



Workplace enters into strategic partnership with Keyrus to accelerate a global roll-out for corporations and mid-sized companies.

Levallois-Perret, June 3, 2021 – **Keyrus**, an international player in the fields of Data Intelligence, Digital Technology and Consulting on the Management and Transformation of enterprises, has announced a global partnership with **Workplace**, a collaborative communication tool for companies, developed by Facebook. This move will allow **Keyrus** to expand its Digital Workplace offering dedicated to facilitating its clients' digital transformation and boost their staff's engagement and productivity.

Workplace offers companies new ways of communicating, with a focus on conversation, engagement and collaboration.

It allows companies to bring all their employees together in one digital space with a view to stimulating and facilitating their engagement while making it easier for them to capitalize on their knowledge.

Workplace also allows management to be more accessible to employees and maintain closer ties with them, especially when it comes to frontline workers out in the field.

One of the main advantages of **Workplace** is that it doesn't take long to learn and implement – generally just a few weeks, depending on the size of the organization.

Workplace offers a native mobile user experience that most people are already familiar with and also has a very robust instant-messaging application. **Workplace** is suitable for SMEs, large multinationals and rapidly growing companies alike as it can be adapted to a firm of any size without the need for any additional technical developments.

In 2018, **Keyrus** became one of its very first users, adopting it for its own digital workplace needs. When it saw how quickly its staff learned to use the tool and what a positive impact it was having throughout the group, **Keyrus** soon formed a digital operations team dedicated to helping its clients launch **Workplace**, providing consulting on aspects ranging from technical implementation to company-wide roll-out.

Over the past year, the Covid-19 pandemic has accelerated digitalization within organizations. The market's receptiveness to this kind of solution and the dynamics between the two entities naturally led them to expand this partnership on an international scale.

Since early 2021, **Keyrus** has successfully implemented **Workplace** in France for some 10 clients from different economic sectors. Its goal now is to develop this offering in the Africa and Middle East region.

*"This partnership with **Workplace** is in line with our goal of becoming our clients' global partner for their digital transformation, with a value proposition combining the leading technology accelerators in their market with a significant capacity to provide long term consulting and support,"* said **Jean-Philippe Clair**, Digital Director at **Keyrus**.

*"**Keyrus** was one of first partners in EMEA who invested in the early stages of the **Workplace** journey. They understood the way companies build community within and across their organizations was going to change. They also realized that the need to bring together HQ-based employees with frontline employees across a single platform was going to increase as the way we work changed. **Keyrus'** ability to spot that trend early on has enabled our joint customers to transform their organizations via **Workplace**. They've helped many organizations use **Workplace** as their internal engagement and communication platform, updating the way they get work done and connecting all of their employees regardless of location or job role,"* explains **Ernesto Tey**, Global Director, Workplace Ecosystem and Partnerships at **Workplace**.

ABOUT KEYRUS

Keyrus: Creating Value in the Digital and Data Era

Keyrus, an international player in consulting and technology specializing in Data and Digital, is committed to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, assisting them in undergoing transformation, and generating 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, centered around an innovative offering that combines three major and convergent spheres 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

With 3,000 employees, the **Keyrus** Group is active in 20 countries on 4 continents.

Keyrus is listed on Euronext Growth Paris (ALKEY - ISIN code: FR0004029411 – Reuters: KEYR.PA – Bloomberg: ALKEY:FP).

For more information, visit: www.keyrus.fr

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