

Press Release

11 June 2014



Keyrus, 1st partner certified 'Business Analyst hybris' in France

Levallois-Perret, 11 June 2014 – **Keyrus**, international player in consulting and in the integration of omnichannel commerce solutions, announces that it is the first partner of **hybris software** – an SAP Group business - to obtain the new 'Business Analyst hybris' certification in France.

A top-ranking strategic partner of **hybris** (Multi regional Gold Partner), backed by 4 Skills Centers organized around the **hybris** solution in France, Brazil, China and Tunisia, **Keyrus** had already been the first **hybris** partner to have certified its consultants under the **hybris** OmniCommerce™ technology as early as 2012 in France and in its nearshore omnichannel skills center in Tunisia, then in its subsidiary in China in 2013.

Keyrus is today developing its expertise around **hybris**'s omnichannel platform by certifying its teams under the 'Business Analyst hybris' certification. This new certification endows the **Keyrus** Group's teams with advanced business skills associated with the **hybris** solution, in order to enable it to better assist its clients in defining, and implementing, sales solutions which are fully tailored to the specifics of their business sector.

hybris proposes an innovative, comprehensive, ready-to-use omnichannel commerce solution which enables distributors, manufacturers and, more generally, any ambitious commercial business to start up a real omnichannel initiative and thereby maximize its revenues quickly across all purchasing channels used : store, e-Commerce B2B/B2C, call center, paper catalog, mobile, etc.

A frequent winner of awards, and still recognized as the commerce platform with the strongest international growth, the **hybris** solution comes with all the useful omnichannel functionalities, with the possibility of making it highly personalized and adapted to client behavior. It offers a unique 'scalability' which facilitates the management of very large volumes.

In the management of any project, a good understanding of the client's needs is an essential factor in ensuring the swift and effective achievement of the objectives set. The role of the Business Analyst is important here for this understanding and for assisting the client with improving its performance and its profitability through tried-and-tested creativity and methodology and the use of the market's 'Best Practices'. The Business Analyst certification, coupled with the **hybris** OmniCommerce™ technology, thus constitutes the ultimate expertise which allows the client to secure optimal results from its project in an e-Commerce and omnichannel environment.

*"This Business Analyst expertise enhances our value proposition around the hybris solution by giving us the unique ability to assist our clients with the business dimension of their project in addition to offering our technological mastery of the solution", comments **Michel Marien**, Omnichannel Solutions Director at **Keyrus**. It also enables us today to build on our*

know-how and the 'best practices' of hybrid to meet the new challenges of businesses in the face of the development of omnichannel."

ABOUT KEYRUS

A major player in the field of consulting on, and the integration of, Business Intelligence and Digital solutions for Key Accounts and of ERP/CRM solutions for the Mid Market, **Keyrus** today employs more than 1,800 employees in 12 countries on four continents and assists its clients in optimizing their performance, and in mastering data and bringing out its value, 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.com

ABOUT HYBRIS SOFTWARE

hybris software, an **SAP Group** business, helps businesses throughout the world to boost their sales of products, services and digital content on all sales channels, contact points and terminals. **hybris** proposes a solution called OmniCommerce™ : state of the art in master data management and in Unified Commerce, enabling the business to have a single and overall vision of its customers, its products and its orders, and the customers to have one and the same view of the business's product or service offerings. **hybris's** omni-channel software is anchored by a single platform based on open standards which combines agility, efficiency and upgradeability, so as to offer infinite innovation capabilities, guarantee an optimal total cost of ownership and become the most effective commerce solution on the market. The market's two main analysts rank **hybris** as a " leading player " and amongst the two or three best commerce platforms. It is available " on-premise ", " on-demand " and in hosted mode, thus offering maximum flexibility to businesses of all sizes. More than 500 companies have already chosen **hybris**, big names in B2B such as W.W. Grainger, Rexel, General Electric, Thomson-Reuters and 3M, as well as consumer brands such as Toys'r'Us UK, Metro, Bridgestone, Levi's, Nikon, Galeries Lafayette, Migros, Nespresso and Lufthansa. **hybris**, the future of Commerce™.

Further information at: www.hybris.com

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