

Press release

18 September 2007



Keyrus boosts international sales by banking on the success of its partner, ebiexperts, in merchandising its business-intelligence performance solutions

Levallois, 18 September 2007 - Keyrus, a major international business-intelligence systems consultancy and integration player, posted strong growth in its sales abroad through the merchandising, by all of the Group's companies, of the business-intelligence performance technologies developed by ebiexperts.

Besides its historic partnerships with the largest publishers of Business Intelligence solutions (Business Objects, Cognos, SAS...), for the past five years, Keyrus has been actively collaborating with Swiss-based **ebiexperts** to design and develop software aimed at optimising the performance of the market's main software suites.

Originally developed around the technologies of the Business Objects editor to provide a more effective use of BI applications, the **Enterprise Manager**[®] audit and **Version Manager**[®] versioning solutions have already been well received by over 80 customers of the Keyrus Group worldwide.

With over 100,000 equipped BI users, these solutions have systematically resulted in a quick ROI and allowed many companies to rationalise their investments in the development and maintenance of their BI applications (e.g. Sony Pictures Home Entertainment in Australia, Land's End in the USA, France's Total or Cortals Consors, the UK's Lloyds Bank, the Laiki Group in Greece, Germany's Vodafone, or Telekurs in Switzerland).

Sébastien RICARD, Keyrus' Director of Business Development, states: *"The performance and rising fame of ebiexperts products have allowed Keyrus to increase its sales abroad significantly in 2007, while providing our customers with considerable value added in our BI solution consultancy and integration activities."*

Dean JENSEN, Sony Picture Home Entertainment's Regional IT Manager for Australia and New Zealand, can attest to this added value: *"Optimising our IT solutions is crucial for the success of Sony Pictures. Version Manager[®] and Enterprise Manager[®] provided us with a greater understanding and clearer vision of our Business Objects roll-outs. We can now control our users' satisfaction!"*

Enterprise Manager[®], the powerful yet flexible audit solution, allows measuring the use of Business Objects and supervising its roll-outs, by regulating the set of licences, controlling the BI solution's ownership costs while increasing user response and efficiency.

The versioning solution, **Version Manager**[®], controls and secures all Business Objects roll-outs through better code structuring and a methodological support provided to our clients' project teams, resulting in a substantial gain in performance.

What is more, both solutions guarantee the success of the migration to the latest BI platform, BusinessObjects XI Release 2.

In fact, it is in light of its migration to BusinessObjects XI Release 2 that the Cyprus-based Marfin Bank, a subsidiary of the Laiki Group, decided on **ebiexperts** solutions.

In a complex and ever-changing regulatory context, the bank implemented **Enterprise Manager**[®] to allow it to sort existing reports, identify key users from among the 80 employees, and, finally, draw up a clear and efficient migration plan.

Klaus BINDER, the designer of both products and director of offers at **ebiexperts**, comments on the success of **Enterprise Manager**[®]: *“Our audit solution, **Enterprise Manager**[®], implemented at Vodafone or Cox Health, allowed them to rationalise the use of Business Objects and the related security validation. Companies such as Land’s End or Vodafone were also able to reduce the database load substantially by avoiding having to refresh the same information several times a day, thanks to the use of the **Enterprise Manager**[®] traceability tool.”*

To help its customers get the most out of these new BI performance solutions, Keyrus will be participating in several international trade shows in October, in the United States, Australia and England, and will launch a promotional campaign with all its subsidiaries by year’s end.

About ebiexperts



Swiss-based **ebiexperts** is Keyrus’s partner in the development of Business Intelligence solutions. For the past five years, **ebiexperts**, the inventor and developer of technological solutions based on innovation and performance meant to rationalise and optimise its customers’ BI environments, has specialised in the development of software to complement the solutions of the BI market’s largest publishers.

For further information, visit their site at: www.ebiexperts.com

About Keyrus

The **Keyrus** group is a major player in performance-management solution integration and consultancy for major accounts and the middle market. For over ten years, it has been helping its clients optimise their performances by offering them a comprehensive range of services in the following fields:

- **EPM (enterprise performance management) consultancy and strategy**
- **Technology and design solutions: validation through POC (proof of concept)**
- **Development, implementation, testing and delivery**
- **Change management, training and skills transfer**

The **Keyrus** group currently employs 1,300 people in nine countries: France, Belgium, Brazil, Canada, Luxembourg, Mauritius, Spain, Switzerland and Tunisia.

Keyrus is listed on the Euronext Paris Eurolist, (compartment C / small caps, ISIN code: FR0004029411) – Reuters: KEYR.LN – Bloomberg: KEYP FP)

For further information, visit our site at: www.keyrus.com

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