

Press Release

February 17, 2009



Keyrus, through its Digital Agency, Zeni, makes Aigle Azur's on-line reservations soar

Levallois, February 17, 2009 - Keyrus, an international specialist in consulting and integration of Decision Support Information Systems, announces that it has supported **Aigle Azur** in optimising its website and Internet services (www.aigleazur.fr) through its digital agency, **Zeni**, which specialises in Web strategy and interactive communication.

The airline company, **Aigle Azur**, which flies 1.6 million travellers every year to sunny southern destinations, felt the need to improve its website by perfecting its on-line services for its regular and future clients and also wanted to manage and update its website in complete autonomy.

"The Web is a basic strategic business tool that Aigle Azur uses: besides being a showcase website for its service offerings and the company's approach – the principal idea being user-friendliness – it is an important medium for significant sales. The main objectives that we have set for this site are to have internet users make the most of special offers in real time and to keep at building customer loyalty", explains Idir Idjerouidene, project manager with **Aigle Azur**.

Zeni has developed and improved a large number of functionalities in response to **Aigle Azur's** requirements:

- Creating an interactive loyalty program "**Azur Plus**" that enables clients to register on-line, track their accounts and use their loyalty points;
- Setting up 'Web Services' that allows communication to flow between the site and **Aigle Azur's** databases;
- Creating a space for special offers with a view to obtaining the best travel deals in real time;
- Developing a weather module to know about the precise weather conditions at the selected destinations;
- Adding a console to manage requests from clients on the website related to the use of loyalty points;
- Optimising the web content management tool that makes it possible for **Aigle Azur** to update its website whenever it wants to.



In order to accomplish the overhaul in its entirety, **Zeni** displayed its ability to respond and adapt so as to successfully manage the different partners and service providers who contributed to **Aigle Azur's** operations.

With more than 10 years of experience in Web strategy & interactive communication along with proven experience in design-execution of B-to-C sites for large-scale companies (Accor, Crédit Agricole, PSA Peugeot Citroën, Picard, TF1 Store, Xerox, etc.), **Zeni** was in a position to meet **Aigle Azur's** expectations efficiently. Revamping graphics and hosting as well as improving a number of website functionalities, which

resulted in a significant increase in on-line sales since the site was uploaded, were the objectives that **Zeni** successfully achieved.

*“Since more than a year, **Zeni** has taken charge of developing as well as hosting the website and the servers. Considering the results, we have already recommended **Zeni** to our aviation sector partners. The success of our project is confirmed by a 70% rise in on-line booking, as also by massive adherence to the customer loyalty programme (more than 22,000 members in just 7 months), and a constant increase of visitors to the site. Moreover, the administration console which is being revised by **Zeni** allows us to be totally autonomous as regards the graphics and web content. It also greatly improves our turnaround time, something that is crucial to our business”, concludes Idir Idjerouidene.*

About Aigle Azur

Aigle Azur is one of the oldest private companies in France. Created more than 60 years ago by Sylvain Floirat, noted captain of the French industry, the **Aigle Azur** Company has regular flights to sunny destinations: Algeria, Mali, Morocco, Portugal, and Tunisia.

Aigle Azur operates almost 300 flights per week from 7 airports in France: Paris (Orly and Charles de Gaulle), Lille, Lyon, Marseilles, Mulhouse and Toulouse. Equipped with a fleet of 11 Airbus A320, with two classes on board, the company transports 1.6 million passengers every year.

For more information, log on to: www.aigleazur.fr

About Keyrus

A major player in consulting and integration of Business Intelligence and e-Business solutions for Large Corporates and ERP/CRM solutions for the Mid Market segment, **Keyrus** has been helping its clients optimise their performance by offering them a comprehensive range of services in the following fields:

- **Business Intelligence - Performance Management**
- **E-Business**
- **Integrated Management Systems for the Company**

Keyrus currently employs more than 1,200 people in 9 countries: France – Belgium – Brazil – Canada – Spain – Luxembourg – Mauritius – Switzerland – Tunisia.

The **Keyrus** Group is listed in Euronext Paris (Compartment C/Small caps - Code ISIN: FR0004029411 – Reuters : KEYR.LN – Bloomberg : KEYP FP)

For more information, log on to: www.keyrus.fr

About Zeni

Zeni is recognised as one of the pioneers in France to have aimed at Internet and the World Wide Web markets in a structured and forward-thinking manner.

Today, the **Keyrus** Group's Digital agency, **Zeni**, provides a global offer ranging from consulting in marketing and communication strategy to the design and execution of interactive multi-channel web sites by integrating its own technological solutions, on the entire range of new media (Internet, Mobile telephony, Interactive television etc.).



For more information, log on to: www.zeni.fr

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