

Press Release

January 9, 2018



Keyrus assists Colombiana de Comercio with its omni-commerce strategy

São Paulo, 9 January 2018: **Keyrus**, an international player in the fields of Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, announces that it has been helping **Colombiana de Comercio** think through its omni-commerce strategy, including the integration of the SAP Hybris platform.

Colombiana de Comercio is a family company created in 1938 in Bogotá. It distributes electronic and computer products, white goods, tires, and household equipment, as well as motorbike equipment, through a network of stores and e-commerce sites under three main brand names: **Alkosto**, **Alkomprar**, and **Ktronix**.

Colombiana de Comercio chose **Keyrus** for its technical skills and expertise in integrating omni-commerce solutions, applied whilst working with leaders in e-commerce around the world.

The aim of **Colombiana de Comercio** is to benefit from the boom in e-commerce in Colombia by proposing a new version of its e-commerce sites that improves the customer experience and enables it to capture new targets.

An agile methodology suited to digital projects

For this project, **Keyrus** is using a Scrum agile methodology that allows it to both deliver more quickly, and constantly adapt to the shifts in requirements that are inevitable given the highly changing digital context.

The project's initial phases will focus on preliminary strategic thinking to hone in on what is required and define a plan for a deployment in stages. The 3 sites will benefit from the SAP Hybris platform and its advanced functionalities, which make it possible to develop modern, new features, optimize back-office processes, and move easily towards omni-channel commerce.

Colombiana de Comercio wants to take advantage of this project to launch new e-commerce sites for its other business units, like the wholesaling of products in a BtoB model, or the sale of vehicles.

"Keyrus managed to win us over thanks to its expertise in online commerce and its client references in retailing. In this way, we reap the benefit from best practices that are tried and tested on our market. We

are pleased with ourselves for having chosen a partner who can provide us with long-term support, because e-commerce requires constant developments, and we have major ambitions in this area.”

Juan Felipe Daza, Director, Planning and Supply Chain Projects at **Colombiana de Comercio**.

“We are pleased to be putting our experience to good use for **Colombiana de Comercio**'s project and starting it off with the strategic phase essential to its success. The close and trusting relationship that has existed for several months now with the teams at **Colombiana de Comercio** has allowed us to develop new perspectives and steer the project in a way that will enable us to meet the group's strategic objectives.”

Stephan Samouilhan, Global Vice President of **Keyrus Digital**.

With this major new client reference in the retail sector in Latin America, **Keyrus** once again demonstrates its ability to meet the challenges of omni-commerce, with a comprehensive offering, extending from strategic consulting, through to the implementation of the market's key solutions. In addition, **Keyrus** also strengthens its foothold in Colombia, where they have invested with new offices in Medellin and Bogota to support its growth.

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 - 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 some fifteen countries on four continents, the **Keyrus** Group has 2,800 employees.

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

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