

## Press Release

13 March 2015



### Keyrus accelerates the development of its digital activities in Brazil by assisting DPaschoal with the implementation of its omni-commerce strategy

DPaschoal, a leading company in the supply of specialized automobile services in Brazil, has chosen Keyrus as a partner and the **hybris** solution to address its omnichannel commerce digital challenges.

**Levallois-Perret, 13 March 2015** – An international player in consulting on, and the integration of, omnichannel commerce solutions, **Keyrus** announces the development of its digital activities in Brazil with the implementation of the omni-commerce strategy of **DPaschoal**, one of the Brazilian leaders in the supply of specialized automobile services. This major project is undertaken in strategic partnership with the editor **hybris software**, a company in the **SAP Group**, world leader in omnichannel solutions for commerce and customer commitment.

Specialized since 1949 in the sale and installation of automobile tyres and spare parts as well as in numerous specialized automobile services through its different subsidiaries, the **DPaschoal** group employs 3,800 people. Its network of more than 180 shops and over 700 associated points of sales makes **DPaschoal** one of the main automobile centers in Brazil. Another business unit of **DPaschoal** Group, the website **AutoZ**, is an e-commerce specialized in the sale of automobile tyres, accessories and parts is considered to be one of the largest sites for online specialized sales. **AutoZ** is also starting its brick-and-mortar operation this month, with four stores on the southwest region of Brazil.

The definition of the omni-commerce strategic roadmap by **Keyrus** and the gradual deployment of the **hybris** omnichannel solution within all its online shops is enabling **DPaschoal** to accelerate the growth of its digital commerce in order to propose to the customers offerings which are personalized and meet their real need. The relevance of the choice of the technological bricks to link the front and back office information systems, and the central objective of breaking up the silos within the group, thus enable the different brands to have better insight into their customer and to interact with them in the multiple channels involved in their pathway.

*" The success we have experienced for several decades is based on the excellence of our service with high standards of quality, and, for this reason, it was essential to rely on a first-rate partner and a leading solution to develop our omni-commerce offering " declares **Henrique Cavaliere**, E-commerce Manager of **DPaschoal**. " Our partnership with **Keyrus** and **hybris** is of great strategic importance and enables us to meet the challenges of our digital growth and provide an outstanding customer experience, which is our main goal. "*

**Keyrus** is today the number 1 partner of **hybris** in Brazil and has a skills center dedicated to the platform in the city of São Paulo. A " Multi Regional Gold Partner ", **Keyrus** is a strategic partner of **hybris** and has the best value proposition to assist its clients in defining, and implementing, sales solutions which are perfectly suited to the specificity of their sector of activity.

" **Keyrus** is our key strategic partner in Brazil, with numerous projects successfully completed or underway. It is therefore in no way by chance that **DPaschoal** felt confident in choosing them to assist it in deploying the 'hybris solution' " declares **Joao Teixeira** of **hybris software**.

" We are proud to have been chosen by **DPaschoal** alongside **hybris** for this ambitious omni-commerce project on the automobile services market ", comments **Stephan Samouilhan**, Vice-President - Digital Commerce at **Keyrus**. " This major project adds to a growing number of projects underway in Brazil, a key country for the development of our know-how and of our digital activities on an international level. This success endorses our confidence regarding our growth in other emerging markets throughout the world. "

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## ABOUT KEYRUS

A major player in the field of consulting on, and the integration of, Data Intelligence and Digital solutions for Large Accounts and of ERP/CRM solutions for the Mid-Market, **Keyrus** currently has more than 2000 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 & Transformation Consulting
- Business Intelligence – Information Management – Big Data & Analytics – CPM/EPM
- Digital Strategy and Performance – Digital Commerce – Customer Relations & Digital CRM
- 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](http://www.keyrus.fr)

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