



Keyrus signs an alliance with MicroStrategy

Levallois-Perret, 15 June 2015 – An international player in Data Intelligence (Business Intelligence, Big Data Analytics), Digital and Consulting on the Management and Transformation of enterprises, **Keyrus** today announces an alliance with **MicroStrategy®** Incorporated, a leading worldwide provider of enterprise software platforms.

Keyrus provides unique expertise in the integration of **MicroStrategy** software solutions, and has considerable experience integrating the **MicroStrategy Analytics Platform™** with leading companies in the financial services, pharmaceutical, retail and industrial sectors.

By working on a global level across more than 10 countries—including France, Belgium, Spain, UK, Brazil, China, Canada, US, Israel, and Tunisia— **Keyrus** is supplementing and deploying its offering in analytics and mobile, with the goal of offering its global clients a comprehensive analytics platform across the following areas:

- **Enterprise Business Intelligence** : Generation of reporting via guided exploration and the automatic publication and dissemination of the reports
- **Self-Service Analytics** : Development of powerful analytics functionality through ergonomic, intuitive and interactive dashboards
- **Big Data Analytics** : Analysis of large volumes of multi-structured data using a single platform equipped with connectors optimized for each source, such as SAP Hana, Hadoop and Salesforce
- **Mobile Analytics** : Secure access and analysis of data on any type of mobile terminal in offline mode

"Keyrus is constantly developing in order to anticipate, adapt to and offer the market solutions which best meet the major challenges for the enterprise of valorizing its data and implementing its digital transformation ", comments Hervé Uzan, Executive Vice President, France & Southern Europe at Keyrus. "The quality and innovative nature of the MicroStrategy platform encourage us now to expand this alliance throughout our Group, which operates in 15 countries, in order to offer the new version of MicroStrategy to all our clients. "

"We are delighted by this agreement with Keyrus, a leading player in the Business Intelligence market. With version 10, MicroStrategy delivers major innovations to enterprises and establishes a new standard of enterprise analytics platform. Enterprises will discover the first platform on the market which brings together the best qualities of effective and secure enterprise BI with the advantages of BI and data discovery in self-service mode for the business users. With this newly-launched product, our clients need more than ever to rely on renowned partners certified on our technology. Thanks to this alliance, our clients can be sure that a global player like Keyrus will provide the most effective solutions to their

*challenges relating to analytics and performance management", comments **Jean-Pascal Ancelin**, Vice President, Northern Europe at **MicroStrategy**.*

A high level of certification associated with tried-and-tested migration methodology

Keyrus is also announcing that it has had several of its consultants receive the '**MicroStrategy Certified Developer**' certification, which ensures a high level of expertise around **MicroStrategy's** solutions.

Moreover, in order to facilitate the implementation of the **MicroStrategy** Analytics Platform with an optimum speed to market and low TCO, **Keyrus** has developed a specific deployment methodology which combines technical and functional aspects with that of change management support for users.

These projects are undertaken in a dedicated or shared service center, on the client's premises or at **Keyrus** sites, in nearshore or offshore mode, to ensure a high level of commitment and flexibility.

*"We assist our clients with the optimization and transformation of their performance management. They expect us to be a source of ideas, capable of tackling their needs and reassuring their business functions to support them through change, whilst remaining committed on quality, time frames and costs. In ever tighter budgetary contexts, the functional scope of **MicroStrategy's** offering, associated with **Keyrus's** tried-and-tested 'delivery' model and with the certified expertise of our consultants, enable us to meet these expectations effectively", comments **Fahreddine Amara**, Director of Operations at **Keyrus**.*

Keyrus will be participating at the **MicroStrategy** Symposium on June 16 in Paris, where **MicroStrategy 10 Secure Enterprise** will be unveiled.

Keyrus, official sponsor of the event, will conduct a 'Feedback' workshop at 2:15 pm that day entitled "*Successfully transforming your management tool*" along with its client Ipsen.

For more details and to register > <http://bit.ly/1FiuOrK>

ABOUT KEYRUS

A major player in the field of consulting on, and the integration of, Business 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 Consulting
- Business Intelligence – Performance Management
- Digital Business – Big Data & Analytics
- 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 MICROSTRATEGY INCORPORATED

Founded in 1989, **MicroStrategy** (Nasdaq: MSTR) is a leading worldwide provider of enterprise software platforms. The Company's mission is to provide enterprise analytics, mobility, and security platforms that are flexible, powerful, scalable, and user-friendly. To learn more, visit **MicroStrategy** online, and follow us on Facebook and Twitter.

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