

## Press release

10 May 2016

KEYRUS  
insight into value

## Keyrus partners with the University of Cambridge Psychometrics Centre's Apply Magic Sauce API



**Levallois-Perret and London, 10 May 2016** – In keeping with our continuous innovation and research in the analytics field, **Keyrus**, an international player in Data Intelligence, Digital Experience and Management and Transformation, is pleased to announce a Group agreement to work with the **University of Cambridge Psychometrics Centre** and integrate its Apply Magic Sauce API.

**Marc Stukkens**, Executive VP Northern Europe at **Keyrus**, comments, *"Keyrus maintains close links with the academic world. These structural relationships are an integral part of our innovation strategy. In the field of data sciences, after having sponsored the "Data Scientist" chair created by the Ecole polytechnique of Paris, Keyrus is very proud to announce its international collaboration with the Psychometrics Centre of the University of Cambridge, pioneers in this specific area. This research will prove effective in enriching the insights we provide to our clients."*

This API is a uniquely powerful trait prediction engine, giving access to accurate and ethical prognoses of psycho-demographic variables at the level of the individual. Thanks to the integration of this API, **Keyrus** can create value for its clients by helping to reveal to them the desires, personalities and motivations driving the diverse range of behaviour in their unstructured organisational data. In this way, **Keyrus** will make its clients' Big Data more actionable, helping them to develop a more sophisticated and personal understanding of their clients. **Keyrus** can then work with its clients to turn this unlocked insight into value by developing and delivering products and services that leverage this new-found customer insight.

**Santiago Castro**, *Head of Strategy and Product and Service Portfolio* for **Keyrus UK** says, *"I am delighted about the opportunities that this cutting-edge solution provides us. Organisations will now be able to develop natural language processing, socio-linguistic analysis and predictive machine-learning models to transform digital footprints into personality and behavioural analysis. The potential use cases for this solution are endless. Constantly adding the highest*

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*level of innovation and sophistication, we are now positioned at the forefront of Big Data and Analytics solutions. I truly believe that this Prediction API is the definitive Game Changer."*

Apply Magic Sauce API was developed by researchers at the **University of Cambridge Psychometrics Centre**, a world-leading academic research institute specialising in Big Data analytics, psychological assessment and online behaviour.

**Vesselin Popov**, Business Development Director for the **Psychometrics Centre** says *"This partnership represents a bold, collaborative and timely step into the future of business analytics. Big Data will only continue getting bigger and the demand for smarter tools to interpret and implement its potential needs to be met. We are delighted that Apply Magic Sauce API can contribute psychologically-sensitive machine intelligence to the challenges already being tackled by **Keyrus** and its clients."*

<sup>1</sup> <http://www.pnas.org/content/110/15/5802.full>

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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, facilitating and accelerating their transformation, and generating new drivers of growth, competitiveness, and sustainability.

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 Analytics – Business Intelligence – EIM – CPM/ EPM

- **Digital Experience**

Innovation & Digital Strategy – Digital Marketing & CRM – Digital Commerce – Digital Performance – User Experience

- **Management & Transformation Consulting**

Strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in 15 countries on 4 continents, the **Keyrus** Group has 2500 employees.

**Keyrus** 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.com](http://www.keyrus.com)

## ABOUT APPLY MAGIC SAUCE AND THE UNIVERSITY OF CAMBRIDGE PSYCHOMETRICS CENTRE

The Psychometrics Centre is an international centre of research excellence in psychological assessment and online behaviour. Part of the Computational Behavioural Science Unit within the **University of Cambridge Judge Business School**, the Centre's expertise spans the fields of psychology, computer science, medicine, business, education and the law.

The predictive models in **Apply Magic Sauce** are trained on the largest social science database of its kind in history (comprising ground truth psychological data on over 6 million volunteers). The Centre has published over 40 peer-reviewed journal articles since 2011 validating its methods. For example, in January 2015, researchers demonstrated that the API, now integrated in **Keyrus'** real-time analytical capabilities, is more accurate at predicting BIG5 personality than one's friends, colleagues, family and partners. This builds upon prior research showing that a range of other private attributes, such as age, gender, intelligence, relationship status, life satisfaction and more are also predictable from digital behaviour.

Further information at: [www.psychometrics.cam.ac.uk](http://www.psychometrics.cam.ac.uk)

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