

## Press Release

3 December 2015

# KEYRUS

insight into value

## Keyrus helps Camaïeu to develop its digital activities in France and internationally through the redesign of its retail websites.

**Levallois-Perret, 3 December 2015 – Keyrus**, an international player in the fields of Data Intelligence (Business Intelligence, Big Data Analytics), Digital, and Consulting on the Management and Transformation of enterprises, is assisting **Camaïeu** with the redesign of its retail websites, the first of which, for the Polish market, successfully went live on 24 September last.

Created in 1984, **Camaïeu** is the market leader in women's ready-to-wear clothing in France and has its own network of more than 1 000 stores (of which 650 in France) spread across 21 countries. To support its growth and bolster its deployment internationally, at the end of 2014 **Camaïeu** launched a project to redesign its retail websites. This project notably involved the introduction of the SAP hybris cross-channel e-Commerce platform. **Keyrus** was chosen as the partner integrator in order to provide technical and functional expertise to support **Camaïeu's** ambitions over the long term.

### High expectations on functional and technical aspects

Having won awards on several occasions for its technological and creative advances in the field of e-Commerce, **Camaïeu** possesses sophisticated experience in online selling; the brand had tough requirements for this redesign project.

Camaïeu's approach to cross-channel had led to several innovative services being developed, giving rise to a multiplicity of management systems. *"We needed to rationalize our IS and improve consistency in terms of urbanization,* explains **David Jiménez Cervera**, Director of the Department of Studies at **Camaïeu**, *whilst at the same time continuing to implement new services to meet the needs of our now multi-channel clientele."*

### The choice of a partner for the long term

At the time of the tendering process, **Keyrus** stood out not only thanks to its solid functional and technical skills with the SAP hybris software, but also by its tried-and-tested experience on e-Commerce projects similar to that of **Camaïeu**.

"We particularly appreciated the intelligent nature of **Keyrus's** response, which proposed a flexible and realistic schedule, and an agile project methodology which corresponded to our organization, explains **Alison Muyard**, Director of Cross-Channel Development at **Camaïeu**. Their offer showed that they had understood the challenges we were facing. "

To be sure of this, **Camaïeu** undertook a POC (Proof Of Concept) which confirmed the appropriateness of the solution and the ease with which it could be integrated with existing systems. "On that occasion we were able to work with the **Keyrus** consultants who were then going to be involved in undertaking the project, and see their professionalism and level of expertise for ourselves." adds **Alison Muyard**.

### **An effective and pragmatic collaboration**

**Camaïeu's** experience allowed **Keyrus** to approach the project in a pragmatic manner: "We know that in e-Commerce, requirements are constantly changing, recalls **David Jiménez Cervera**. We were flexible when setting the project boundaries and **Keyrus's** agile methodology allowed their teams to quickly adapt to **Camaïeu's** needs."

The **Keyrus** consultants also helped **Camaïeu** to become familiar with the solution, the aim being to rapidly upskill the business teams. The implementation of this rich and long-term digital platform, which will support **Camaïeu's** growth in new markets, has thus given them greater autonomy and flexibility. "The success of this project is also down to the professionalism and responsiveness of the **Camaïeu** teams, which took decisions quickly and made the necessary trade-offs to keep on course, all in a genuine spirit of partnership." adds **Michel Mariën**, Director of Solutions, Digital Commerce, at **Keyrus**.

### **The first stage of a strategic project**

After 6 months of work, the first retail website, intended for Poland, was able to go live, taking on board local specificities. This first stage of the project enabled **Camaïeu** to validate the technological choices and to implement tight integration with the back-office. It also allowed them to offer customers efficient cross-channel purchasing processes taking into account the delivery and payment methods specific to each market.

"We are going to pursue this collaboration with **Keyrus** to build on the advanced functionalities of our cross-channel platform, and in particular everything related to the Digital Store" concludes **Ovide Perrier**, Director, Information Systems and Organization at **Camaïeu**.

"We are pleased and proud to be able to assist **Camaïeu** with this strategic digital project which has allowed us to demonstrate once again the technical and functional expertise of our teams. We have forged a strategic partnership with **Camaïeu**, which is one of the keys to the success of this type of approach over the long term" explains **Thierry Blatier**, Director, **Keyrus** Digital France.

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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**  
Big Data Analytics – Business Intelligence – Information Management – EPM
- **Digital Experience**  
Digital Strategy & Performance – Customer Intelligence / CRM – Digital Commerce
- **Management & Transformation Consulting**  
Digital strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in 15 countries on 4 continents, the **Keyrus** Group has over 2300 employees.

**Keyrus** is quoted in compartment C of the Eurolist of Euronext Paris  
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Further information at: [www.keyrus.fr](http://www.keyrus.fr)

## ABOUT CAMAÏEU

Created 30 years ago, Camaïeu is the key leading brand in women's ready-to-wear clothing at international level, with a network of more than 1 000 stores (of which 650 in France) located in 21 countries. The Camaïeu group has over 6 000 employees of which 4 000 in France who work together to enable the group to offer 100 new products every week.

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