

Press Release

27 May 2015



Keyrus receives the 'Partner Excellence Award' from SAP for the 1st quarter of 2015

A longstanding worldwide partner of SAP and a recognized specialist in its analytical solutions, Keyrus has today won the 'SAP Partner Excellence' award, notably in view of its first-rate expertise in the editor's omnichannel commerce solutions (hybris).

Levallois, 27 May 2015: An international player in Data Intelligence (Business Intelligence, Big Data Analytics), Digital and Consulting on the Management and Transformation of enterprises, **Keyrus** announces that it is the winner, for the first quarter of the year, of the 'SAP Partner Excellence Award' for the EMEA zone.

Bestowed by a jury of members of **SAP's** European management, this award honors the editor's best partner of the quarter, and is attributed according to multiple performance criteria linked to the adoption, promotion and implementation of **SAP** innovations, principally in support of clients' digital transformation.

This new distinction as leader amongst **SAP's** partners confirms the **Keyrus** Group's position as a strategic partner of **SAP**. It is not only the culmination of a strong and lasting relationship, but also the fruit of a strategy and of a particularly apposite and active partnership dynamic centred around a range of offerings and services which meet companies' new challenges in both a specific and innovative way.

A specialist in Digital Commerce, **Keyrus** has, for several years now, positioned itself as one of the foremost partners of **SAP** around the hybris omnichannel commerce solution to help enterprises target, and make contact with, their customers more effectively and offer them a digital experience which is personalized, consistent and rich, on all channels and at all times.

A leading expert in Business Intelligence, **Keyrus** also distributes the entirety of **SAP's** new analytical solutions (BI, Predictive Analysis, analytical Applications, Big Data...) in which the Group offers award-winning know-how unique by international standards.

Henri van der Vaeren, Managing Director, France and BeLux at **SAP**, comments: *"This distinction is the recognition of consistent performance which rewards our best partners. **Keyrus** demonstrates an excellent adoption of **SAP** innovations and great success in the promotion and implementation of these innovations with our customers. Its strategy and its commitment with regard to its clients are of the highest level and perfectly in line with our practices and recommendations."*

*"Being both a longstanding and strategic partner of **SAP** (Gold partner), we consider that this award is once again the best testimony of a partnership showing sustained success", declares **Hervé Uzan**, Executive Vice President, France & Southern Europe at **Keyrus**. "The excellence of the **SAP** solutions enables us to fulfil one of our primary missions which is to address our clients' new challenges in a pragmatic and innovative way in order to thereby offer them swift and tangible performance gains as well as effective assistance with their development/transformation in this age of Data and Digital."*

ABOUT KEYRUS

A major player in the field of consulting on, and the integration of, Data Intelligence and Digital solutions for Large Accounts and of ERP/CRM solutions for the Mid-Market, **Keyrus** currently has more than 2100 employees in 15 countries on 4 continents and assists its clients in optimizing their efficiency and performance by offering them a full range of services in the following areas:

- Management & Transformation Consulting
- Business Intelligence – Information Management – Big Data & Analytics - CPM/EPM
- Digital Strategy and Performance – Digital Commerce – Customer Relations & Digital CRM
- Management Solutions for the Enterprise (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.PA – Bloomberg: KEY:FP)

Further information at : www.keyrus.fr

ABOUT SAP

A leader in business applications, **SAP** (NYSE: SAP) provides enterprises of all sizes and in all sectors with the software means to achieve better management. From the back office to senior management, from the warehouse to the sale, whatever may be the terminal of use (computer, mobile terminal), the **SAP** applications enable employees and organizations to work more effectively together and to use personalized dashboards in order to maintain their advantage in a competitive context. **SAP** applications and services offer more than 282 000 customers the possibility of being profitable, of adapting themselves continually and of achieving lasting growth. For further information, consult the site www.sap.com.

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