

Why diversity ?



Soumia Malinbaum
Business Development Manager – Keyrus
President of the AMFD

Diversity is a real challenge with regard to global performance for the **Keyrus** Group.

A leading international player in Business Intelligence and e-Business consulting and solutions integration for Large Corporate operations and ERP/CRM solutions for the Mid Market, **Keyrus** supports its clients in optimizing their performance by offering them a full range of services in the areas of Business Intelligence, E-Business and corporate management solutions. The Group currently has a workforce of over 1,300 in 11 countries.

Historically operating in the area of decision-making solutions used to share information from different functions (finance, marketing, human resources...), we have demonstrated the value of obtaining more than one opinion on a subject. Therefore, in order to demonstrate our belief in the Group and beyond, **Keyrus** has established diversity as one of its six basic values.

In our Group, the notion of “diversity” is associated with that of “inclusion” – this not only implies recruiting and retaining all employees from all diversities, but also to value and respect all differences such that each employee contributes to the success of the company by fulfilling his/her potential and expressing his/her unique talent.

A leader in performance, **Keyrus** has given a strong commitment in recent years by actively encouraging diversity, a key value of our global strategy and our human resources policy, with regard to recruitment, management and career management.

The Group’s Ethical Charter, our recruitment policy and our involvement with associations which act in favour of diversity, are the concrete and operational demonstration of **Keyrus**’s commitment.

Keyrus is, for example, a founder member in France of the AFMD, “Association Française des Managers de la Diversité” which supports companies in their diversity management within teams such as intergenerational management, the management of ages or the management of professional/private life balance. This partnership allows it to better combine its talents and further strengthen its internal cohesion.

In so far as concerns recruitment policy, **Keyrus** is opening up its recruitment globally to candidates with different training, and from different cultures and origins. The Group’s role is to make its operational managers aware of diversity thanks in particular to the sponsorship of young graduates from disadvantaged neighbourhoods, via the association “Nos quartiers ont des Talents”.

Finally, **Keyrus** is supported by IMS-entreprendre pour la cité, an exchange platform in which over 200 companies participate, with the aim of better developing and anchoring its policy of Social and Societal Responsibility.

Keyrus, signatory to the Charter on Diversity since 2007 and the Charter on Parenthood since 2008, is committed to an ethical and long-term approach in favour of Diversity.

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