

Press release

11 May 2017



Keyrus Digital helps Camaïeu develop its digital activities through the revamping of its French retail website

Levallois-Perret, 11 May 2017 – **Keyrus**, an international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, announces the successful go-live of **Camaïeu**'s new French e-Commerce site, part of a strategic project to revamp the group's websites.

Created in 1984, **Camaïeu** is a leading brand in women's ready-to-wear clothing internationally and has its own network of more than 1,000 stores (of which 650 in France) established in 21 countries. It is a recognized player in online retailing, having on several occasions won awards for its technological and creative advances in the field of e-Commerce, and it chose **Keyrus** to work on its project to revamp its retail websites. The project is intended to help **Camaïeu** grow its business and bolster its international expansion. Following the launch of the Polish site at the end of 2015, **Camaïeu** has successfully revamped its French site by drawing upon **Keyrus**'s Digital Commerce experience, as well as its technical and functional expertise in the **SAP Hybris** platform.

An agile project approach, in step with the internal organization

Given **Camaïeu**'s experience in e-Commerce and the complexity of its information system, both high expectations and major constraints surrounded this project. The company had notably developed a number of innovative cross-channel services, and these needed to be reproduced in the new site and incorporated within the back office. **Camaïeu** also wanted to rationalize its IS and improve its consistency in terms of urbanization.

When it invited tender proposals, **Camaïeu** appreciated the intelligent nature of **Keyrus**'s response, which proposed a flexible and realistic schedule and an agile project methodology in keeping with the organization in place at **Camaïeu**. This pragmatic approach was in tune with the vision of **David Jiménez Cervera**, Director of the Department of Studies at **Camaïeu**: *"We know that in e-Commerce, requirements are constantly changing. We were flexible when setting the project boundaries, and **Keyrus**'s agile methodology allowed its teams to quickly adapt to **Camaïeu**'s needs."*

Solid technological foundations

The initial project to revamp the Polish website, which **Keyrus** completed in 6 months, enabled **Camaïeu** to validate the technological choices made and implement tight integration with the back office. *"The multiplicity of our cross-channel services and delivery and payment methods – web-to-store, store-to-web reservation, locker delivery... - generates numerous flows of information with the different bricks of our back office, for which we chose 'best-of-breed'"* explains **David Jiménez Cervera**. In addition, much work was done on the product repository, so as to have a single repository which could then be personalized for each country.

A core model to accelerate future deployment

After the launch of the Polish retail site, which has already been put in place by the **Keyrus** teams, **Camaïeu** is tackling the revamping of the French site and has decided to take this opportunity to build a core model. The aim is to incorporate into it as many features as possible, so as to maintain an excellent customer experience and prepare for the implementation of new services. The **SAP Hybris** platform also makes it possible to meet **Camaïeu's** expectations in terms of e-Merchandising: *"We put some ten new products in the catalog each week"* explains **Alison Muyard**, Director of Cross-Channel Development at **Camaïeu**. *"On a site like ours, the search, navigation, and highlighting functionalities are therefore key in terms of optimizing the conversion rate."*

A solid base to support Camaïeu's strategy

Thanks to the work undertaken with **Keyrus** on the Polish website, the French website project is proceeding, with its complexity, costs, and deadlines being managed effectively. Launched last September, the French site met the challenge of swiftly filling the gap naturally caused by the launch of a new site. *"Today, all indicators are positive, with increases notably in traffic and the conversion rate"*, observes **David Jiménez Cervera**.

Going forward, **Camaïeu** is studying the extension of the site's functional scope with **Keyrus**, so as to build a joint roadmap incorporating more and more services.

*"Keyrus's assistance enabled us to successfully carry out our two strategic e-Commerce projects. We appreciated the stability of the teams, their expertise in e-Commerce, and their comprehensive understanding of the **SAP Hybris** platform"* concludes **Ovide Perrier**, Director of Information Systems and Organization at **Camaïeu**. *"Today, we have the means to deploy new cross-channel services for our clientele, both in France and internationally, and pursue our development by integrating new digital channels and business models."*

*"With the successful launch of this new version of the French site, the strategic partnership we have forged with Camaïeu is bearing fruit. We are pleased to demonstrate once again the technical and functional expertise of our teams, which enables us to assist **Camaïeu** with this strategic digital project over the long term"* declares **Julien Bidet**, Business Development Director at **Keyrus Digital**.

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 some fifteen countries on four continents, the **Keyrus** Group has more than 2,600 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

PRESS CONTACTS

Agence LEWIS

Alexandra Erdinger

Tel.: 01 83 94 04 95

alexandra.erdinger@teamlewis.com

KEYRUS

Jean-Eudes Oumier

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

press@keyrus.com