

Press release

6<sup>th</sup> June 2017



KEYRUS  
insight into value

## Keyrus has partnered with RapidMiner to build Advanced Analytics Solutions

*RapidMiner and Keyrus South Africa, a subsidiary of the Keyrus group, have partnered to offer advanced analytics services which provide a seamless channel to embed results in business operations.*



**Durban** (South Africa) & **Levallois-Perret** (France), 6<sup>th</sup> June 2017: **Keyrus South Africa**, a subsidiary of the **Keyrus Group** and a specialist in Data Intelligence, announces the signing of a new partnership with **RapidMiner** to deliver a powerful and collaborative analytics platform for accelerating the creation, delivery, and maintenance of high-value data science.

Gartner predicts that Data science, analytics, machine learning and artificial intelligence are the engines of the future.<sup>1</sup> Advanced Analytics is a top business priority and there is an emphasis to make advanced analysis accessible to more users and broaden the insight into the business. Advanced analytics is the fastest-growing segment of the business intelligence and Analytics software market. **Keyrus** has

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<sup>1</sup> Gartner, February 2017.

partnered with **RapidMiner** to meet this growing demand and deliver a better return on investment. **Keyrus** and **RapidMiner** are able to provide a seamless channel for companies to embed the results of advanced analytics into their business operations.

*"To build and execute successful data science projects you need to understand the data, structure the data appropriately and have a wide range of modelling options available. **RapidMiner** has shown itself to be a one-stop shop for these data mining stages and is all-round consistent. Additionally, there is an incredible array of features that enables effective team collaboration"* declares, **Michael Okelola**, Data Scientist at **Keyrus South Africa**.

*"We are delighted to be working with **Keyrus South Africa** as we continue to grow our family of reseller and systems integration partners. As we ignite the predictive analytics and machine learning markets with the **RapidMiner** data science platform, we seek out partners with both relevant experience and a desire to drive innovation into the heart of organisations. With their long pedigree and proven track record in the analytics world, we are excited to start working with **Keyrus** in this region",* comments **Fred Gedling**, SVP EMEA & APAC Channels at **RapidMiner**.

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## 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 2,700 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 RAPIDMINER

**RapidMiner**, the industry's #1 open source data science platform, is disrupting the industry by empowering all organisations to put data science behind every decision. Their visually-based software accelerates the process of creating predictive analytics models and makes it easy to get the results embedded in business operations. **RapidMiner** also democratises data science through its expert marketplace by connecting its vast community of expert users with organisations seeking to begin data science projects. For more information, visit [www.rapidminer.com](http://www.rapidminer.com).

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