

Press Release

4 February 2020



KEYRUS
insight into value

The Keyrus Group makes a strategic investment in Impetus Consulting Group - a leading player in EPM in the United States and a specialist in Anaplan®.

This investment strengthens the Keyrus Group's presence in North America and offers its clients a wide range of services and solutions to manage their performance across the value chain.

Levallois-Perret (France), New York (USA) – 4 February 2020: An international player in the fields of Data Intelligence, Digital, and Management and Business Transformation Consulting, the **Keyrus** Group announces that it has made a strategic investment in **Impetus** Consulting Group, a leading Enterprise Performance Management (EPM) services firm based in the United States.

Founded in 2014, **Impetus** is a professional services firm that partners with its clients to improve their application of best-in-class performance management processes, methodologies, and enabling technologies. With its foundations rooted in an enablement-focused approach, **Impetus** democratizes the power of synergetic, discovery-driven modeling. It achieves this by enabling organizations to be responsive, agile, and effective in unlocking the power of data and intelligence they have within their reach.

The **Impetus** team has proven expertise in implementing integrated modeling, planning, and analysis solutions for finance, sales, supply chain, HR, IT, and operations. In this respect, **Impetus** supports companies in designing and implementing appropriate performance management processes and methodologies using the market's most effective EPM solutions. Moreover, **Impetus** ranks amongst the foremost partners of **Anaplan®**, the market-defining, SaaS, connected planning solution.

Through this investment, the **Keyrus** Group aims to accelerate the worldwide deployment of its EPM service offering, whilst also strengthening its presence in the North American market. The **Impetus** teams' expertise in performance management perfectly complements **Keyrus's** know-how across business functions and numerous industries, including Life Sciences, Consumer Goods, and Technology.

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For its part, joining forces with the **Keyrus** Group will help **Impetus** accelerate its international development and offer its clients a broader range of services, including transformation management, the design and implementation of business processes, predictive forecasting using AI and Data Science, and the integration of EPM technologies in their extended Data ecosystem.

Impetus currently employs more than 50 consultants and has operations in New York, Chicago, and San Francisco, with satellite locations in Washington, DC and Boston.

*"Through this transaction, our desire is to pursue our growth strategy by consolidating our positions in the promising markets for Data Intelligence services and technologies throughout North and South America", declares **Eric Cohen**, President and CEO of the **Keyrus** Group.*

*"The investment in **Impetus** acts as a swift and effective lever to offer our clients innovative approaches to ensure efficient management of their business, anticipate trends, and develop a clearer vision of the future", adds **Nicolas Camerman**, VP, Service Portfolio Deployment, **Keyrus** Group.*

Alex Cohen, **Impetus**'s CEO, comments: *"In joining the **Keyrus** Group, we see a fantastic opportunity to accelerate growth and partner with our clients on a global scale. The future's data-driven world is already with us. Combining forces with the **Keyrus** Group enables us to offer our clients the opportunity to make data matter, today!"*

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 centered 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 19 countries on 4 continents, the **Keyrus** Group has more than 3,300 employees.

Keyrus is listed in compartment C of the Eurolist of Euronext Paris

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Further information at: www.keyrus.com

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ABOUT IMPETUS

Impetus strives to be a force for change that delivers better information and decision-making capabilities to its clients.

Founded in 2014, **Impetus** Consulting Group is an Anaplan Gold Partner, focused on delivering solutions leveraging best-in-class processes, methodologies, and leading, SaaS-based, enabling technologies.

Guiding clients in using technology as a powerful tool for achieving strategic business objectives, **Impetus** offers advisory and architecture design services, implementation services, health-check assessments, and advisory support services, as well as training and enablement.

Whether successfully delivering best-in-class solutions for common Financial Planning and Analysis (FP&A), Sales Performance Management (SPM), or supply chain use cases, or leveraging the flexible, robust Anaplan platform to solve its clients' unique issues, **Impetus** believes in leading with enablement. This results in more Anaplan "aha" moments for today's Anaplanners, and those of the future.

Impetus is headquartered in New York with additional office locations in San Francisco, Chicago, Boston, and Washington, DC.

Additional information available at : www.impetuscg.com

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