



Keyrus supports Denodo in its development strategy of major international accounts by signing a global partnership

Levallois-Perret, April 21, 2020 - **Keyrus**, an international consultancy in the fields of Data Intelligence, Digital and Business Management and Transformation Consulting, announces that it will strengthen its expertise in data virtualization by signing a global partnership with **Denodo**.

Founded in 1999 and leader in the market, **Denodo** allows companies to simplify access and analysis of all their data through the creation of a "Single Data Access Point". The publisher's solution (IaaS & PaaS) connects to all of the company's data and sources (multi-site, hybrid, multi-cloud...), aggregates and standardizes them, thus greatly reducing obstacles linked to the recovery and reconciliation of data coming from different ecosystems without any replication.

Denodo also offers hundreds of connectors (Data Warehouse, Data Lake, applications, API and other sources files) as well as a VQL language, very close to SQL, allowing users to request all connected data sources and optimized treatments whilst limiting the footprint of systems analyses.

Through new connected data hubs, **Denodo** makes it possible to shorten the implementation times of all the data exploitations and to accelerate the time-to-value within the organization to allow Businesses to focus on the analysis and the exploitation of their data heritage.

Denodo solutions are aimed at players from all sectors. However, they especially benefit companies with complex and heterogeneous data ecosystems by centralizing data sources through a reconciled view while guaranteeing performance and security.

To speed up the publisher's solutions, **Keyrus** launched a skills and certification upgrade plan for its teams, as well as the creation of a demonstration environment within a hybrid and multi-cloud ecosystem. In recent months, the two entities have also jointly developed numerous "Proof of Value" initiatives between **Denodo** solutions and those of **Keyrus** main technological partners.

"The increased needs of companies to better understand and master their information assets and to analyze their data in-depth, particularly from heterogeneous sources, make **Denodo** a real accelerator in the implementation of an efficient data strategy", says **Emmanuel Ulrich**, Practice Manager & Data Architect at **Keyrus**. "This alliance will allow us to accelerate our technological and commercial development with the **Denodo** teams across all of our

implementations around the world to strengthen the support of our customers in optimizing their data performance."

"Our approach makes it possible to considerably reduce the costs of management and integration of data (according to our customers between 30% and 85%) as well as the time of provision of this same data (90% in development and deployment time, 60% in time-to-market, 75% in time-to-engage, 90% in impact analysis, etc.), which makes **Denodo** a unique solution for all major corporate data projects", adds **Raynald Bouchet**, Director EMEA Alliances & Channels at **Denodo**. "The construction of this alliance with **Keyrus** seemed obvious to us, given the range of skills that the group brings together and the positioning of Pure Data Player which makes it a key player in Consulting and Integration. **Denodo** delegating the resale and implementation of its solution to its partners, this alliance with **Keyrus** is for us an essential vector for the conquest of new customers, in France and abroad."

ABOUT KEYRUS

Keyrus, creator of value in the era of Data and Digital

An international company in consulting and technologies and a specialist in Data and Digital, **Keyrus** are dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitate and accelerate their transformation, and generate 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 and centred on an innovative offering founded upon a combination of three major and convergent areas 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

Present in 19 countries on 4 continents, the **Keyrus** Group have more than 3,200 employees.

Keyrus are 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.com

ABOUT DENODO

With over 800 customers, **Denodo** are the leader in data virtualization - an agile, high-performance technology for real-time data integration, abstraction and services. Data virtualization provides unified access to a wide range of data sources (corporate, big data, cloud and unstructured), at half the cost of traditional data integration. **Denodo** customers from all sectors have gained in business agility and significantly increased their return on investment by allowing simplified, faster and unified access to corporate data for agile BI, big data analytics, web integration and cloud, single view applications and enterprise data services. Founded in 1999, **Denodo** are a private company, solidly funded and profitable. For more information, visit www.denodo.com/en

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