high ROI to clients across the world."*

Both companies will jointly bring these solutions to market to deliver a self-service analytics culture to an extensive set of enterprise-level clients. **Keyrus** is also creating a **Qlik** Center of Excellence and plans to extensively train its workforce in the next 12 months to capture the business opportunity around building **Qlik** solutions and taking them to market. This will also help its clients continue on their journey to becoming more data-driven, agile enterprises.

*"Our relationship with **Keyrus** is creating competitive advantages for our customers by helping them to deploy end-to-end, data-driven solutions for their BI and analytics needs," said **Toni Adams**, Senior Vice President, Partners and Alliances, **Qlik**. "With the strategic and global nature of our partnership, we are committed to building on our strengths – **Keyrus'** rich experience in delivering end-to-end solutions and services and **Qlik's** unique platform approach to visual analytics. Together, we are focused on building and delivering the foundational elements for the deep insight necessary to make the promise of agile business a reality."*

www.keyrus.com

Keyrus is a Gold sponsor at Qconnections 2016, which is taking place this week at The Gaylord Palms Resort & Convention Center in Orlando, Florida. The Qconnections Discovery Expo features more than 40 sponsoring partners that will showcase their value-add solutions and services for **Qlik** products.



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, facilitating and accelerating their transformation, and generating 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 almost 2500 employees.

Keyrus is quoted in compartment C of the Eurolist of Euronext Paris

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Further information at: www.keyrus.com

ABOUT QLIK

Qlik (NASDAQ: **QLIK**) is a leader in visual analytics. Its portfolio of products meets customers' growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics. Approximately 38,000 customers rely on **Qlik** solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, **Qlik** has offices around the world with more than 1700 partners covering more than 100 countries.

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