

KEYRUS
insight into value



Keyrus strengthens its Digital Commerce expertise by signing a partnership with OroCommerce

Levallois-Perret, 14 november 2019 – **Keyrus**, an international player in the fields of Data Intelligence, Digital and Business Management and Transformation Consulting, announces the signature of a partnership with **OroCommerce**, a B2B e-commerce platform.

Founded in 2012 by Yoav Kutner, Co-Founder & former CTO of Magento, along with fellow former Magento executives, **OroCommerce** consists of several different digital solutions within an omni-channel platform, which addresses the specific needs of B2B stakeholders: distribution network management, personalised catalogues and prices for each customer, authorisation and workflow systems, credit payment, managing complex baskets, etc. **OroCommerce** also provides an integrated CRM, thereby offering a centralised service provider and customer management solution, which is also capable of marketing and sales forecasting. As a partner of the Google Cloud Platform, the **OroCommerce** platform is scalable and directly integrated in the Cloud, with a competitive economic model.

With more than 20 years' experience in Digital Commerce, **Keyrus** has completed over 100 e-commerce platform projects for major international accounts over the past decade. This partnership with **OroCommerce** strengthens **Keyrus** Group's expertise in Digital Commerce, expanding its portfolio of digital solutions. This allows **Keyrus** to accelerate the development of its Digital Commerce activities, particularly with middle-market players from all sectors.

Keyrus and **OroCommerce** have already completed two projects together for B2B players, focussed on the distribution of goods and services. Other projects are currently in development. This partnership will also allow both of their sales and technical teams to address new opportunities in close collaboration, in all the territories in which **Keyrus** is present. This represents around 20 countries across four continents, including Asia and America.

"This partnership represents a natural progression of our digital expertise and capability. **OroCommerce's** omni-channel platform, which is exclusively dedicated to B2B and has an integrated native CRM solution, perfectly complements **Keyrus'** portfolio of offers in this domain" said **Thomas Alix**, Digital & e-commerce VP APAC at **Keyrus**.

"This partnership will offer our clients a user experience in line with the market's best practices and our consultants the ability to deliver Digital Commerce projects in short cycles of 2 to 6

months depending on their complexity”, adds **Stephan Samouilhan**, CEO of **Keyrus Digital Americas**.

“**Keyrus**, expert in “B2B digital commerce”, this partnership is important and normal in view of the evolution of the B2B market. **Keyrus**'s know-how combines business and technology expertise to help customers of all sizes who want to quickly deploy a B2B e-commerce platform”, said **Laurent Desprez**, VP General Manager of **Oro Europe**.

“The partnership with **Keyrus**, a global customer focused company is very strategic for **Oro**. **Keyrus** and **Oro** now can deliver solutions and services to merchants aera such as Asia and Noth & South America and help companies to execute on their global expansion strategy”, said **Motti Danino** COO of **Oro, Inc**.

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 and competitiveness.

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 – Artificial Intelligence – Big Data & Cloud Analytics – Business Intelligence – EIM – CPM/EPM

- **Digital Experience**

Innovation & Digital Strategy – Digital Marketing – DMP & CRM – Digital Commerce – Digital Performance – User Experience

- **Management & Transformation Consulting**

Strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in 18 countries on four continents, the **Keyrus** Group has more than 3,300 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

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