

Press Release

March 28, 2011



Keyrus Group forms Keyrus MANAGEMENT

A new structure dedicated to management consulting, designed to cater to the penetrating changes of the organisation's requirements.



Levallois-Perret, March 28, 2011:- Keyrus Group announces the creation of the Keyrus Management office presided by Didier Taupin, Executive Vice-President of Keyrus.

Created by strong, experienced professionals, since its establishment with 8 associates and 40 consultants, **Keyrus Management** proposes a structure that will help organisations to design and implement important organisational and strategic initiatives efficiently because of its innovative approach and its industry-wise and functional competencies.

"We have found that the advice of consulting management proposed by the current market players is neither renewed nor adapted to the penetrating changes of large organisations and to our requirements during the recent years" declares **Didier Taupin**.

"Keyrus Management is specifically built not only in terms of its team structures but also its work methodologies in order to take into account this order. We focus mainly on our operations on four big dimensions to accelerate and promote the success of our clients' projects: focus and distribution of the objectives, managerial mobilisation, establishing cultures and collaborative techniques and clear and explicit governance. We apply this innovative step to the whole of our expertise: Human Resource Management Consulting, Marketing and Commercial Strategies, performance of Financial Directions, Purchase and Information Systems."

Established as an independent entity with its own control to follow the business fundamentals of consulting in management, **Keyrus Management** finds in the Group's long-term knowhow - mastering the information processing technologies, resulting from "Business Intelligence" activities, agile method, short cycle and collaborative Web world – enrichment of its competencies which make it unique in the consulting domain.

"Keyrus Management has a mission 'to leverage the potential of organisations' and more than its own strengths, is supported by the solid group dynamism which has maintained its agility", explains Eric Cohen, Founder President of Keyrus. "The Group specialises in techniques for data processing, piling, control panel and expertise in setting up of collaborative links which could be a very strong support for the consulting endeavour and for the value addition to our services. Our commitments in the consulting field are: to have fast progress, to be more innovative and inventive, to encourage durable change".

"Keyrus Management is composed of experienced teams, led by associates firmly engaged in servicing the clients" continues Didier Taupin. "The agility that Keyrus Management shares with its customers is based on the fundamental values of business practices and that of our consultants: Innovation, Entrepreneurship, Proximity and Diversity. And we are proud to say that the big companies and Public Sector Organisations have realised the difference in our services and hence keep faith on us to help them design their strategic projects."

Associates of **Keyrus Management** : Eric **Alonso**, Leonardo **Carvalho**, Valérie **Frankiel**, Bertrand **Frot**, Soumia **Malinbaum**, Marc **Rousselle**, Olivier **Rihouet**, Assaf **Tayar**.

ABOUT KEYRUS MANAGEMENT

Keyrus Management, Management Consulting arm of **Keyrus** Group, is unique in its innovative approach in order to face the increasing difficulties of mobilisation and collective and continuous efficiency of human resources towards well-understood and shared objectives, which prevents organisations from exploiting completely their potential.

Founded by experienced professionals from the consulting world, **Keyrus** Management follows an innovative step in all of its varied expertise – Consulting in Human Resource, in strategic Marketing / Sales, in performance of financial functions, purchases and Information Systems – and domain-wise competencies (Financial Institutions, Processing Industries, Energy, Service and Public Sector enterprises).

Keyrus Management finds in its long term knowhow – command over processing and analysis of the information resulting from “Business Intelligence” activities, agile method, short cycle and collaborative Web world – enrichment of its competencies which make it unique in the consulting domain.

An approach adapted to leverage organisations and recreate agility

The consulting approach of **Keyrus Management** is based on four pillars, indispensable and decisive success factors and timely completion of projects, irrespective of its nature:

- **Analysis** : This phase, which is an integral part of all the projects, has to be reinforced strongly, focusing on data contained and properly understood by the corporate stakeholders, in a way that will completely take into account the findings and objectives in a clear and objective manner in the eyes of competitors.

- **Mobilisation**: Planning for projects, assuring better understanding of the acceptance and mobilisation of the market players. The “change management” starts right from the first day of the project which is a prerequisite.

- **Governance** : To strengthen the rules and the organisation, its roles and responsibilities, its systems, indicators and monitoring the projects and taking initiatives, in relation to global corporate governance and in such a way so as to transfer them at the earliest to operational teams and assuring sustainability. The mission of consulting is not set to last for the longest time, but to be accomplished in the shortest possible time period!

- **Developing a competitive culture**: To encourage integrated work system, to create and lead projects reuniting collaborators from all professions and all places, to share proactively the good practices, to give importance to matrix operations and multicultural environment. ...are some of the indispensable factors to the success of the enterprises. However, this may cause a lot of inconvenience to collaborators, often trained in hierarchical and isolated functioning modes.

For more information please log on to: [www. keyrusmanagement.com](http://www.keyrusmanagement.com)

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