



## Keyrus helps Yanbal to deploy its digital vision across 10 countries in Latin America, the US and Europe

**Lima – Sao Paulo , December 1, 2017: Keyrus**, an international player in Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, has helped **Yanbal** to deploy its digital transformation, improving its sales consultants' experience and establishing a direct link to consumers across 10 countries in Latin America, the US and Europe.

**Yanbal** is a one-billion-dollar family company selling cosmetics and jewelry. Based in Peru, it operates through 400,000 direct sales representatives around the world and has recently celebrated its 50th anniversary.

In early 2017, **Keyrus** was selected as a business and technical partner to support **Yanbal's** digital vision and implement it worldwide. **Keyrus** worked with **Yanbal** to define a long-term strategy and roadmap to deliver it. Phase 1 of the project, now completed, involved implementing a revamped corporate webpage, which went live in June 2017, and deploying SAP Hybris PCM (Product Catalog Management) and WCM (Web Content Management). These solutions provided a fully updated and digitalized, multi-country, multi-language product catalog in under 4 months, in time for **Yanbal** to launch a worldwide opportunity campaign directed at its 400,000 consultants in 3 languages across 10 different countries – timed to coincide with the company's 50-year anniversary.

Over a period of 3 months, the project has involved 50 people at **Yanbal** tailoring webpages for each country and adapting designs. It has required over 2,000 graphic pieces, 2,500 images, and 21,000 product attributes to get the 10 sites live at the same time. By leveraging the best that a global enterprise platform has to offer, it is able to both deliver gains at corporate level in terms of scale and asset distribution, and allow for local management and adaptation within each unique market.

The multichannel platform now operates all sites in a unified and harmonized manner and provides full insight on the entire product catalog. Moreover, it provides a solid foundation for extending and developing the company's digital transformation, engaging and supporting its traditional direct sales channel partners, and providing new capabilities to interact and transact directly with their end customers in a B2B2C model.

*"Keyrus has demonstrated its commitment and professionalism throughout the project. The ability to work within time constraints and the presence of trust were important criteria for us. Now that Keyrus has proved its capacity to deliver effectively and act as a true partner, we are confident that we will make a success of the second phase of our digital strategy with the implementation of our future e-commerce*

operations”, explains **Daniel Alvan**, based in Lima, Peru, and in charge of **Yanbal Corporate IT** worldwide.

*“This multi-language, multi-country product catalog we implemented for **Yanbal** is a shining example of our ability to develop agile and suitable digital platforms for our customers”, underlines **Stephan Samouilhan**, Global Vice President of **Keyrus Digital**.*

With **Yanbal** as a client, **Keyrus** increases its foothold in cosmetics and fashion, as well as in the Direct Selling sector generally.

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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 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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Further information at: [www.keyrus.com](http://www.keyrus.com)

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