

## Press Release

30 November 2015

KEYRUS  
insight into value

# A creator of value in the era of Data and Digital, Keyrus adopts a new visual identity and baseline: 'Insight Into Value'

**Levallois-Perret, 30 November 2015** – An international player in Data Intelligence, Digital, and Consulting on the Management and Transformation of enterprises, **Keyrus** announces its development of overall expertise and a comprehensive integrated offering centred around Data and Digital by unveiling a new brand identity as well as a new baseline: 'Insight Into Value'.

Through this new baseline, **Keyrus** today seeks to affirm its strong ability to build on nearly 20 years of leadership and know-how in Business Intelligence and the Internet in order to create and offer to enterprises all the value they need to develop their long-term performance in the era of Data and Digital.

Placing innovation at the heart of its strategy and pioneering the most innovative technologies and consulting approaches, **Keyrus** is thus adopting an original positioning as a specialist in the convergence of Data and Digital in order to identify for enterprises, and allow them to leverage, opportunities that will contribute to their profitability and long-term development.

**Keyrus** is thus committed to helping enterprises take advantage of new paradigms to enhance their performance, assisting them in undergoing transformation, and generating new drivers of growth and competitiveness.

Since its creation in France in 1996, **Keyrus** has grown rapidly at international level by building on a bedrock of constant technological innovations in order to anticipate market developments and the needs of enterprises of all sizes and from all sectors. With more than 2300 employees and operations in 15 countries on 4 continents, the **Keyrus** Group is today developing a value proposition for its clients that is unique in the market and is founded upon a combination of three major and convergent spheres of expertise:

- **Data Intelligence** enables organizations to master, analyze and valorize all their data through the implementation of decision-aid and Big Data Analytics solutions.

*Big Data Analytics – Business Intelligence – Information Management – EPM/ CPM*

KEYRUS  
data

- **Digital Experience** aims to help enterprises to develop and disseminate the digital experience in order to strengthen their customers' engagement and boost their "omnichannel" sales.

*Digital Strategy & Performance – Customer Intelligence/CRM – Digital Commerce*

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digital

- **Management and Transformation Consulting** meets the challenges associated with the digital transformation of enterprises and the development of their Business Models, and helps them to define and implement the strategy and organization best suited to their development.

*Strategy & Innovation – Digital Transformation – Performance Management*

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management

*'Confronted by the increasing pace of Digitalization and the explosion in data, enterprises are having to face unprecedented transformation challenges involving data capture and valorization, the development of digital set-ups, and the renewal of organizational and economic models. **Keyrus** today proposes the only offering in the market capable of assisting enterprises in a comprehensive manner with all their challenges linked to Data and Digital' declares **Eric Cohen, Founder, President & CEO of Keyrus.** 'Our new brand strategy reflects our desire to strengthen our original areas of expertise and pursue our aim of developing and disseminating innovation at the heart of enterprises in order to create the value needed to reinvent them. This is a crucial challenge, since, in a constantly changing world, only those organizations that will act swiftly and leverage these upheavals will find it possible to secure their growth and long-term future'.*



For more information, visit the **Keyrus** Group's new website [www.keyrus.fr](http://www.keyrus.fr)

## 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:

management  
& transformation

data  
intelligence

digital  
experience

- **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)

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